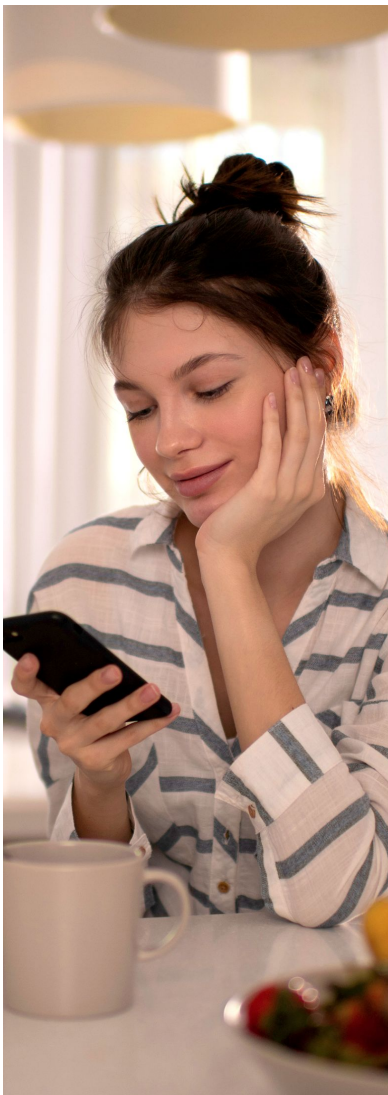


# Surging Video Consumption and Less Competition Create Real Opportunity for Advertisers

With more people at home and online, video consumption jumps for YouTube.

As of March 2020, many consumers are at home with a lot of free time on their hands. They're spending huge amounts of that time online, and their consumer habits around YouTube and video viewership are changing in ways that create opportunity for brands.



## Insights in the Data

Through our data compiled on the Netsertive platform, we've observed that consumers are not only spending more time online, they're watching more video ads—and watching them to completion. This signals a dynamic opportunity for advertisers to cost-effectively engage with consumers through YouTube advertising.

**28%** INCREASE IN VIEW RATE

**34%** DECREASE IN COST PER COMPLETED VIEW

**39%** INCREASE IN INTERACTIONS

**6%** DECREASE IN COST PER THOUSAND IMPRESSIONS

## Put Your Video Library to Work

Taking advantage of YouTube's advertising surplus could be a double win for brands with large video asset libraries.

With less competition on platforms like YouTube, now is a great time to build brand awareness and stay top-of-mind with consumers. As markets begin to reopen, you'll have a warm audience to continue retargeting and drive to your location when they're ready to spend.