

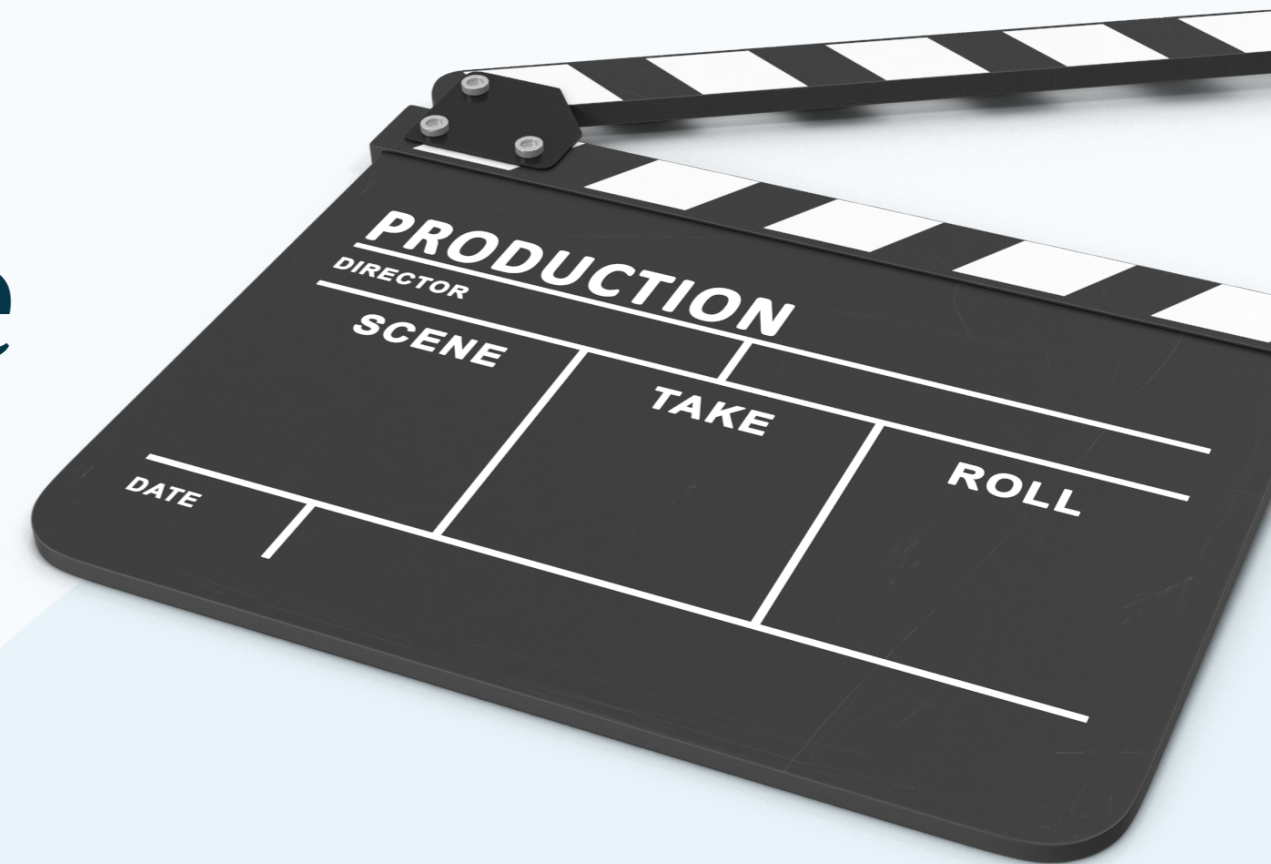
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Using dynamic video ads to enhance your YouTube presence

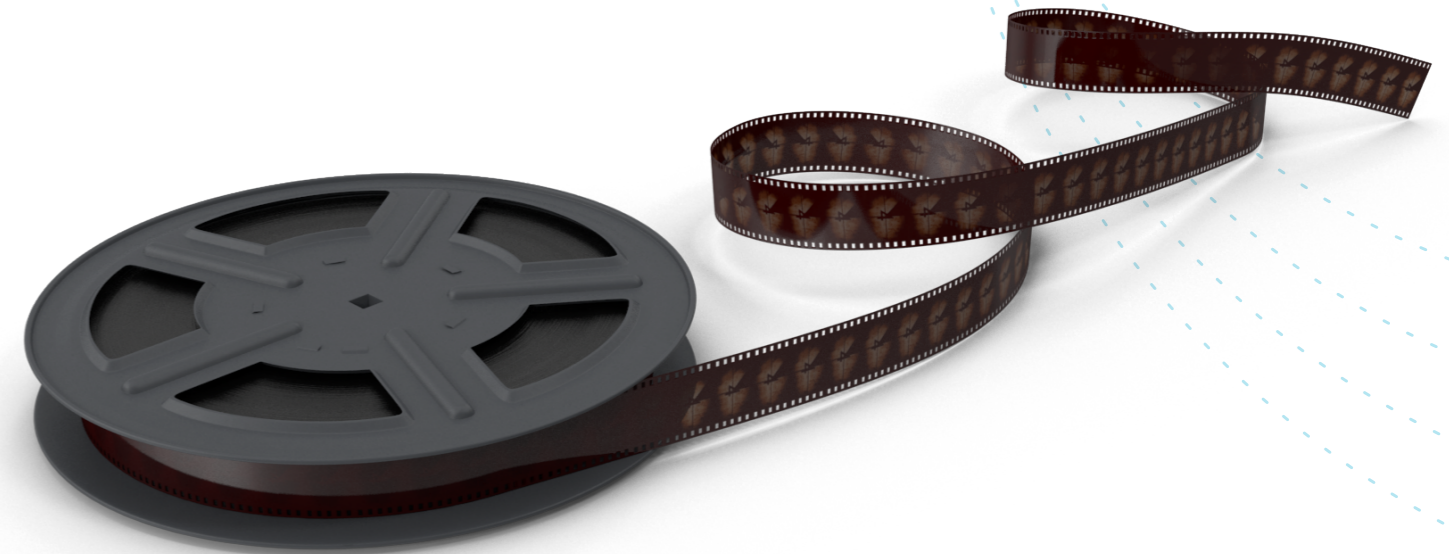


Using dynamic video ads to enhance your YouTube presence

YouTube has long been more than just a platform for young people – it's used by people of all age groups and demographics. And as the second largest search engine in the world, it offers brands and retailers immense potential for exposure and a high level of ad visibility compared with the industry average.

The video-sharing giant is no longer just a branding channel. Its TrueView for action campaign format enables performance-oriented advertising, with prominent CTAs and end screens. And, by linking to Google Search, for example, advertisers can target users based on their search queries.

There is a widespread misconception that producing videos is expensive and time-consuming, rendering it unsuitable for companies that constantly update their offers. But that's not true – brands and retailers can create product video ads in an agile way to keep up with fast-paced product rotation.



An agile way to create video ads

Swiss DIY and gardening store JUMBO partnered with Dept to create video ads for YouTube. Using the Productsup feed management tool to produce dynamic product videos saved them both time and money.

JUMBO simply selected their preferred template to be automatically updated with product data from their feeds. In other words, their dynamic product video is based on a static element – the template, and a dynamic element – the feed.

There's no need to produce a new video for every fresh sales campaign or every time a new promotion is launched. Once created, videos can be updated again and again, and used for both TrueView for action and TrueView for reach campaigns.

The product videos can be used across the entire funnel, with other ad formats, like bumper videos, and other channels also possible.

Here's an example offer from JUMBO's dynamic product video. Watch the full video ad [here](#).



Who can benefit most from dynamic videos?

Dynamic video ads are well-suited to many different verticals, and not only retailers.

You can benefit from creating this type of video ad if:

- You have a feed
- You have an alternating range, or offers that change often
- You want to use Youtube as a performance advertising channel
- You want to benefit from the branding impact of having a video presence
- You want to include other channels such as social media or programmatic
- You don't have an in-house designer for video production

“Our YouTube advertising for promotional products has become more efficient and now has a higher priority.”

Caroline Barodte
Media & Digital Manager at JUMBO



The last word

Dynamic video ads can be used to run performance campaigns as well as maintain a constant branding presence. A template can be refilled countless times, which makes video production scalable and agile. In this way, your ads can be displayed on different channels and in different formats, in front of customers who might otherwise not be reached.

Get in touch with Dept or Productsup to learn more about dynamic video ads!

DEPT
deptagency.com

Tobias Scholz
Director Digital Marketing
tobias.scholz@deptagency.com

Productsup
productsup.com

Jurgen de Vries
Senior Account Executive
jurgen.de.vries@productsup.com