

TrueView and RTB the perfect match for the modern-day consumer

By [Simon Orgill](#), issued by [Incubeta](#)

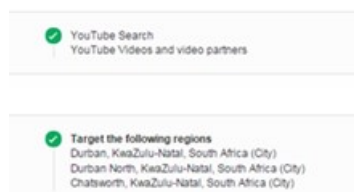
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With the introduction of YouTube's new ad offering we thought it best to showcase just how amazing your campaigns will be run by the most accomplished and trained RTB team in the whole of Africa. Firstly just a brief explanation of just what TrueView is...

"TrueView is Google's proprietary cost-per-view, choice-based ad format that serves on YouTube, millions of apps, and across the web. Additionally, TrueView gives advertisers more value because advertisers only have to pay for actual views of their ads, rather than impressions."



Within our DSP (Demand Side Platform) we have been fast-tracked to have the ability to utilise this function and create the best campaigns for you and your brand. We have the ability to geo-target right to the suburb in which a potential consumer might be as well as across both YouTube Search and YouTube Videos.



The ability to make the best use of your money, and not have any go unnecessarily wasted is our objective. We do this by giving your campaign a directive, a reason to work for you essentially, a way to optimise towards a goal.

- We are able to fine tune your campaign to bring out the best, with it being optimised for views if you want potential consumers to see your message and heed your content.
- As well as the ability to work to conversions should it be subscribers to grow your fan base or even to book a test drive or visit your blog's landing page, we can do it all.

Frequency capping is used to prevent over exposure and to prevent the consumer labelling you as that annoying brand.

TrueView provides us with two Ad Formats with which to get your message out there:

1. TrueView in-stream video ads play before videos and are skippable. Advertisers pay only when a viewer engages with the video.
2. TrueView in-display video ads are comprised of an image and a short headline, and may be displayed differently

depending on where they appear (such as on or off YouTube). Advertisers pay only when a viewer clicks your ad.



TrueView and RTB also provide a multitude of targeting options these include:

A. Content

- Keywords: You have the ability to show your video based on phrases or keywords related to a video.
- Categories: Category targeting lets you reach a broad range of videos, channels and websites related to topics

you select.

- Placements: Allow you to target unique channels, websites or placements. Target high traffic blogs or popular sites.

B. Audience

- Demographics: Gender, Age as well as parental status are applicable here.
- Remarketing: Retarget users who have previously interacted in an effort to convert on them.
- Interests: Pick from available categories to reach people interested in these topics, even when they may be visiting pages about other topics.
 - i. Affinity audiences: Raise brand awareness and drive consideration with your TrueView video ads by reaching people who already have a strong interest in relevant topics.
 - ii. In-market audiences: Select from these audiences to find customers who are researching products and actively considering buying a service or product like those you offer.

In conclusion there is no other team more suited or skilled who could run TrueView, having being trained by Google first hand and one of the only teams in the world who were green lit to beta test. Your client's budgets and performance could not be in better hands than at DQ&A.

For ad specs please refer to: <http://www.dqna.com/advertising-specs/>



Simon Orgill

About the Author: Simon Orgill

I'm just a guy sitting in front of a computer asking you to convert. A passion for always being on the forefront of digital innovation, whether it's social media, gaming or marketing. I am always striving to be ahead of the curve. Campaign optimisation and finding the best ways to help brands succeed is my obsession and glued to my laptop whether it is weekend or not.

When I am not retargeting you and pestering you to convert you'll find me at my tech and gaming site or my Tumblr blog. I enjoy learning and implementing everything I encounter into my strategies and staying up to date with trends as to apply them real time to my clients in an effort to give them the cutting edge.

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<http://colouredpoetry.tumblr.com/>

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