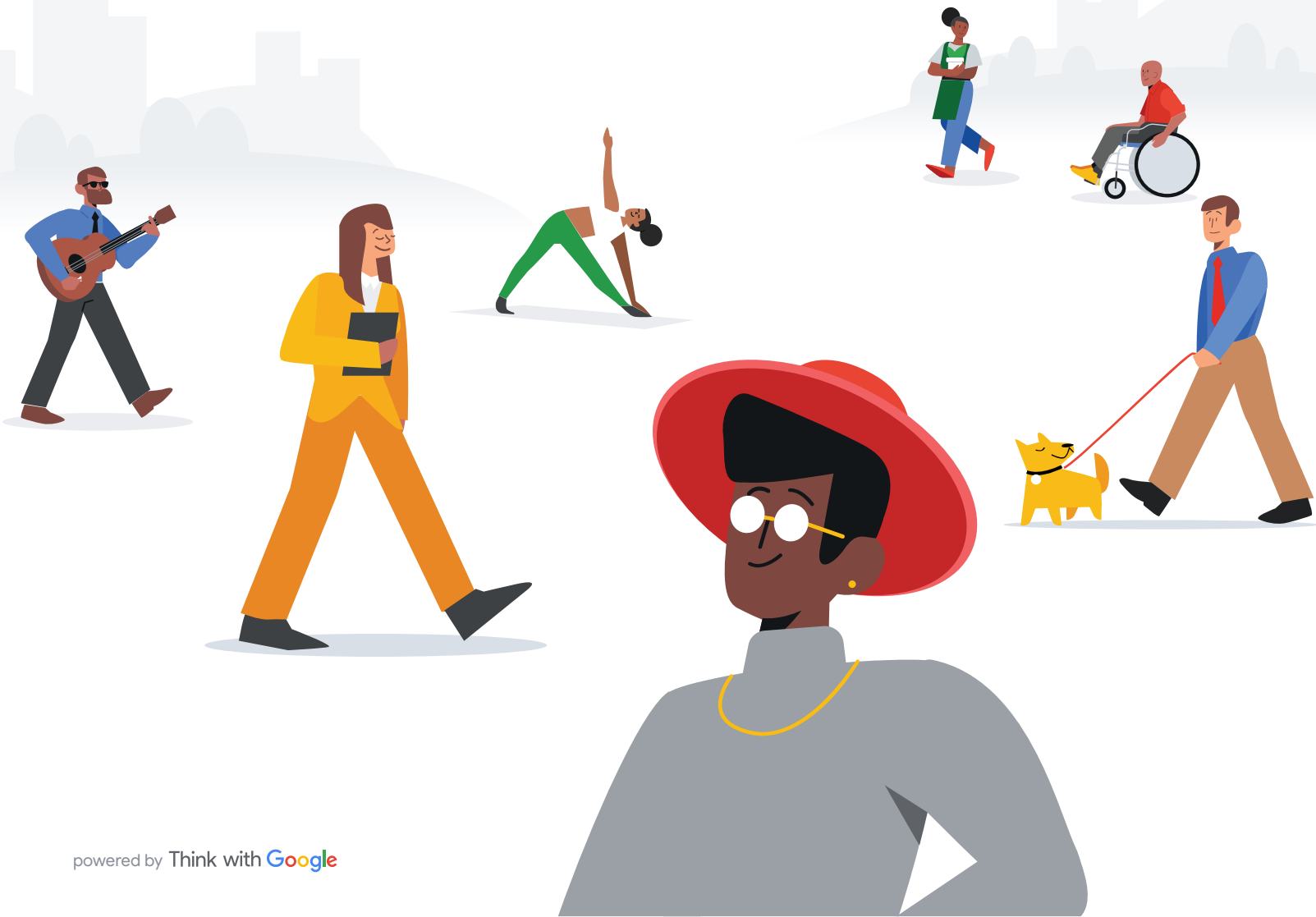




Find My Audience

Your YouTube audience profile



Explore your audience profile

Your profile includes a summary of the audiences you selected in [Find My Audience](#) and detailed guidance on how to put your insights into action.

Here's what you'll get:



AUDIENCE OVERVIEW

Learn how to interpret your audience insights.



AUDIENCE INSIGHTS

Discover consumer patterns and lifestyle attributes of your selected audiences.



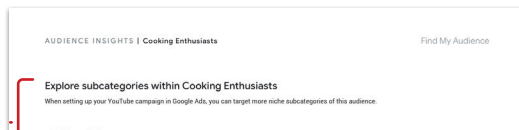
TAKING ACTION

Use your insights to start building your YouTube audience strategy.

How to interpret your audience insights

Let's take a closer look at an example of an audience insights page.

Example page



AUDIENCE INSIGHTS Find My Audience

Cooking Enthusiasts

People who like to cook, look up recipes, and learn about cooking. They may not aspire to prepare haute cuisine, as Cooking Enthusiasts find cooking relaxing and typically prefer leisurely home-cooked meals with friends or family over takeout. They often come to YouTube to look for recipes, watch food channels, and browse cooking tips and tricks.

Top YouTube channels Cooking Enthusiasts are likely to be watching

- Tasty 13.6M subscribers
- Laura in the Kitchen 1.2M subscribers
- Gordon Ramsay 11.2M subscribers
- Sweet Potato Soul 1.5M subscribers

This is a sample of top YouTube channels your audience is likely to be watching.

Cooking Enthusiasts are researching or planning to purchase these products and services

- Home & Garden Services
- Motor Vehicles
- Trips by Destination
- Post Secondary Education

This is a sample of products and services that are most relevant to your audience. They reflect other audiences you can reach on YouTube.

Cooking Enthusiasts are also likely to be part of these audiences

- Foodies
- Avid News Readers
- Art & Theatre Aficionados
- Shopaholic

This is a sample of other audiences your audience belongs to.

Think with Google YouTube

Data points collected from Google Ads and user activity. Last refreshed 8/20/2018.

• Audience description and summary

• Explore these YouTube channels to get a better understanding of what content resonates with your audience.

• Insights into what your audience is planning to purchase can help you find other relevant audiences with similar behaviors and purchase intentions.

• Insights into the interests and habits of your audience can help you discover new — and sometimes unexpected — audiences to build into your strategy.

• Understanding the niche subcategories of your selected audience can help you create even more tailored, personalized ads.



Nightlife Enthusiasts

People who like going out at night to socialize and enjoy drinks with friends — at bars, clubs, or lounges. They may venture out to local hot spots multiple times a week (especially on weekends). Nightlife Enthusiasts tend to be younger and live in urban areas. They often come to YouTube to watch travel reviews for nightlife-heavy locales.



Top YouTube channels Nightlife Enthusiasts are likely to be watching



Tomorrowland
8,500,000 subscribers
1,287 videos



Relix
56,300 subscribers
1,745 videos



GoGoMessiah
30,900 subscribers
799 videos



Jam In The Van
302,000 subscribers
4,255 videos

This is a sample of top YouTube channels your audience is likely to be watching.

Nightlife Enthusiasts are researching or planning to purchase these products and services



Concert & Music Festival Tickets



Trips by Destination



Air Travel



Hotels & Accommodations

This is a sample of products and services that are most relevant to your audience. They reflect other audiences you can reach on YouTube.

Nightlife Enthusiasts are also likely to be part of these audiences



Foodies



Frequently Attends Live Events



Social Media Enthusiasts



Shopaholics

This is a sample of other audiences your audience belongs to.



Performing Arts Tickets

People interested in purchasing tickets for theatrical productions, such as musicals, symphonies, plays, and Broadway performances. YouTube helps them research different performances and watch reviews for different theatrical productions.



Top YouTube channels people shopping for Performing Arts Tickets are likely to be watching



Playbill

102,000 subscribers
2,457 videos



theatermania

58,300 subscribers
1,546 videos



OfficialLondonTheatre

129,000 subscribers
1,574 videos



The Kennedy Center

201,000 subscribers
2,979 videos

This is a sample of top YouTube channels your audience is likely to be watching.

People shopping for Performing Arts Tickets are also researching or planning to purchase these products and services



Concert & Music Festival Tickets



Trips by Destination



Hotels & Accommodations



Bus & Rail Travel

This is a sample of products and services that are most relevant to your audience. They reflect other audiences you can reach on YouTube.

People shopping for Performing Arts Tickets are also likely to be part of these audiences



Nightlife Enthusiasts



Frequently Attends Live Events



Foodies



Value Shoppers

This is a sample of other audiences your audience belongs to.

Explore subcategories within Performing Arts Tickets

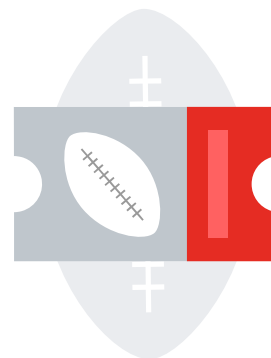
When setting up your YouTube campaign in Google Ads, you can target more niche subcategories of this audience.

- **Broadway & Theater Tickets**





Sports Tickets

People interested in buying tickets for live sporting events, such as American football, baseball, basketball, hockey, and soccer. YouTube is their source for sports highlights and scheduling info about their favorite teams.







Top YouTube channels people shopping for Sports Tickets are likely to be watching

 The Fantasy Headliners 71,200 subscribers 498 videos	 The Fantasy Footballers 170,000 subscribers 1,450 videos	 Antonelli Baseball 124,000 subscribers 1,495 videos	 Stephen Curry 79,300 subscribers 3,488 videos
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This is a sample of top YouTube channels your audience is likely to be watching.

People shopping for Sports Tickets are also researching or planning to purchase these products and services

 Concert & Music Festival Tickets	 Sporting Goods
 Trips by Destination	 Men's Apparel

This is a sample of products and services that are most relevant to your audience. They reflect other audiences you can reach on YouTube.

People shopping for Sports Tickets are also likely to be part of these audiences

 Value Shoppers	 Fast Food Cravers
 Foodies	 Frequently Visits Salons

This is a sample of other audiences your audience belongs to.

Explore subcategories within Sports Tickets

When setting up your YouTube campaign in Google Ads, you can target more niche subcategories of this audience.

- **American Football Tickets**
- **Basketball Tickets**
- **Baseball Tickets**
- **Soccer Tickets**
- **Hockey Tickets**



Frequently Attends Live Events

People who frequently attend live events, such as concerts, sporting events, and festivals. These people tend to enjoy being present for the action, rather than watching it on a screen. It can be a big part of their lives, whether they're loyally supporting their home teams or staying current by seeing the latest popular artists. They often come to YouTube to watch news on upcoming events.



Top YouTube channels people in the Frequently Attends Live Events audience are likely to be watching



Yungeen Ace

368,000 subscribers
50 videos



MindofRez

3,700,000 subscribers
754 videos



AfinArte Music

1,190,000 subscribers
564 videos



Icebox

488,000 subscribers
90 videos

This is a sample of top YouTube channels your audience is likely to be watching.

People in the Frequently Attends Live Events audience are researching or planning to purchase these products and services



Post-Secondary Education



Mobile Phones



Motor Vehicles



Trips by Destination

This is a sample of products and services that are most relevant to your audience. They reflect other audiences you can reach on YouTube.

People in the Frequently Attends Live Events audience are also likely to be part of these audiences



Frequently Visits Salons



Light TV Viewers



Coffee Shop Regulars



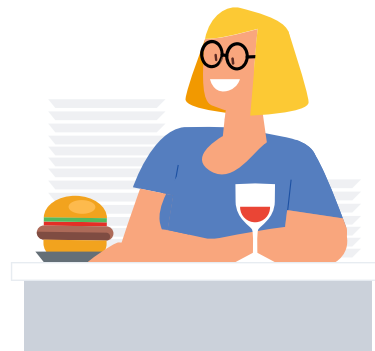
Fast Food Cravers

This is a sample of other audiences your audience belongs to.



Foodies

People who are enthusiastic about food and restaurant culture. It's not unusual for them to eat out multiple times a week and spend a significant portion of their disposable incomes on food. They tend to know the best local chefs and closely follow restaurant openings. Many Foodies engage in wine tasting or brewery tours. They often come to YouTube to watch in-depth interviews with celebrity chefs, look up recipes, and dig through user reviews.



Top YouTube channels Foodies are likely to be watching



Steph Pappas
1,040,000 subscribers
317 videos

delish

Delish
365,000 subscribers
3,288 videos



Yoga With Adriene
5,450,000 subscribers
504 videos



Bloveslife
2,200,000 subscribers
999 videos

This is a sample of top YouTube channels your audience is likely to be watching.

Foodies are researching or planning to purchase these products and services



Trips by Destination



Hotels & Accommodations



Air Travel



Motor Vehicles

This is a sample of products and services that are most relevant to your audience. They reflect other audiences you can reach on YouTube.

Foodies are also likely to be part of these audiences



Shopaholics



Fast Food Cravers



Home Decor Enthusiasts



Bargain Hunters

This is a sample of other audiences your audience belongs to.

1 Apply insights to your audience strategy

Learn how to put your audience insights into action.



Example page

AUDIENCE INSIGHTS | Cooking Enthusiasts Find My Audience

Explore subcategories within Cooking Enthusiasts

When setting up your YouTube campaign in Google Ads, you can target more niche subcategories of this audience.

- 30 Minute Chefs
- Aspiring Chefs

Cooking Enthusiasts

People who like to cook, look up recipes, and learn about cooking. They may not aspire to prepare haute cuisine, as Cooking Enthusiasts find cooking relaxing and typically prefer leisurely home-cooked meals with friends or family over takeout. They often come to YouTube to look for recipes, watch food channels, and browse cooking tips and tricks.

Top YouTube channels Cooking Enthusiasts are likely to be watching

- Tasty 25,442,172 subscribers
- Laura in the Kitchen 2,246,172 subscribers
- Gordon Ramsay 22,442,172 subscribers
- Sweet Potato Soul 2,246,172 subscribers

This is a sample of top YouTube channels your audience is likely to be watching.

Cooking Enthusiasts are researching or planning to purchase these products and services

- Home & Garden Services
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This is a sample of products and services that are most relevant to your audience. They reflect other audiences you can reach on YouTube.

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- Shopaholic

This is a sample of other audiences your audience belongs to.

YouTube Think with Google

data provided from Google observed user activity. Last refreshed 12/20/2019

- A Cooking Enthusiast might watch **YouTube content that goes beyond cooking.**

Explore these YouTube channels to get a better understanding of the content that resonates with your audience.

- Let's say a Cooking Enthusiast may also be planning to **hire a landscaper.**

In addition to reaching Cooking Enthusiasts with your video ads, you could expand your audience strategy by adding **Home & Garden Services** to your mix.

- Let's say a Cooking Enthusiast might also be a **Foodie** or an **Avid News Reader.**

You could further expand your reach by adding these additional audiences to your YouTube strategy.

- There are different types of Cooking Enthusiasts.

If you want to reach a more specific subcategory, you could set up your video ad to target **30 Minute Chefs** or **Aspiring Chefs**.

2 Inspire your creative strategy

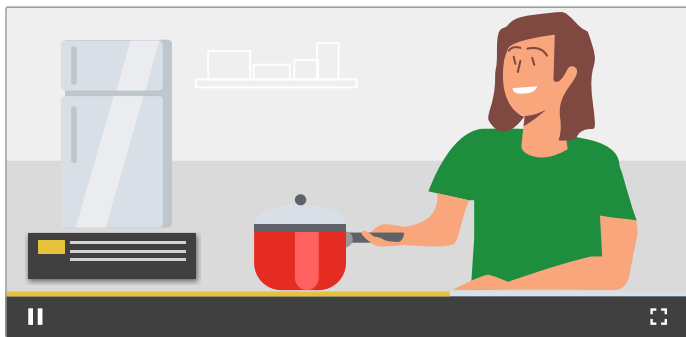
Audience insights can directly inform your creative strategy and make your ads more relevant to a particular audience.

HERE'S HOW IT WORKS

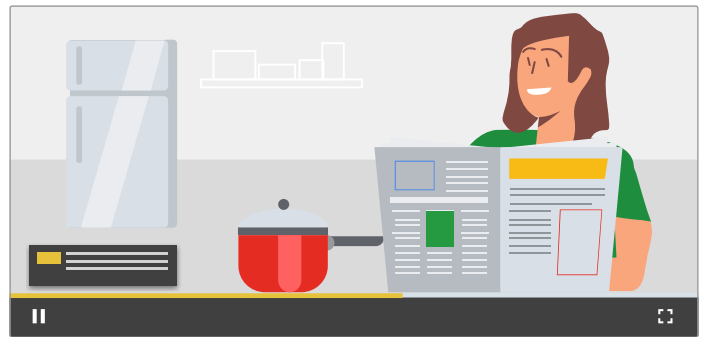
By using Find My Audience, a cookware company discovers that their primary target audience, Cookings Enthusiasts, are also likely to be part of the “Avid News Readers” audience. They have a passion for cooking as well as reading the news.

With this new insight, they decide to broaden their existing audience strategy and adjust their previous creative to make it more relevant for their audience.

Relevant video ads get **3X the attention** compared to the average video ad.*



Existing targeting: Cooking Enthusiasts
Existing creative: Person cooking in kitchen



New targeting: Cooking Enthusiasts and **Avid News Readers**
New creative: Person cooking and **reading the news**

Need a little help?

Whether you want to rework existing videos or create a new one, we can help you get your business video-ready. Connect with Google-selected video production companies, trained in best practices for YouTube Ads.

Choosing the right partner depends on your creative needs, budget, and deadline.



Self-service video template

- Recommended if you have videos, but need to optimize them for YouTube
- Budget: \$10–\$1,000 USD
- Turnaround: Video ready in minutes



Managed video services

- Recommended if you need animation, voice-over, casting, filming, or editing
- Budget: \$1,000–\$10,000+ USD
- Turnaround: Video ready in days to weeks

[Find a creative partner that's right for you](#) →

* Google/Ipsos, U.S., Video Mobile Diary, n of 4,381 (saw ads occasions), 2017.

3 Choose audience types and formats that align with your goals

On YouTube, you can connect with potential customers at every stage of the journey. Your business goals determine what audience strategies and YouTube formats to use. Find My Audience helped you explore YouTube's primary, prebuilt audiences: affinity and in-market. Take a look below to see what other audience types and video formats we recommend to help reach your business goals.

Audience Type	Business Goal	Recommended Formats
Affinity¹ Demo Custom Affinity	Awareness	TrueView for reach and Bumper ads
In-market² Custom Affinity Life Events	Consideration	TrueView in-stream
Custom Intent Customer Match Remarketing and similar audiences	Action	TrueView for action

^{1,2} Available in Find My Audience tool.

Need a little help?

[See the full list of audience types](#) ➔

[Learn more about video ad formats](#) ➔

Did you know?



Ads served with Google intent signals alone have **30% higher** consideration lift and **40% higher** purchase intent lift than when they're served using demographic signals alone.³

↑ **30%**
Consideration

↑ **40%**
Purchase intent

³ Google Brand Lift, Global, Smartphone (analysis restricted to smartphone to isolate the impact of targeting), July 2017–June 2018.

Ready to take the next step?

Visit youtube.com/ads and start creating your video ad.

