

**3X Lead Growth
with YouTube Video Ads**

Client Overview

Business Globalizer is a global business consultancy helping entrepreneurs register companies in the US, UK, and beyond. Their services include LLC formation, tax ID setup, and compliance support. They target digital founders and small business owners seeking international expansion.

Objective

Business Globalizer aimed to scale its global company registration services through cost-efficient, high-intent lead generation using YouTube Video Ads under Google's Video campaign type.

Strategy Overview

To generate quality leads at scale, we launched a full-funnel YouTube Video Ads campaign with the following approach:

Funnel Stage	Target	Video Type	CTA
Awareness	Aspiring global entrepreneurs	Educational explainer video (60s)	Learn More
Consideration	Visitors & engaged viewers	Testimonial-style case study (30s)	Get Started
Conversion	Warm & retargeted users	Direct-response pitch (15s bumper ad)	Register Now

Performance Summary

Metric	Before Campaign	After Campaign	Growth (%)
Monthly Leads	407	1,270	200%
Cost per Lead (CPL)	\$3.10	\$0.72	76.8%
Video View Rate	—	46.3%	—
Click-Through Rate	0.82%	2.41%	194%

Campaign Structure

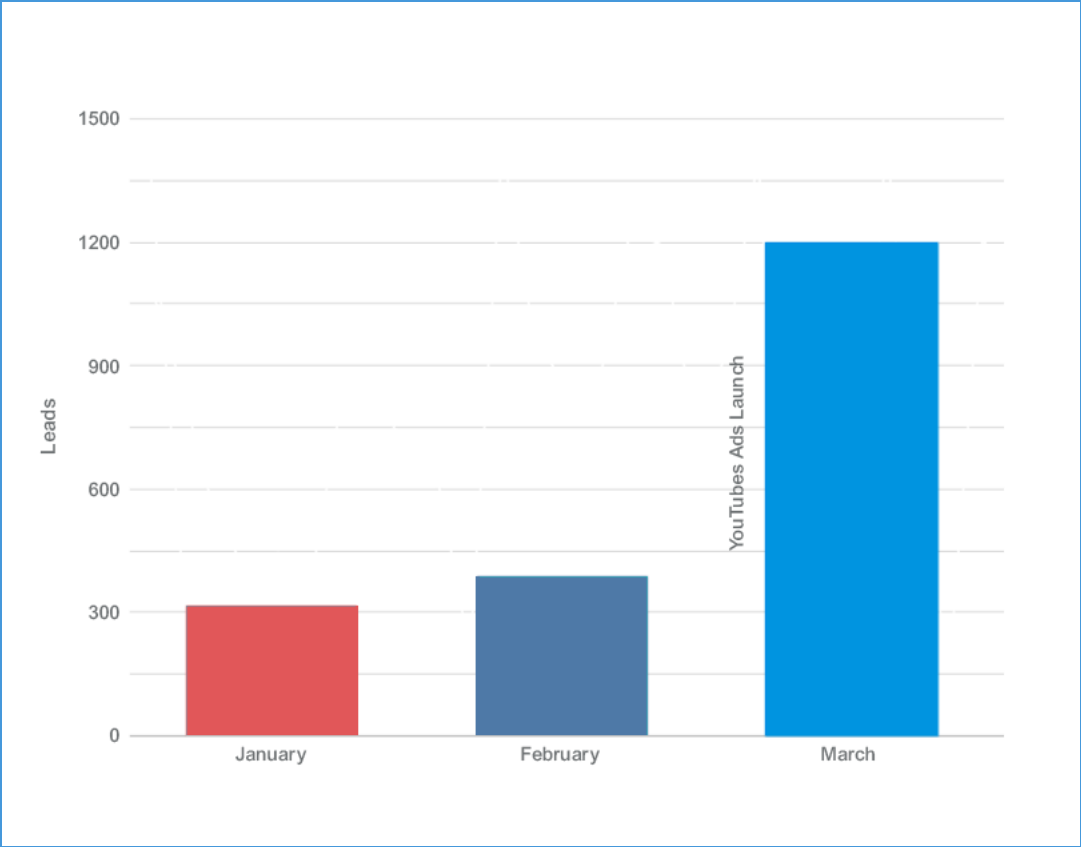
1. Ad Formats Used:

- Skippable In-Stream Ads
- Bumper Ads (Non-Skippable)
- In-Feed Video Ads

2. Audience Segments:

- Audience Name : GlobalBiz_InterestCore
Target Logic : Core interests - business, startup, entrepreneurship
- Audience Name : GlobalBiz_Lookalike
Target Logic : Lookalikes of website converters
- Audience Name : GlobalBiz_Remarketing
Target Logic : Site visitors, YouTube viewers

Data Studio Report
Monthly leads before & after campaign

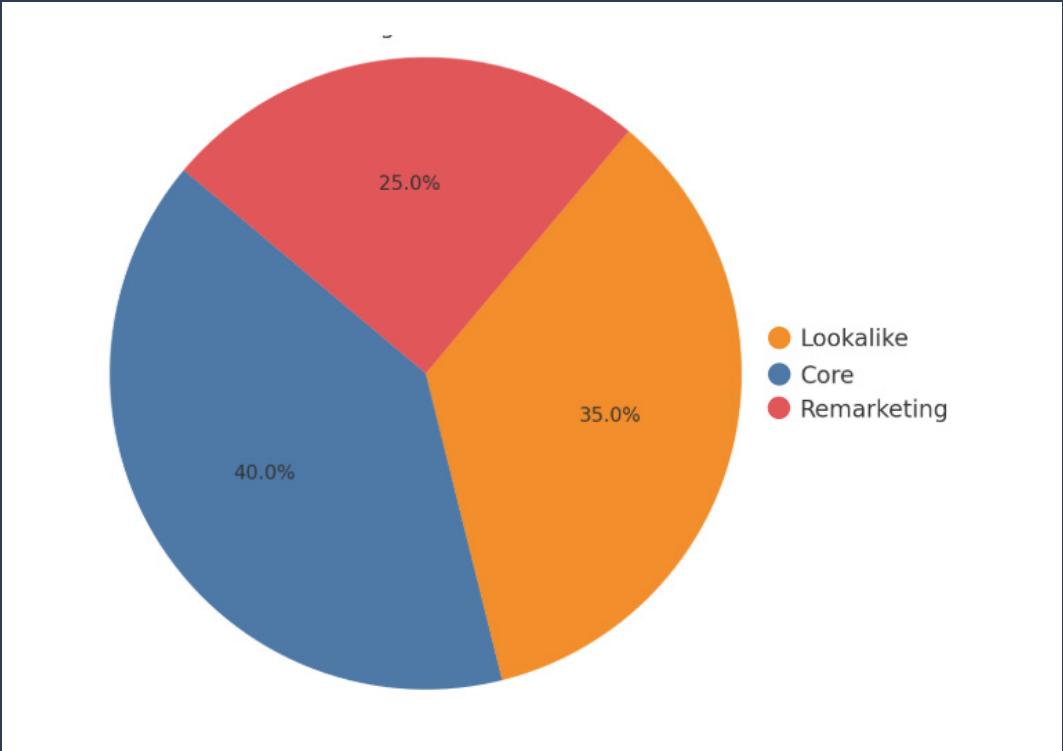


Data Studio Report
Cost per Lead reduction



Data Studio Report

Conversion by Audience Segments



Data Studio Report

CTR by Ad Formats

Ad Format	CTR
In-Stream Skippable	3.2%
In-Feed Video	2.7%
Bumper Ads	1.3%

Insights & Takeaways

1. YouTube Video Ads produced 3X more leads at 66% lower CPL compared to previous search/display campaigns.
2. In-Stream Ads outperformed other formats, generating the highest CTR (3.2%) and strongest engagement in mid-funnel targeting.
3. Audience remarketing contributed 25% of total leads with the lowest CPL, confirming video retargeting effectiveness.
4. By leveraging YouTube's Video campaigns and tailored audience segments, Business Globalizer was able to triple lead volume, reduce acquisition costs, and build a more scalable funnel for its international business services.

Conclusion

By leveraging YouTube's Video campaigns and tailored audience segments, Business Globalizer was able to triple lead volume, reduce acquisition costs, and build a more scalable funnel for its international business services.