



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.



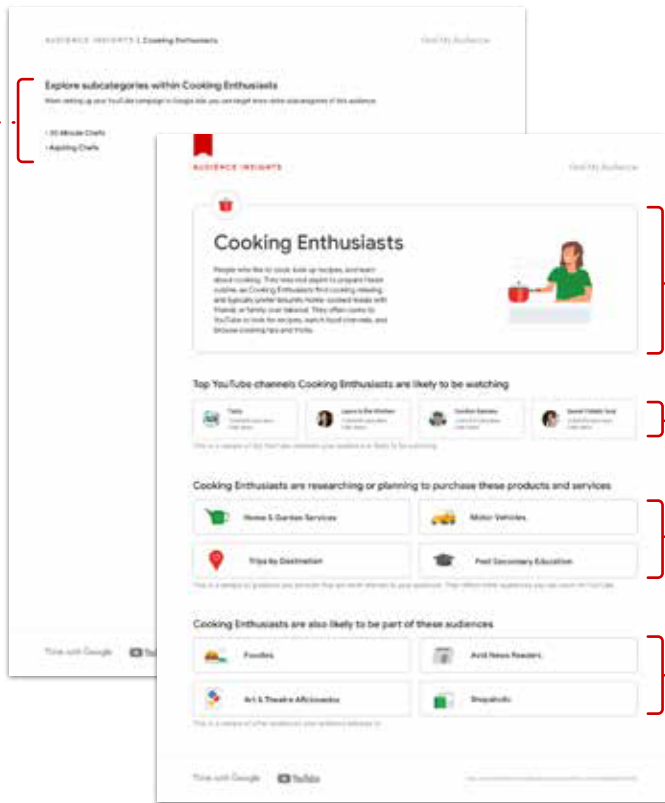
TAKING ACTION

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 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.



Food Service Equipment

People interested in purchasing industrial food-service equipment for commercial kitchens. They turn to YouTube to find the right products for their businesses and to watch reviews from industry experts.



Top YouTube channels people shopping for Food Service Equipment are likely to be watching



HowToBBQRight
912,000 subscribers
460 videos



ehowathomechannel
157,000 subscribers
2,959 videos



Six Sisters' Stuff
509,000 subscribers
456 videos



Ezvid Wiki
566,000 subscribers
22,009 videos

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

People shopping for Food Service Equipment are also researching or planning to purchase these products and services



Tableware



Household Supplies



Cookware & Bakeware



Party Supplies & Planning

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 Food Service Equipment are also likely to be part of these audiences



Home Decor Enthusiasts



Foodies



Bargain Hunters



Shopaholics

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 25.6M subscribers
- Laura in the Kitchen 2.8M subscribers
- Gordon Ramsay 22.6M subscribers
- Sweet Potato Soul 2.8M 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.

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

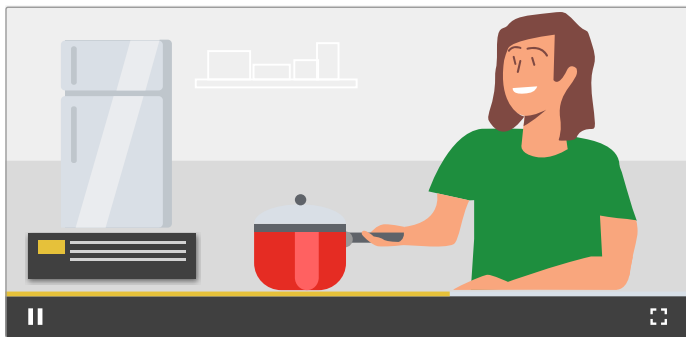
Audience insights can directly inform your creative strategy and make your ads more relevant to a particular audience.

HERE'S HOW IT WORKS

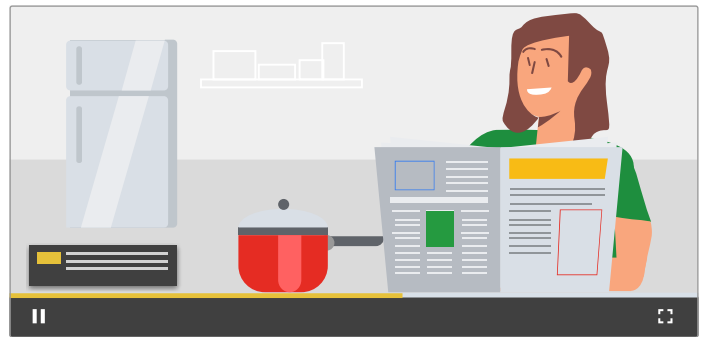
By using Find My Audience, a cookware company discovers that their primary target audience, Cooking Enthusiasts, are also likely to be part of the “Avid News Readers” audience. They have a passion for cooking as well as reading the news.

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.

