


Social Shake Up


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There are **75%** more channels with more than a million subscribers than last year.





7 in 10 YouTube viewers say that YouTube is a place where everyone can have a voice.

A diverse group of young adults, including men and women of various ethnicities, are sitting on a wooden bench. They are all engaged with technology: some are using laptops, some are using tablets, and some are using smartphones. The scene is set in a modern, well-lit environment with a dark wooden floor.

7 in 10 US millennials say that YouTube reflects the diversity they see around them.



78% of US 18+ year olds go to YouTube to get educated.

Benefit Cosmetics Reaches Female Brow-Browsers With TrueView

Those who know Benefit Cosmetics, love it. The challenge was spreading the makeup love to a wider audience. Benefit used TrueView discovery to share eyebrow tutorials and boost brand awareness on YouTube, resulting in 663K earned views and a 20% increase in channel subscriptions. Read more on [Think with Google](#).



The Challenge

Benefit wanted to reach its niche target audience (women who care specifically about eyebrow products) and get in front of new audiences with one overarching goal: "Be known for brows."

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The Approach

- TrueView discovery ads, which recommend videos to watch only when they're directly relevant to a viewer's query.
- Ran TrueView in-stream ads, which appear before, during, or after YouTube videos and allow viewers the option to skip after Ran five seconds.

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The Results

1.2M

paid views

663K

earned views

20%

Increase in
channel
subscriptions

Takeaways

- What do you want to be known for?
- What content do you already have?
- How can you use that content to reach people in the right moment?
- Think about paid media and how each piece of content can work differently for your brand
- Never be afraid to test and learn!