Increasing YouTube Ads Efficiency with Influencer Audience Analysis

Client: International Game Developer
Industry: Game Development
Challenge: Choose the best ads channels on YouTube
Solution: Influencer Search, YouTube channels analysis to discover potential audience

Client

An international game developer and publisher. The company is specializing in developing free-to-play online action games and is one of the leaders in the market. The company itself and its fans are very active on social media and various blogs creating a lot of new written content every day. At the moment company has more than 60mln registered players.

Challenge

The Game Developer was interested in optimizing the process of allocating its marketing budgets.

Being a global company, the Game Developer puts a lot of effort into engaging players all over the world. Part of this job is done through Social networks, particularly working with Influencers in the industry.

While specifying target audiences for various projects, Game Developer's marketing team uses such characteristics as location, gender and age group.

They were planning to identify 20-30 most popular Let's Players on YouTube and wanted to know more about their audience before placing ads on one of the channels. However, YouTube API does not provide such information.

Solution

InData Labs used automated influencer search to find Let's Players who produce relevant content for the Game Developer.

After that InData Labs analyzed their audiences to determine the channels that would be the most effective.

Having characteristics of gamer personas of the client, InData Labs generated a list of Let's Players who had audiences with overlapping demographics and interests.

This helped identify high quality placements to target on YouTube

Result: improved CTR and reduced CPA

By showing relevant ads to the right audience the client improved CTR and reduced CPA by 45%.

Interested in learning more?
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