

2019 holiday checklist: Inspire shoppers with gift- giving ideas2019 holiday checklist: Inspire shoppers with gift-giving ideasDirector, Product Manager, YouTube Ads

Retailers like PUMA are excited to reach new customers on YouTube in advance of the holiday season to help them continue the shopping journey. *“Consumers are continuing to watch more content on the YouTube platform and we want to be where they are, to reach and engage them,”* said Rick Almeida, Vice President of eCommerce at PUMA Group. *“This new opportunity will enable PUMA to extend our shopping strategy into a new property and inspire consumers.”*

Now, people coming to YouTube to browse and research products may see visual Shopping ads, based on their interest. This means if a consumer expresses an interest in running, they could see ads from retailers that offer running apparel, like PUMA, highlighting different products and prices. If you’re already using standard Shopping campaigns today and are opted-into YouTube on Display Network, you are eligible for this experience.

In addition, we’ve made YouTube video ads more interactive, giving viewers useful and actionable information like store location, interest forms and additional calls-to-actions to

help you drive more conversions. In the coming months, sitelink extensions will become available for TrueView for action ads. This makes it easy for viewers to navigate to additional landing pages like your holiday catalogs, your store hours, and more. In a beta test with 30 advertisers, adding sitelinks showed a 23% increase in conversions¹.