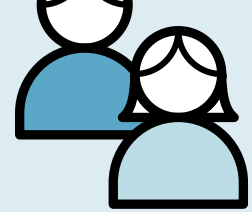


# GUIDE TO YouTube TARGETING

## DEMOGRAPHICS

### Gender

- FEMALE
- MALE
- UNKNOWN



### Age

- 18-24
- 25-34
- 35-44
- 45-54
- 55-64
- 65+
- UNKNOWN

### Parental Status

- PARENT
- NOT A PARENT
- UNKNOWN

### Household Income

- TOP 10%
- 11-20%
- 21-30%
- 31-40%
- 41-50%
- LOWER 50%
- UNKNOWN



## INTERESTS

### Affinity Audiences

#### ART & THEATER AFICIONADOS

- Motorcycle Enthusiasts
- Performance & Luxury Vehicle Enthusiasts
- Truck & SUV Enthusiasts

#### AUTO ENTHUSIASTS

- Action & Adventure Movie Fans
- Comedy Movie Fans
- Family Movie Fans
- Horror Movie Fans
- Romance & Drama Movie Fans
- Sci-Fi & Fantasy Movie Fans
- South Asian Film Fans

#### AVID INVESTORS

#### BEAUTY MAVENS

#### BUSINESS PROFESSIONALS

#### COMICS & ANIMATION FANS

#### COOKING ENTHUSIASTS

- 30 Minute Chefs
- Aspiring Chefs

#### DO-IT-YOURSELFERS

#### FAMILY-FOCUSED

#### FASHIONISTAS

#### FAST FOOD CRAVERS

#### FOODIES

#### GAMERS

- Action Game Fans
- Adventure & Strategy Game Fans
- Casual & Social Gamers
- Driving & Racing Game Fans
- Hardcore Gamers
- Roleplaying Game Fans
- Shooter Game Fans
- Sports Game Fans

#### GREEN LIVING ENTHUSIASTS

#### HEALTH & FITNESS BUFFS

#### HOME DÉCOR ENTHUSIASTS

#### MOBILE ENTHUSIASTS

#### MOVIE LOVERS

- Blues Fans
- Classical Music Enthusiasts
- Country Music Fans
- Electronica & Dance Music Fans
- Folk & Traditional Music Enthusiasts
- Indie & Alternative Rock Fans
- Jazz Enthusiasts
- Metalheads
- Pop Music Fans
- Rap & Hip Hop Fans
- Rock Music Fans
- Spanish-Language Music Fans
- World Music Fans

#### NEWS JUNKIES

- Business & Economic News Junkies
- Entertainment & Celebrity News

#### JUNKIES

- Local News Junkies
- Men's Media Fans
- Political News Junkies
- Women's Media Fans
- World News Junkies

#### NIGHTLIFE ENTHUSIASTS

#### OUTDOOR ENTHUSIASTS

#### PET LOVERS

- Cat Lovers
- Dog Lovers

#### SHOPPERS

- Bargain Hunters
- Luxury Shoppers
- Shopaholics
- Value Shoppers

#### SHUTTERBUGS

#### SOCIAL MEDIA ENTHUSIASTS

#### SPORTS FANS

- American Football Fans
- Baseball Fans
- Basketball Fans
- Boating & Sailing Enthusiasts
- Cycling Enthusiasts
- Fight & Wrestling Fans
- Golf Enthusiasts
- Hockey Fans
- Motor Sports Enthusiasts
- Racquetball Enthusiasts
- Running Enthusiasts
- Skiing Enthusiasts
- Soccer Fans
- Swimming Enthusiasts
- Tennis Enthusiasts
- Water Sports Enthusiasts
- Winter Sports Enthusiasts

#### TV LOVERS

- Documentary & Nonfiction TV Fans
- Family Television Fans
- Game, Reality & Talk Show Fans
- Sci-Fi & Fantasy TV Fans
- TV Comedy Fans
- TV Drama Fans

#### TECHNOPHILES

#### THRILL SEEKERS

#### TRAVEL BUFFS

- Beachbound Travelers
- Family Vacationers
- Luxury Travelers
- Snowbound Travelers

## In-Market Audiences

#### APPAREL AND ACCESSORIES (22)

#### AUTOS & VEHICLES (126)

#### BABY & CHILDREN'S PRODUCTS (13)

#### BEAUTY PRODUCTS & SERVICES (6)

#### BUSINESS SERVICES (25)

#### COMPUTERS & PERIPHERALS (8)

#### CONSUMER ELECTRONICS (15)

#### DATING SERVICES

#### EDUCATION (9)

#### EMPLOYMENT (14)

#### EVENT TICKETS (9)

#### FINANCIAL SERVICES (25)

#### GIFTS & OCCASIONS (14)

#### HOME & GARDEN (44)

#### REAL ESTATE (15)

#### SOFTWARE (8)

#### SPORTS & FITNESS (10)

#### TELECOM (3)

#### TRAVEL (105)

## Topics

#### ARTS & ENTERTAINMENT

- Celebrities & Entertainment News
- Comics & Animation (3)
- Entertainment Industry (2)
- Events & Listings (8)
- Fun & Trivia (2)
- Humor (3)
- Movies (23)
- Music & Audio (52)
- Offbeat (2)
- Online Media (2)
- Performing Arts (6)
- TV & Video (17)
- Visual Art & Design (11)

#### AUTOS & VEHICLES

- Bicycles & Accessories (10)
- Boats & Watercraft
- Campers & RVs
- Classic Vehicles
- Commercial Vehicles (1)
- Custom & Performance Vehicles
- Hybrid & Alternative Vehicles (1)
- Microcars & City Cars
- Motorcycles
- Off-Road Vehicles
- Personal Aircraft
- Scooters & Mopeds
- Trucks & SUVs (3)
- Vehicle Brands (50)
- Vehicle Codes & Driving Laws (4)
- Vehicle Maintenance
- Vehicle Parts & Accessories (5)
- Vehicle Shopping (2)
- Vehicle Shows

#### BEAUTY & FITNESS

- Beauty Pageants
- Body Art
- Cosmetic Procedures (1)
- Cosmetology & Beauty Professionals
- Face & Body Care (5)
- Fashion & Style (2)
- Fitness (5)
- Hair Care (1)
- Spas & Beauty Services (1)
- Weight Loss

#### BOOKS & LITERATURE

- Book Retailers
- Children's Literature
- E-Books
- Fan Fiction
- Literary Classics
- Magazines
- Poetry
- Writers Resources

#### BUSINESS & INDUSTRIAL

- Advertising & Marketing (6)
- Aerospace & Defense

#### DEFENSE INDUSTRY

#### SPACE TECHNOLOGY

- Agriculture & Forestry (8)
- Automotive Industry
- Business Education
- Business Finance (4)
- Business Operations (11)
- Business Services (16)
- Chemicals Industry (5)
- Construction & Maintenance (7)
- Energy & Utilities (10)
- Hospitality Industry (3)
- Industrial Materials & Equipment (4)
- Manufacturing (1)
- Metals & Mining (1)
- Pharmaceuticals & Biotech
- Printing & Publishing (3)
- Retail Trade (1)
- Small Business (3)
- Textiles & Nonwovens
- Transportation & Logistics (14)

#### COMPUTERS & ELECTRONICS

- CAD & CAM
- Computer Hardware (26)
- Computer Security (2)
- Consumer Electronics (36)
- Electronics & Electrical (6)
- Enterprise Technology (3)
- Networking (4)
- Programming (5)
- Software (36)

#### FINANCE

- Accounting & Auditing (3)
- Banking (4)
- Credit & Lending (14)
- Financial Planning & Management (3)
- Grants, Scholarships & Financial Aid (2)
- Insurance (6)
- Investing (13)

#### FOOD & DRINK

- Beverages (6)
- Cooking & Recipes (26)
- Food (19)
- Food & Grocery Delivery
- Food & Grocery Retailers (5)
- Restaurants (6)

#### GAMES

- Arcade & Coin-Op Games
- Board Games (2)
- Card Games (1)
- Computer & Video Games (20)
- Dice Games
- Educational Games
- Family-Oriented Games & Activities (2)
- Online Games (1)
- Party Games
- Puzzles & Brainteasers
- Roleplaying Games
- Table Games (2)
- Tile Games
- Word Games

#### HEALTH

- Aging & Geriatrics (1)
- Alternative & Natural Medicine (2)
- Health Conditions (25)
- Health Education & Medical Training
- Health Foundations & Medical Research
- Medical Devices & Equipment (2)
- Medical Facilities & Services (6)
- Medical Literature & Resources (1)
- Men's Health
- Mental Health (4)
- Nursing (1)
- Nutrition (5)
- Oral & Dental Care
- Pediatrics
- Pharmacy (1)
- Public Health (3)
- Reproductive Health (7)
- Substance Abuse (4)
- Vision Care (3)
- Women's Health

#### HOBBIES & LEISURE

- Clubs & Organizations (2)
- Contests, Awards & Prizes
- Crafts (2)
- Outdoors (4)
- Paintball
- Radio Control & Modeling (1)
- Recreational Aviation
- Special Occasions (13)
- Water Activities (3)

#### HOME & GARDEN

- Bed & Bath (5)
- Domestic Services (1)
- Gardening & Landscaping
- HVAC & Climate Control
- Home Appliances (1)
- Home Furnishings (4)
- Home Improvement (7)
- Home Storage & Shelving
- Homemaking & Interior Décor
- Kitchen & Dining (14)
- Laundry
- Nursery & Playroom
- Pest Control
- Swimming Pools & Spas
- Yard & Patio

#### INTERNET & TELECOM

- Communications Equipment (1)
- Email & Messaging (3)
- Mobile & Wireless (8)
- Search Engines (1)
- Service Providers (5)
- Teleconferencing
- Web Apps & Online Tools
- Web Portals
- Web Services (6)

#### JOBS & EDUCATION

- Education (18)
- Internships
- Jobs (14)

#### LAW & GOVERNMENT

- Government (14)
- Legal (11)
- Military (5)
- Public Safety (7)
- Social Services (2)

#### NEWS

- Broadcast & Network News
- Business News (6)
- Gossip & Tabloid News (1)
- Health News
- Journalism & News Industry
- Local News
- Newspapers
- Politics (6)
- Sports News
- Technology News
- Weather
- World News

#### ONLINE COMMUNITIES

- Blogging Resources & Services (1)
- Dating & Personal (3)
- Feed Aggregation & Social Bookmarking
- File Sharing & Hosting
- Forum & Chat Providers
- Online Goodies (3)
- Online Journals & Personal Sites
- Photo & Video Sharing (2)
- Social Networks
- Virtual Worlds

#### PEOPLE & SOCIETY

- Disabled & Special Needs
- Ethnic & Identity Groups (15)
- Family & Relationships (18)
- Men's Interests (1)
- Religion & Belief (13)
- Seniors & Retirement
- Social Issues & Advocacy (14)
- Social Sciences (8)
- Subcultures & Niche Interests (2)
- Women's Interests

#### PETS & ANIMALS

- Animal Products & Services (3)
- Pets (8)
- Wildlife

#### REAL ESTATE

- Apartments & Residential Rentals
- Bank-Owned & Foreclosed Properties
- Commercial & Investment Real Estate
- Property Development
- Property Inspections & Appraisals
- Property Management
- Real Estate Agencies
- Real Estate Listings
- Timeshares & Vacation Properties

#### REFERENCE

- Directories & Listings (1)
- General Reference (9)
- Geographic Reference (3)
- Humanities (7)
- Libraries & Museums (2)
- Technical Reference

#### SCIENCE

- Astronomy
- Biological Sciences (4)
- Chemistry
- Computer Science (2)
- Earth Sciences (4)
- Ecology & Environment (1)
- Engineering & Technology (1)
- Mathematics (1)
- Physics
- Scientific Equipment
- Scientific Institutions

#### SHOPPING

- Antiques & Collectibles
- Apparel (30)
- Auctions
- Classifieds
- Consumer Resources (9)
- Discount & Outlet Stores
- Entertainment Media (1)
- Gifts & Special Event Items (5)
- Green & Eco-Friendly Shopping
- Luxury Goods
- Mass Merchants & Department Stores
- Photo & Video Services (1)
- Shopping Portals & Search Engines
- Swap Meets & Outdoor Markets
- Toys (8)
- Wholesalers & Liquidators

#### SPORTS

- College Sports
- Combat Sports (3)
- Extreme Sports
- Fantasy Sports
- Individual Sports (9)
- Motor Sports (2)
- Sport Scores & Statistics
- Sporting Goods (25)
- Sports Coaching & Training
- Team Sports (11)
- Water Sports (2)
- Winter Sports (2)
- World Sports Competitions (1)

#### TRAVEL

- Air Travel (1)
- Bus & Rail
- Car Rental & Taxi Services
- Carpooling & Vehicle Sharing
- Cruises & Charters
- Hotels & Accommodations
- Luggage & Travel Accessories
- Specialty Travel (5)
- Tourist Destinations (7)
- Travel Agencies & Services (2)
- Travel Guides & Travelogues

#### WORLD LOCALITIES

- Africa (42)
- Asia (269)
- Europe (213)
- Latin America (114)
- Middle East
- North America (171)
- Oceania (30)
- Polar Regions

## Custom Affinity Audiences

(What Granular Recommends)

#### COMPETITOR NAMES AND URLS

#### INDUSTRY PUBLICATIONS

#### INDUSTRY TRADE SHOWS OR CONVENTIONS

#### USER BEHAVIOR RELATED TO YOUR PRODUCTS OR SERVICES

## PLACEMENTS

Websites

Apps

YouTube Channels

YouTube Videos

## REMARKETING

### Video Remarketing Lists

- Viewed any video from a channel
- Visited a channel page

- Liked any video from a channel
- Commented on any video from a channel

- Added any video from a channel to a playlist

- Viewed any video (as an ad) from a channel

- Shared any video from a channel
- Subscribed to a channel

- Viewed certain video(s)
- Viewed certain video(s) as ads(s)

### Visitors of a Page

- Visitors of a page
- Visitors of a page who did not visit another page

- Visitors of a page who also visited another page
- Visitors of a page during specific dates

- Visitors of a page with a specific tag

### Mobile App Users

- All users of an app
- People who did or didn't use an app

- People using specific versions of an app
- People who took specific actions within an app

- Upload advertising ids/idsfas

### Customer Match

Target ads directly to your CRM or a curated email list. Simply upload a .csv file of all your email addresses (at least 1,000). Emails will get automatically matched to an associated Google account (but not necessarily a Gmail, so go ahead and upload your entire list). Customer email lists in AdWords don't expire, but it's recommended to update regularly. Customer match YouTube campaigns must have at least 100 eligible users to target, out of the 1,000+ matched emails uploaded.

### Google Analytics Audiences

(Only Naming a Few Examples)

- Mobile device and branding
- Event categories, actions & labels
- Number or duration of sessions

- Number of transactions
- Traffic or keyword sources
- Product names

- Product brands
- Revenue per user or session
- (Also great to create exclusion audiences)

## OH YEAH, AND KEYWORDS