

YouTube Video Lead Generation for ShareATT

We set up a test site which used YouTube TrueView advertising, and published the same videos on the Share ATT site to see how each channel performed. Below you will find a comparative analysis between the two, with results which include an impressive 0.5% **conversion rate** equaling **\$164,100.00** per month!

For one video on the corporate YouTube channel:

Impressions	Views	Average CPV
76,987	10,036	\$0.01
times your ad appeared	people watched your ad	you paid per view

This equates to a 13% ROI rate for targeted views!

For 3 videos on the corporate YouTube channel:

Impressions	Views	Average CPV
213,901	22,847	\$0.01
times your ad appeared	people watched your ad	you paid per view

This equates to 11% ROI rate for channel wide targeted views!

Going forward, our priority goals for **AT&T** campaigns will be increased *brand recognition*, *brand trust*, and *brand loyalty* with the **Millennial** demographic of the future.

<u>ShareATT Site</u> -	Unique Views	CTR	Audience Retention	Likes	Shares
Palm Motion	982	0.3%	64%	10	1
Slow Motion	64	0.8%	60%	3	0
Money I saved	1,238	0%	89%	4	0
Total for AT&T	*****	*****	*****	*****	*****

Test Site

Unique
Views

CTR

Audience
Retention

Likes

Shares

Palm Motion

12,048

0.4%

87%

2

0

Slow Motion

5,909

0.7%

84%

3

0

Money I Saved

4,836

.04%

93%

0

2

Total for test site

27,363

0.7%

85%

5

2

AT&T Brand Lift!

The search term for “*Samsung Smartphone Features*” jumped from **56% interest** up to **65% interest** for a 9% increase for AT&T - *Google Trends*

Video content distribution & marketing?

How will our video content be distributed and marketed to our customers? The short answer: **Video Production, Cross Platform implementation, and internal online marketing.**



AT&T YouTube Analytics

AT&T Video Analytics

Total Channel Views ****

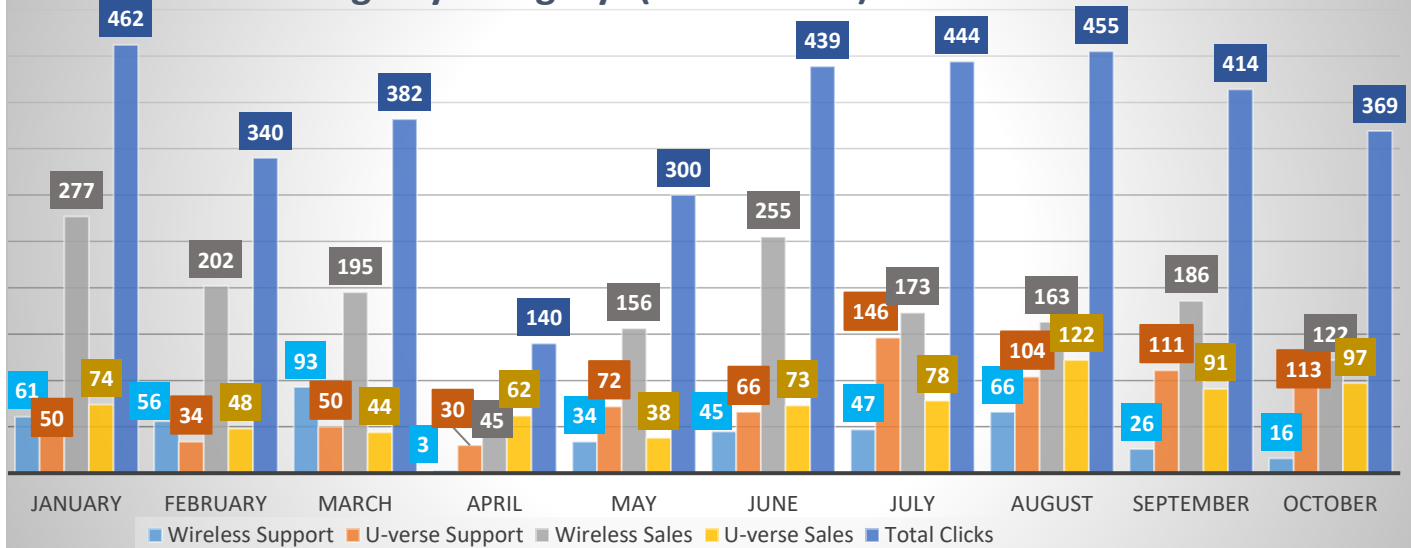
Total Subscribers ****

Average View Duration ****

Videos Published in October ****

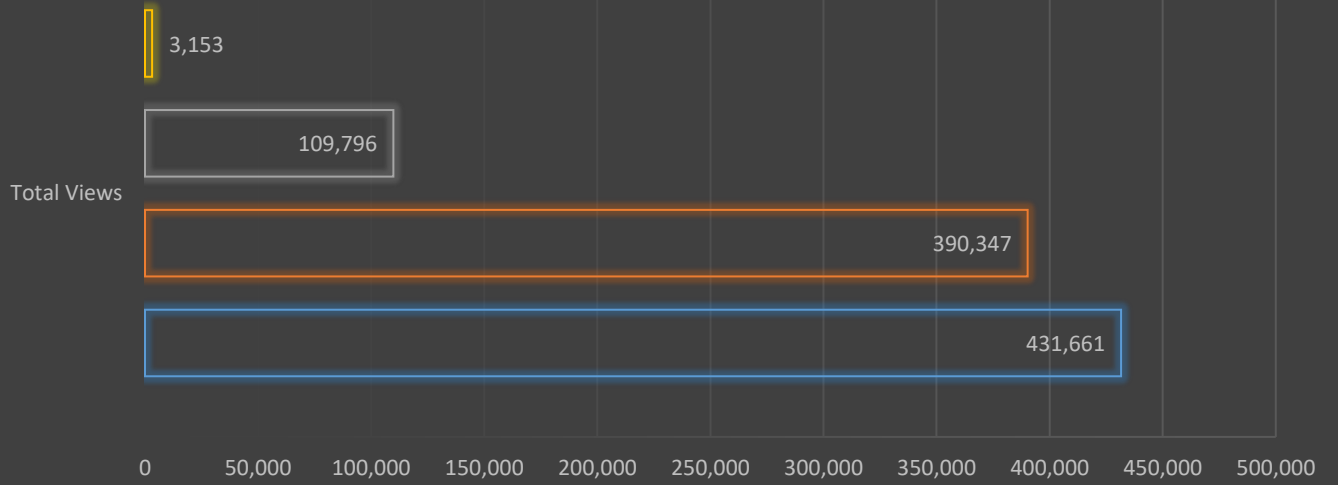
Total Clicks to Website ****

Click through by Catagory- (Total Clicks:)

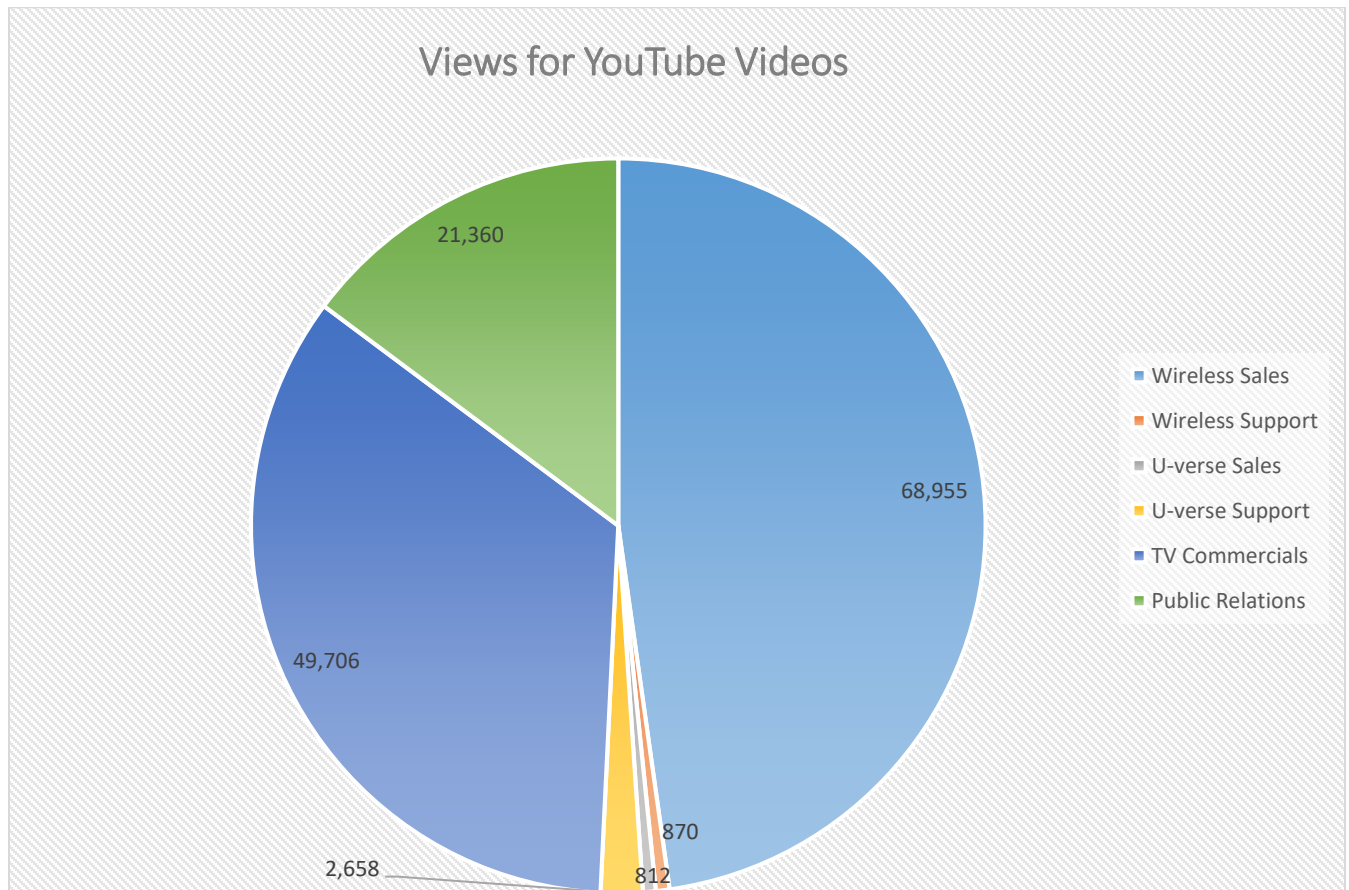


AT&T YouTube Views by Device

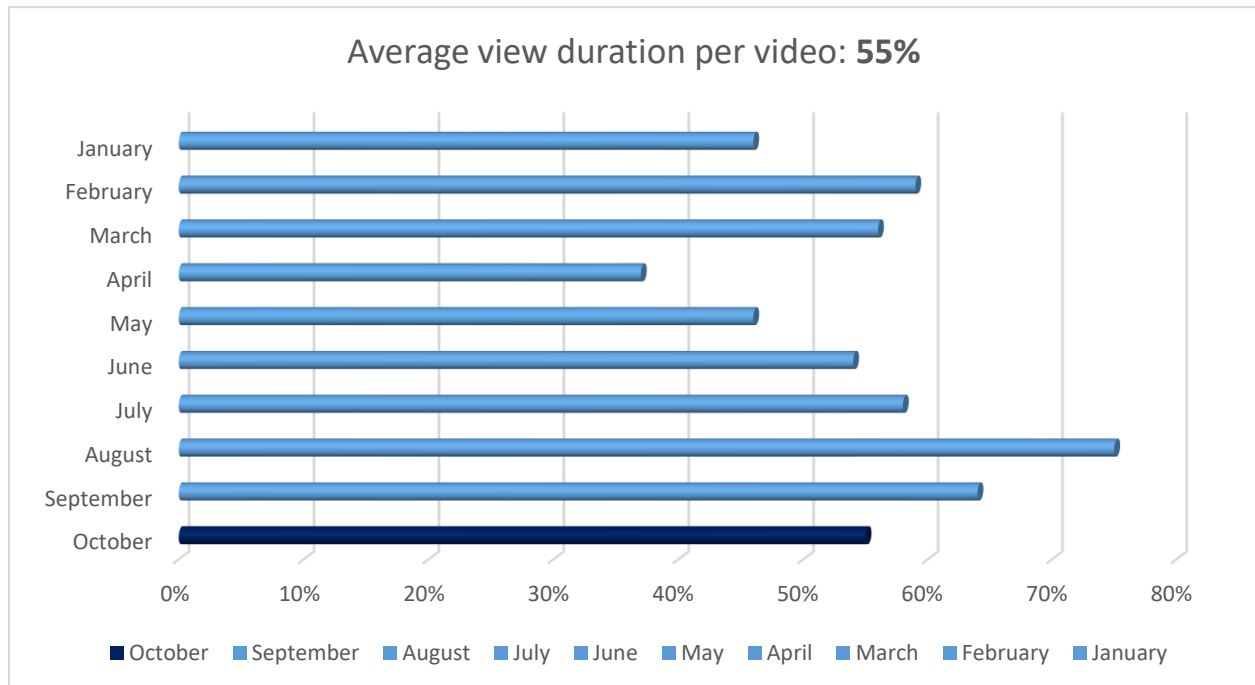
Game Console Tablet Smartphone Laptop/Desktop



Views for Videos launched by Category



CATEGORY	Videos Published	Total Views	Average Views
U-Verse Support	(5 Videos)	2,658 Views	531 (per Video)
Wireless Support	(1 Video)	870 Views	870 (per video)
Public Relations	(26 Videos)	21,360 Views	821 (per video)
U-verse Sales	(2 Videos)	812 Views	406 (per video)
Wireless Sales	(20 Videos)	68,955 Views	3,447 (per video)
TV Commercials	(21 Videos)	49,706 Views	2,336 (per video)



MILLINIALS ARE IMPORTANT!

- **87% of Millennials** say their smartphone never leaves their side and **80%** say the first thing they do in the morning is reach for their smartphone. – **Zogby Analytics**
- The Millennial generation does everything with a snapshot – from clicking a picture for mobile or online purchases to doing their everyday banking – **The Financial Brand**
- With an estimated population of 86 million people, the millennial generation is seven percent larger than the baby-boomer generation – and their influence is growing as their spending power increases. – **uschamberfoundation.org**
- When it comes to technology, mobility and convenience, Millennials have unique expectations that financial institutions will need to fulfill if they hope to maintain relevance to this target market. - **Zogby Analytics**

Key Takeaways:

- *Click through rate should be our #1 focus for improvement.*
- *Our latest **Public Relations** video for the “It can Wait” campaign continues to be a valuable asset this month – continuing to get thousands of views while associating the **AT&T** brand with a positive community message*
- *Subscriber numbers continue to be strong – the **AT&T** brand maintains a strong online demand for video content*

Action items for Improvement:

- *Cross-promote & re-post videos across all **AT&T** social media*
- *Create custom videos that are distributed across social media to generate interest in promotions, device launches, & service options*
- *Add Annotations to all **AT&T YouTube** videos that do not already have them*
- *Add customized end card annotations & interactive **CTA** to all videos when appropriate*
- *Integrate **YouTube** video distribution into AT&T’s overall Social Marketing Strategy*
- *Create a work flow which ensures that online social marketing efforts are continually working in conjunction with each other*
- *Consider a Paid Advertising budget – (**YouTube out-performed all other social networks when analyzing paid social ad campaigns.**) – **AOL Platforms***

Average conversion rates for categories of B2B web traffic:

- ***1.60% overall***
- ***2.89% for email***
- ***1.04% for referral visits***
- ***1.96% for paid search***
- ***1.80% for branded search***
- ***1.65% for direct visits***
- ***1.45% for non-brand organic search***
- ***1.22% for social media***

-MediaPost