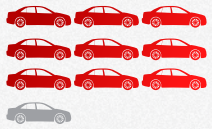


Vehicle shoppers go to YouTube to be inspired, entertained and educated.



complete

## WHO



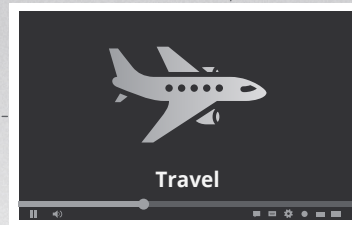
**9 of 10** vehicle shoppers visit YouTube at least once a month<sup>1</sup>.



Vehicle shoppers watch **78 videos/month** on YouTube. *That's almost 3 per day!*



They are **20% more** likely to see your ad than the average adult.



## WHEN

Vehicle shoppers **watch more videos towards the end of the week.**

Index of views/days

93	85	91	105
Saturday	Sunday	Monday	Tuesday
109	117	108	
Wednesday	Thursday	Friday	



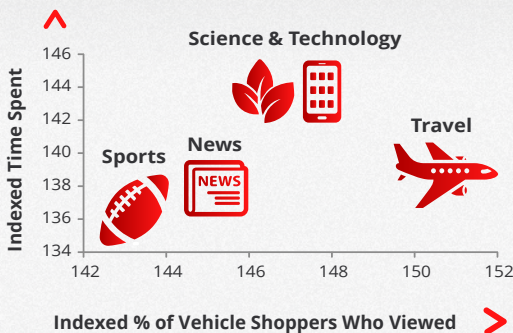
They are most likely to watch during **prime time.**

## WHAT

Top categories by views

Music	33%
Entertainment	16%
People & Blogs	8%
Comedy	6%
Automotive	6%

Top categories by engagement



## HOW

They're engaged.



They watch an average of **6 YouTube videos per session.**



**1 in 3** visits to the homepage result in a click on a recommended or subscribed video.



of YouTube sessions contain at least one **search.**

## 3 ways to connect with vehicle shoppers on YouTube

### 01 Reach your target

Select a custom media plan to connect with your audience watching quality content across screens. Only pay when viewers choose to watch your ad with YouTube's TrueView ad format. Move from reach to engagement as viewers subscribe, share or click to your site.

### 02 Integrate your brand

Build your brand by creating custom programs that align to proven producers, popular content and existing, passionate audiences. Create exclusive brand experiences by delivering unique access to a major sporting event, a live-streamed concert, or notable series.

### 03 Build your channel

Participate directly with the community by developing your own channel destination on YouTube. Think beyond just commercials to a broader range of content that could come from your library, your fans, or your collaborations.

Source: Vehicle Shoppers on YouTube: Audience and Behavior Profile, a commissioned study conducted by Complete on behalf of Google, May 2013. Metrics compare activity among internet users age 18-54 to vehicle shoppers age 18-54, July-September 2012. Vehicle shoppers defined as those who performed an expression of interest (e.g. compare cars, build-your-own, locate a dealer, etc.) on one or more of the top automotive manufacturer sites during the study period.