

## YouTube content network, USP Studios, increases engagement with audience targeting and mobile TrueView ads



USP Studios is a native YouTube Content Creator primarily in the Kids & Learning industry. With more than 200 channels across the network in over 25 languages, USP Studios has a presence in 230+ markets. Though the content creator initially saw successful growth with organic marketing, they were looking for new channels to accelerate their presence across YouTube. Following their first TrueView campaign using intent-based audience targeting, USP's subscriber base across the network grew to 4 million with over 550 million views per month. Their flagship YouTube Channel, Kids TV, continues to drive growth with 1.4M subscribers.

### The Goals

- Increase overall channel watch time on YouTube and grow subscriber base across the network's channels

### The Approach

- TrueView In-Display ads were the primary format used due to ability to target by users' search intent
- Reached their audience through interest and contextual targeting, including relevant topics and keywords

### The Results

- Subscribers increased by 10% month over month
- Average watch time increased by 400% year over year

*"Working with YouTube has been a great experience since we were able to showcase our creativity and talent to viewers worldwide. With this global recognition, USP has now ventured to form relationships and branch into other domains like merchandising and doing collaborations with iconic personalities and brands."*

## Why It Worked:

### Understanding Your User's Needs

"Personalization and good quality content is the key. Consumers are conscious of their demands and understand what they want. To be able to provide high quality content in the language of their choice is a necessity. Couple this with speedy delivery, and you have a winning combination."

- Uday Phoolka, CEO, USP Studios

