

## How Consumers Engage with Ads on YouTube

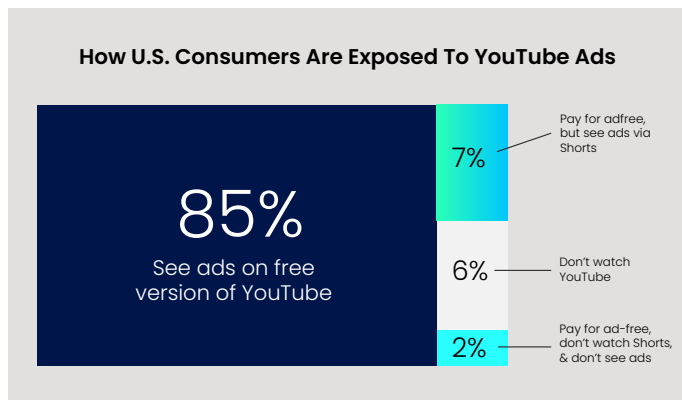
Our new ChannelIQ variables can help brands target the right audiences.

YouTube is the leading platform for consumers to discover brands, making it essential for advertisers to understand their audience. To support this, Alliant has expanded its ChannelIQ suite with new variables that help identify key YouTube audience segments based on:

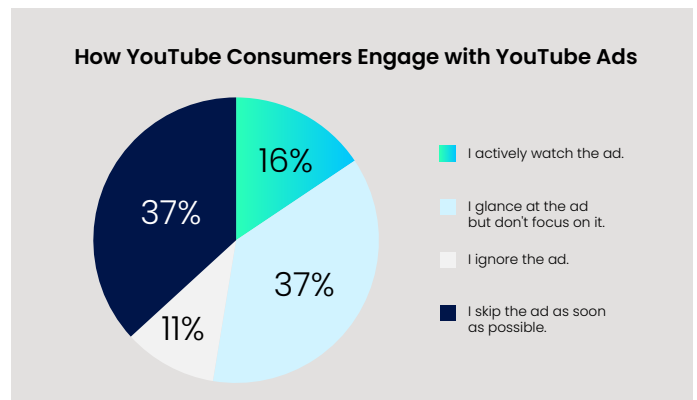
- Where consumers are most likely to encounter YouTube ads
- How consumers interact with ads on YouTube
- Actions consumers take after viewing an ad

**Methodology:** Alliant conducted a large-scale survey representative of U.S. adult consumers. We asked respondents about their YouTube usage, as well as their engagement with ads seen on YouTube.

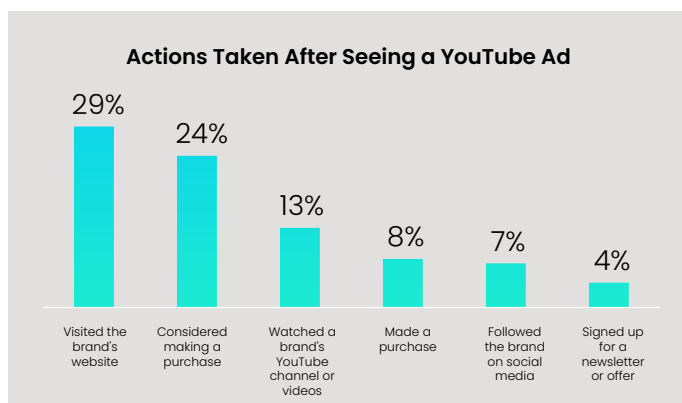
Percentages in the graphs below reflect the proportion of people who affirmed each response option.



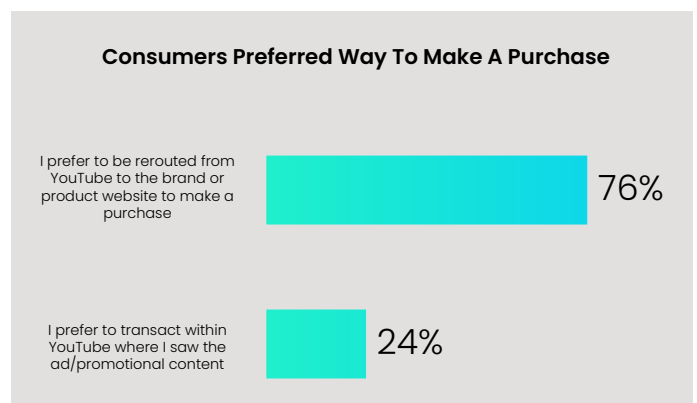
We surveyed U.S. consumers about their YouTube usage and subscription types. 94% use YouTube, with 85% on the free, ad-supported version. While Premium users avoid ads in long-form videos, they may still see them on YouTube Shorts. Only 2% likely have no ad exposure.



We asked the 92% of U.S. consumers exposed to YouTube ads about their engagement. Only 16% actively watch, 11% ignore, while most skip (37%) or glance at ads (37%).



We asked YouTube consumers about their behaviors following ad exposure. The most frequent behaviors were visiting a brand's website and purchase consideration.



Among consumers who considered or made a purchase after seeing a YouTube ad, 76% prefer being directed to the product or brand's website.

For a full list of licensable ChannelIQ variables and to explore how Alliant's ChannelIQ variable suite can add value to your consumer data, contact [datahelp@alliantdata.com](mailto:datahelp@alliantdata.com)