

# How Google TrueView is changing the remarketing game

By [Simon Orgill](#), issued by [Incubeta](#)

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When Google introduced the TrueView function to their DSP, DBM, nobody knew just what the implications would be. Sure there is this lovely new product which allows you to target specific channels and utilise ad groups to get the best out of your YouTube campaigns, but what can it do?



We've been working with Google Europe to outline how to bring back interactors who might have watched a video you had advertised and turn that into a conversion. With the advent of Programmatic being combined with TrueView, we do have a way to do this.

While being able to now easily target YouTube channels, we were given the ability to create TrueView remarketing lists. These lists include viewers who have:

- Interacted with or viewed your YouTube videos.
- Subscribed to, or unsubscribed from your channel.
- Viewed your TrueView in-stream ads.
- Visited your channel.

The ability to use these lists has proven excellent as you can target users based on their past interactions with your channels.



Now we get to the exciting part. It is now possible to link these audiences back to your 3rd Party Hosting Service and then right back into your DSP so that you may now retarget them with display ads.

What this means for you is that you can use these audiences to not only retarget via YouTube but across all of the internet, which helps you:

- Increase your retargeting buckets
- Have a new strategy to lower your overall CPA
- Have a holistic approach through video and IAB across YouTube and GDN.

So in essence what we've done is taken an audience which was created on YouTube linked it back to our 3rd Party Hosting Service and now are able to add a brand new dimension to our retargeting strategy.

Hands up who likes this innovation?



That's what I thought yeah! If you want to know more, get in touch with us [info@dqna.com](mailto:info@dqna.com)



## About the Author: Simon Orgill

I'm just a guy sitting in front of a computer asking you to convert. A passion for always being on the forefront of digital innovation, whether it's social media, gaming or marketing. I am always striving to be ahead of the curve. Campaign optimisation and finding the best ways to help brands succeed is my obsession and glued to my laptop whether it is weekend or not.

When I am not retargeting you and pestering you to convert you'll find me acting and writing for Sep And Simon. I enjoy learning and implementing everything I encounter into my strategies and staying up to date with trends as to apply them real time to my clients in an effort to give them the

cutting edge.

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