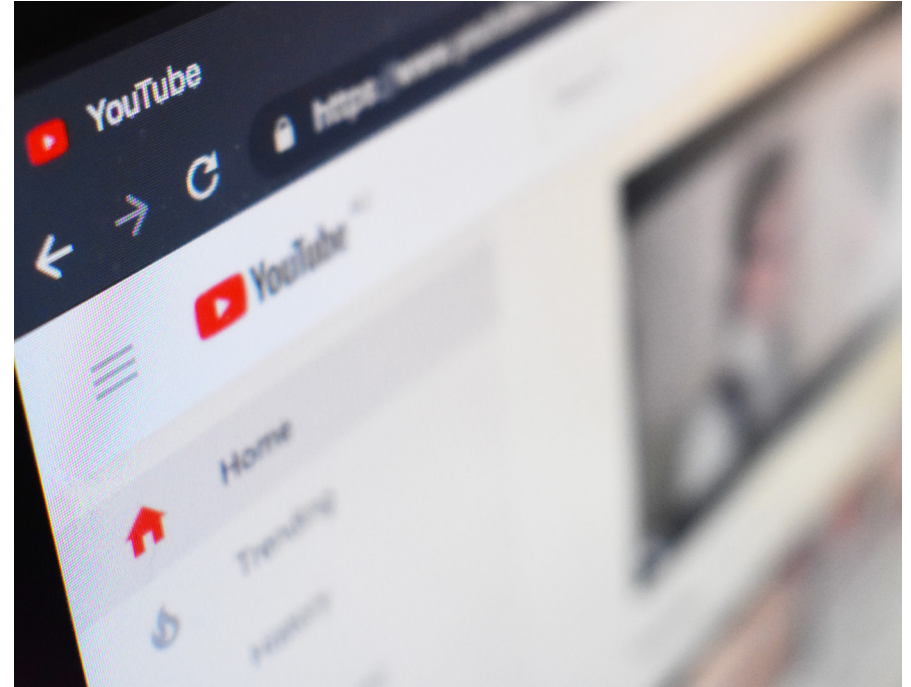




## YOUTUBE SERVICES

Video continues to dominate content strategy across the digital landscape, making it more advantageous than ever to incorporate YouTube advertising into your digital media strategy. In fact, YouTube is the second most popular search engine today, so taking advantage of this platform means you're poised to capture lots more attention from users who are actually ready to make decisions. Not only that, but you'll have the option of leveraging a variety of ad types across the YouTube platform, each with the ability to drive different actions and increase brand awareness. In other words, you can inspire and excite your audience more than ever before and get the results to match.

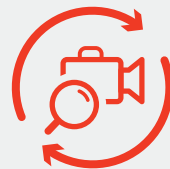
When you sign up for our YouTube Services, Threshold will recommend a YouTube advertising strategy based on your goals and spend budget. We will then work with you to define your success metrics, identifying the goals we can expect to reach at key milestones, starting with three months after launch.



### KEY BENEFITS:



Flexible targeting options allow you to reach your target audience through search behaviors, video topics, and user demographics.



YouTube ads empower you to reach prospects who are most likely to convert through retargeting strategies that target users who have conducted relevant Google searches.



Video ads heighten emotional engagement and grab audience attention more effectively than static ads alone.

**PUT US TO  
WORK FOR YOU!**