PIXABILITY

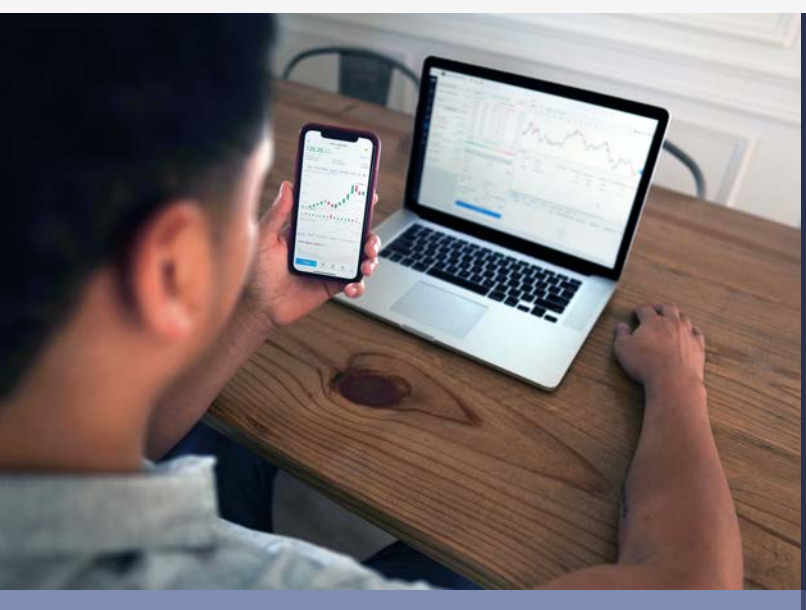
Investing in YouTube: The Power of Digital Video for Financial Services Brands

Consumers Have Increasingly Turned to YouTube for Information on Financial Services

Of these sub-categories, Personal Finance has the highest **engagement rate**

- Advertisement
- Cryptocurrency
- Education
- Finance Current Events
- How To Make Money
- Investing
- **Personal Finance**
- Stock
- Tax

Sub-categories of Financial Services content on YouTube



Financial Ads make up **31%** of top finance content views



The view rate of YouTube content related to **stocks** grew **12%** in 2022

The view rate of YouTube content related to **investing** grew **35%** in 2022

Long-form (5+ minute) videos within top Finance content gathered **246M** **views** with a **3.91%** **engagement rate**

Views for long-form content are **35X HIGHER** than the next leading video length: 30-60 seconds



Top-viewed content types with a video length of 5+ minutes include

- Personal Finance **100M VIEWS**
- Investing **96M VIEWS**
- Education **72M VIEWS**

People watching **music, business & finance, and news & politics** videos were most likely to watch an instream finance ad to completion.

People watching **technology, video gaming, healthy living, and food & beverage** videos were most likely to click through to a finance ad.

Viewers react positively to Personal Finance content

4.79% Engagement

98.30% Favorability

This type of content includes money management tips and personal stories about finances.

To Optimize Your Return on Investment on YouTube, Choose Ad Formats Based on Your Campaign Objectives

TrueView for Reach is best geared towards increasing clicks

Bumper and Non-Skip are great for video completion rates

TrueView for Reach also earned a higher view to completion rate than InStream

Let's chat about how we can help you reach your goals
Reach out to info@pixability.com