

Targeting Strategy	Rationale
Demographic Targeting	<ul style="list-style-type: none"> - Targets viewers based on age, gender, parental status, and household income. - Useful for reaching specific groups that align with your product/service.
Interest Targeting	<ul style="list-style-type: none"> - Focuses on users with specific interests, including affinity audiences and life events. - Ideal for connecting with viewers based on their long-term interests and habits.
In-Market Targeting	<ul style="list-style-type: none"> - Reaches users who are actively researching products or services (demonstrating buying intent). - Effective for driving conversions among audiences ready to make a purchase.
Keyword Targeting	<ul style="list-style-type: none"> - Targets viewers based on their search terms on YouTube and Google. - Aligns video content with the viewer's active searches and interests.
Placement Targeting	<ul style="list-style-type: none"> - Selects specific YouTube channels or videos where you want your ads to appear. - Offers control and relevance by associating ads with relevant content.
Topic Targeting	<ul style="list-style-type: none"> - Targets videos and channels categorized under specific topics. - Ensures ads are shown in contextually relevant environments.
Remarketing/Retargeting	<ul style="list-style-type: none"> - Targets viewers who have previously interacted with your videos or YouTube channel. - Effective for re-engaging interested audiences and boosting conversions.
Affinity Audiences	<ul style="list-style-type: none"> - Targets users with a strong interest in relevant topics, based on their browsing and search history. - Ideal for brand awareness campaigns targeting passionate audiences.
Custom Intent Audiences	<ul style="list-style-type: none"> - Targets users based on their recent search activity on Google, indicating purchase intent. - Captures audiences at a crucial point in the buying cycle.