

# Video's Effect on Branded Search



## Who is the Client: P&S Transportation

P&S Transportation specializes in flatbed freight transportation, supply chain services, and freight brokerage across Southeast, Northeast, Central, and Western regions of the U.S. They are known for putting their drivers first, their on-time delivery, and their exceptional customer service.



## Why Video?



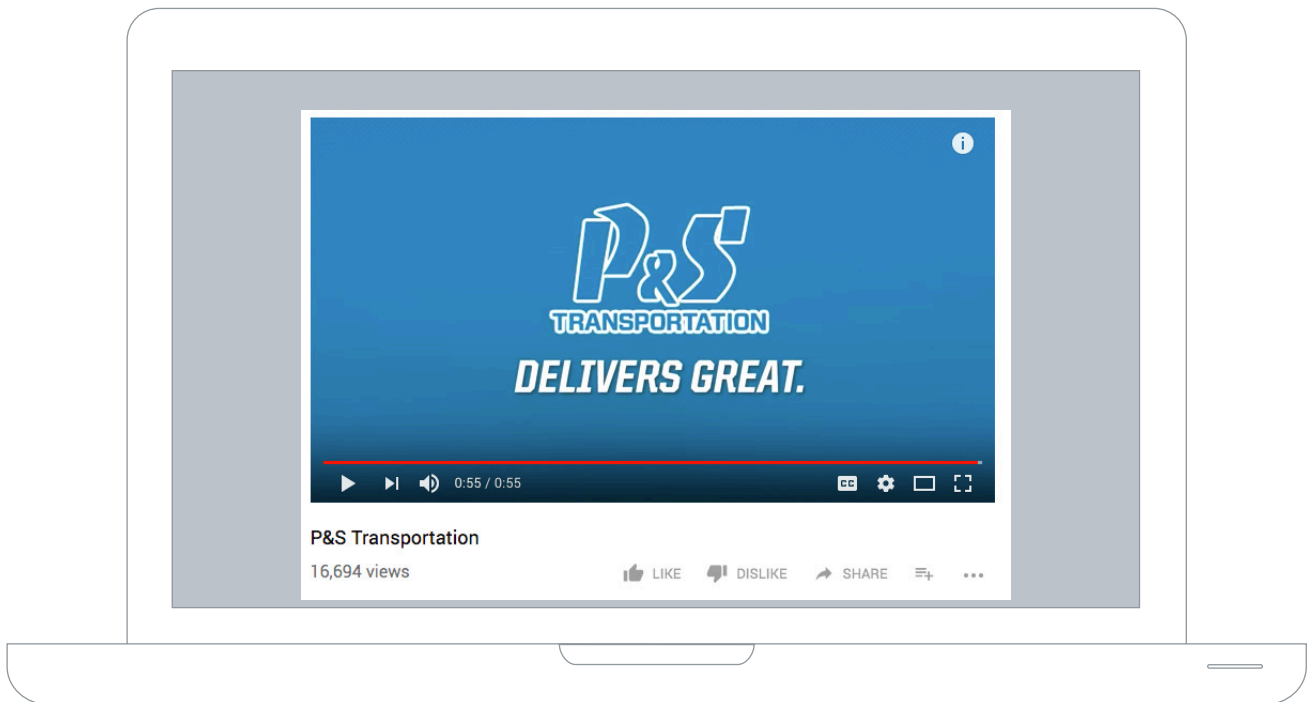
P&S Transportation needed drivers. But they knew that their regular advertising efforts weren't enough to ensure they find drivers with a genuine interest in working for their specific company. They needed to get drivers reaching out to them. For that to happen, drivers needed to know of P&S Transportation and what they were about.

So a video was created to give viewers insight into what it was like working for P&S Transportation and to present the company's offerings.

## How Was the Campaign Executed?



The aim of the video was to create a positive perception of P&S Transportation in the eyes of drivers searching for jobs. The desired result was to have these drivers searching for P&S Transportation by name. So a video campaign was run on YouTube alongside branded keywords campaign to determine if the video campaign would help with brand lift.



## How Did They Reach the Specific Drivers They Were Looking For?



Randall-Reilly's recruiting websites (i.e Flatbedtruckingjobs.com and Flatbedcareers.com) were used to build an audience of Flatbed drivers. Lookalike audiences, that is audiences similar to the audience built from our websites, were all built to increase the number of those reached. The ad showed to solely to these specific drivers when they viewed YouTube.

## What Were the Results from the Video?

To determine the video's impact, we measured the video metrics and the percentage increase in branded search metrics.

| <b>Video Details</b> | <b>Month 1</b> |
|----------------------|----------------|
| Video Length         | 55 Sec         |
| TruViews             | 7,261          |
| Organic Views        | 8,484          |
| Total Views          | 15,745         |
| Impressions          | 24589          |
| Budget               | \$1,205.35     |
| Cost Per Total Views | \$0.08         |
| Cost Per TrueView    | \$0.17         |



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| Google                           | Pre Video  | Month 1    | Increase/Decrease |
|----------------------------------|------------|------------|-------------------|
| Monthly Budget (client campaign) | \$4,575.17 | \$8,905.70 | 94.65%            |
| # of Conversion                  | 126        | 226        | 79.37%            |
| Impressions                      | 13347      | 21718      | 62.72%            |
| Clicks                           | 813        | 1031       | 26.81%            |
| Overall CPA                      | \$44.54    | \$43.14    | -\$0.03           |

## Overall Results

- From month one to month two, branded traffic increased by **173%**
- The number of branded conversions increased by **79%**
- Only **\$1,205** were spent on the video campaign which produced a **0.17¢** CPV (Paid Cost Per View)