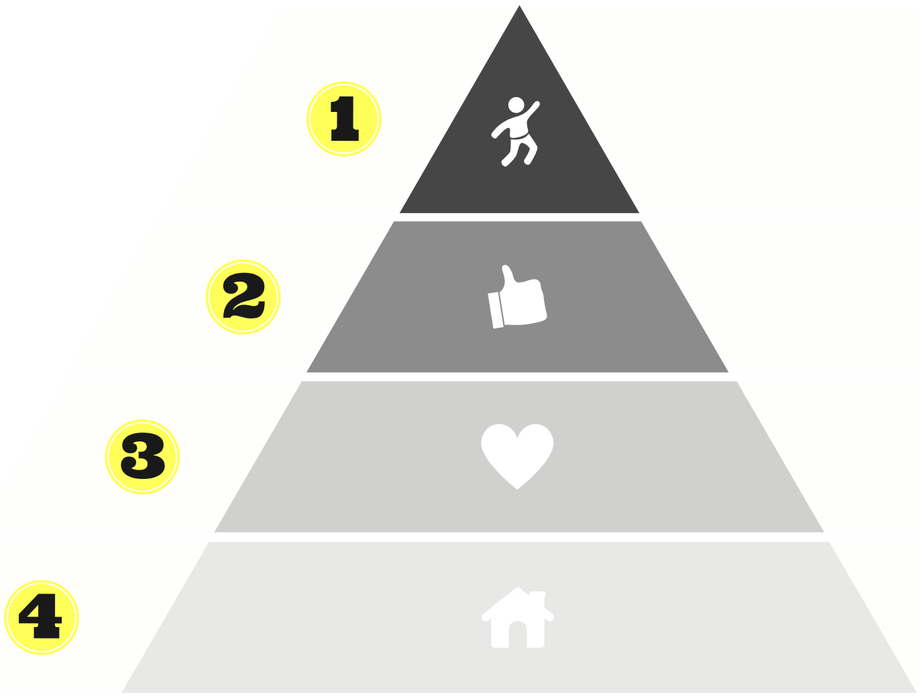
Targeting-Pyramid

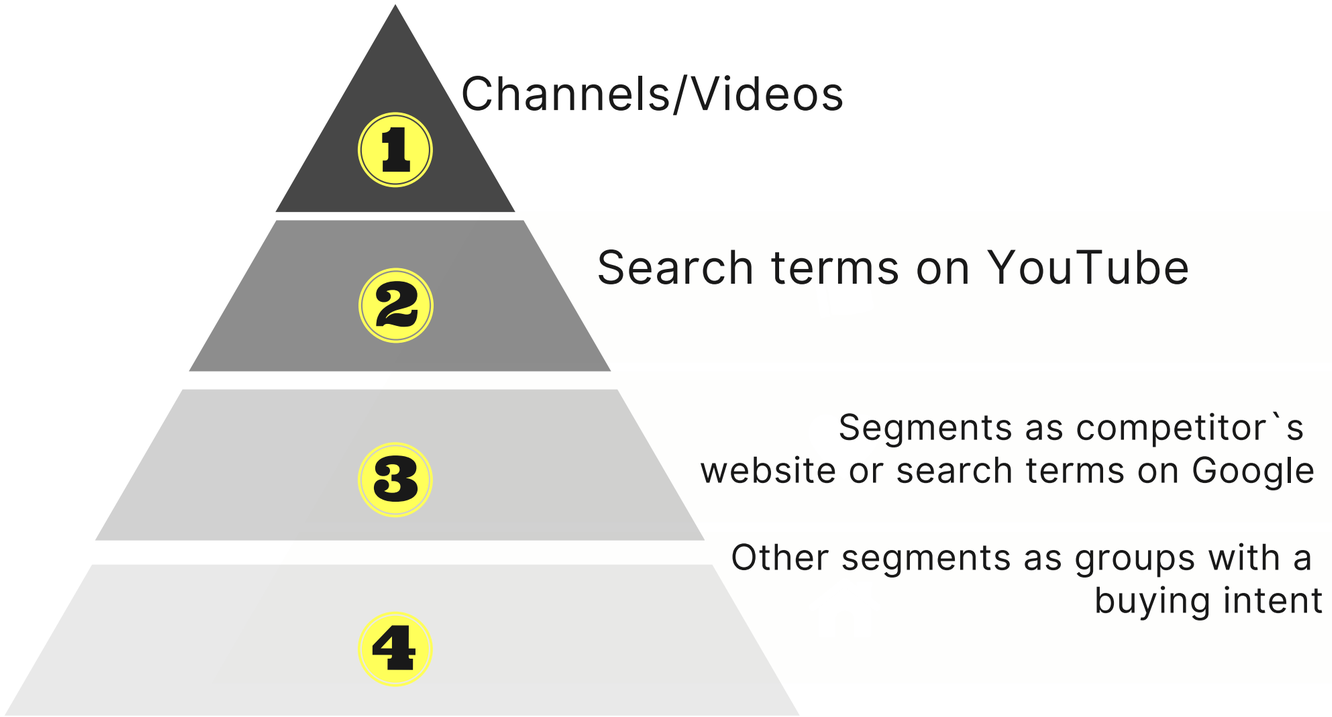


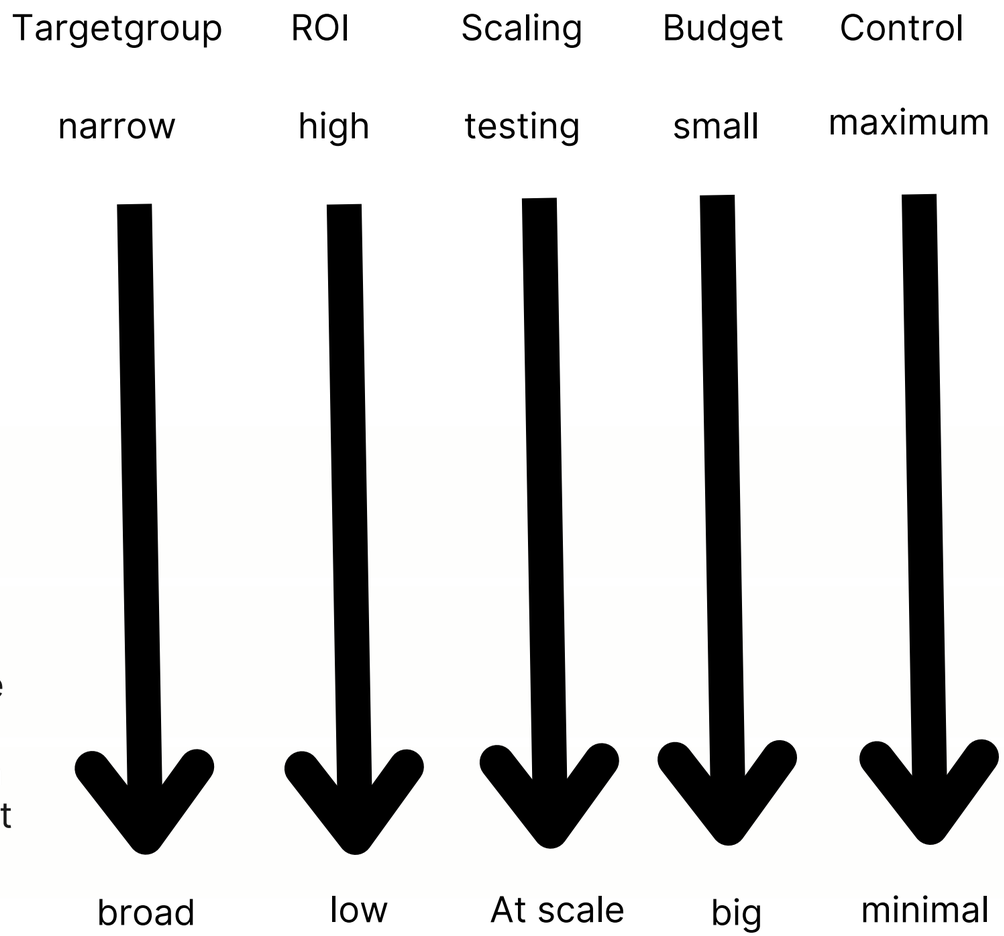
Channels/Videos

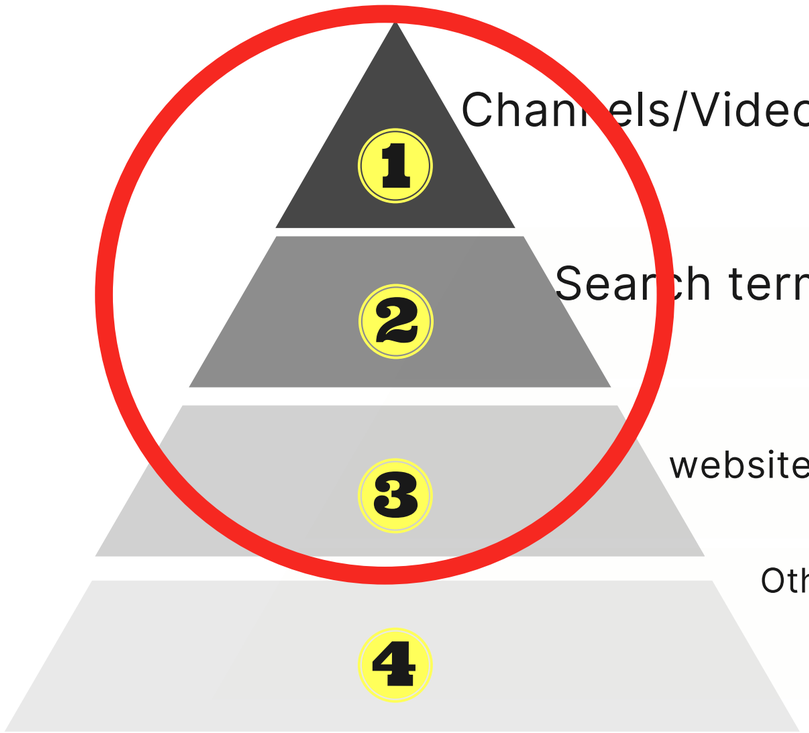
Search terms on YouTube

Segments as competitor`s website or search terms on Google

Other segments as groups with a buying intent


1
Channels/Videos
2
Search terms on YouTube
3
Segments as competitor`s website or search terms on Google
4
Other segments as groups with a buying intent


Targetgroup
ROI
Scaling
Budget
Control
narrow
high
testing
small
maximum
broad
low
At scale
big
minimal



Channels/Videos

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Other segments as groups with a buying intent

Targetgroup	ROI	Scaling	Budget	Control
narrow	high	testing	small	maximum
broad	low	At scale	big	minimal