

# YouTube Ads Scalability Case Study

From Initial Zero-Engagement to 8.15M High-Intent Scaled Impressions

## CAMPAIGN OBJECTIVE:

"We need to increase Views on YouTube videos and to increase YouTube channel subscribers for the Scala Cube Gaming & Hosting Ecosystem."

## 1. Initial Overview & Campaign Diagnosis

During the launch phase spanning **Nov 1 – Dec 24, 2024**, the YouTube campaigns registered flat zero engagement due to cold testing, unconfigured conversion mapping, and broad/unoptimized targeting channels. The diagnostic overview below reflects this baseline state before system intervention:

### GOOGLE ADS UI SCREENSHOT MOCKUP: INITIAL OVERVIEW (NOV 1 - DEC 24, 2024)

IMPRESSIONS

0

VIEWS

0

CONVERSIONS

0.00

VIEW RATE

0.00%

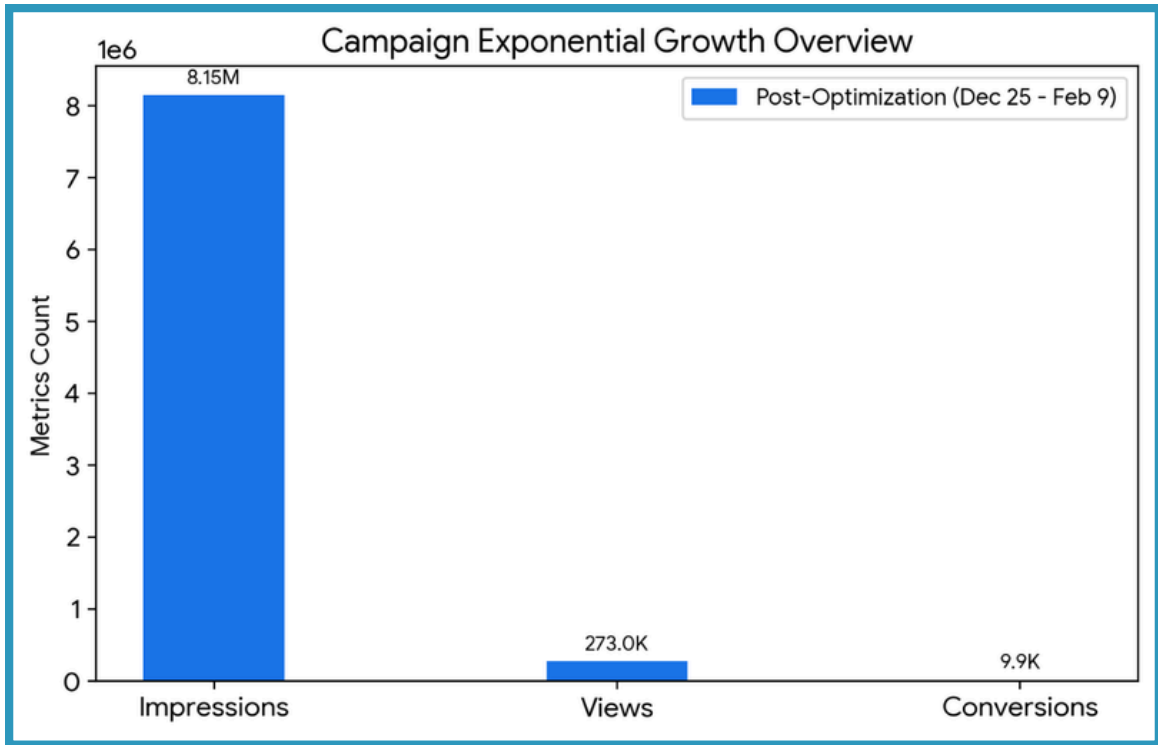
## 2. Key Challenges Faced

- **Low Initial Engagement:** Broad targeting channels led to poor initial audience response on video creatives.
- **Learning Phase CPV Inflation:** High Cost Per View (CPV) spikes during early machine learning cycles.
- **Subscriber Attrition:** Difficulty converting short-term casual viewers into long-term loyal YouTube subscribers.
- **Audience Overlap Spending Wastes:** High overlap between gaming groups and general hosting categories causing budget inefficiencies.
- **Creative Retention Drop:** Drastic drop-off in view retention rates during the critical first 5–10 seconds.
- **Geographic Traps:** Budget bleed in geographic regions showing low conversion-intent quality.

### 3. Account Overview Performance After Optimization

Following major framework overhauls, rigorous creative restructuring, and placement filters, performance experienced exponential scale during **Dec 25, 2024 – Feb 9, 2025**.

GOOGLE ADS MANAGER DASHBOARD: POST-OPTIMIZATION SCALING (DEC 25 - FEB 9, 2025)



### 4. Strategic Interventions Implemented

#### A. Account & Campaign Structure Setup

- Conducted deep holistic YouTube Ads account audit.

#### B. Audience Research & Laser Targeting

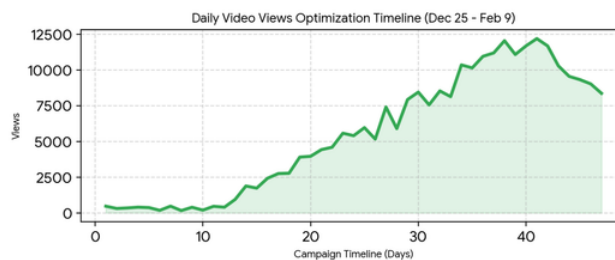
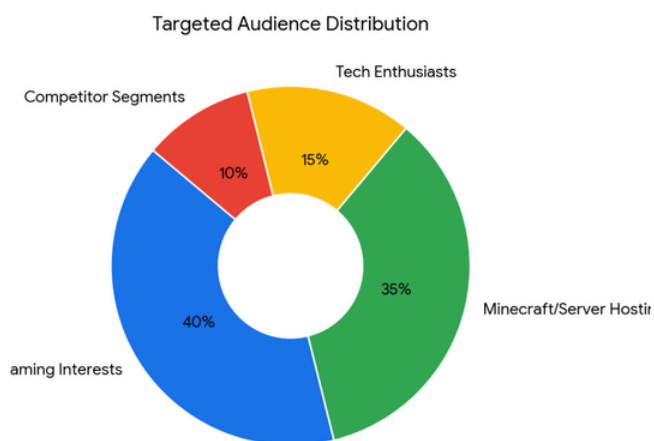
- Built deep **Custom Intent Audiences** leveraging competitor search phrases and server keywords.

- Segregated structured campaigns explicitly built for: **Video Views**, **Subscriber Growth**, and **Remarketing**.
- Integrated real-time conversion mapping tracking and linked active YouTube Channels directly to Google Ads for audience synthesis.
- Configured strict target device-level adjustments and geo-targeting maps.
- Deployed highly tailored Affinity Groups: *Minecraft, Server Hosting, VPS Hosting, PC Gaming*.
- Utilized behavioral remarketing groups from past video viewers, channel visitors, and website users.

## 5. Granular Campaign Breakdown Performance

The granular Google Ads interface reports performance across the portfolio of 15 targeted campaigns. Due to rapid optimization scaling, many high-performing setups reached their strategic maximum limits, demonstrating intense volume extraction.

Campaign Strategy / Focus Video Topic	Daily Budget	Status	Views	Conversions	Cost	Avg. CPV	VTR
<b>How To Start Gaming Ecosystem</b> (In-Feed / Shorts)	€10.00/day	Limited	23,831	1,170	€246.66	€0.01	20.40%
<b>How to Make a Server - Subscriber Push</b>	€10.00/day	Limited	15,556	2,100	€271.48	€0.02	22.91%
<b>Minecraft Server Animation Backdrop</b>	€10.00/day	Limited	11,838	1,472	€222.71	€0.02	18.70%
<b>How to Make a Minecraft Server Guide</b>	€10.00/day	Limited	11,529	1,388	€222.50	€0.02	18.10%
<b>How to Change Maps &amp; Plugins Tutorial</b>	€5.00/day	Limited	14,024	650	€165.91	€0.01	17.31%
<b>How to Port Forward Minecraft Server</b>	€5.00/day	Limited	21,345	490	€191.27	€0.01	26.71%
<b>Upgrade Server Memory &amp; Specs Guide</b>	€5.00/day	Limited	24,415	850	€212.82	€0.01	30.22%
<b>Modded Server Setup Pack Guide</b>	€5.00/day	Limited	11,297	471	€102.18	€0.01	11.10%
<b>Total Account Aggregated Performance</b>	<b>€110.00/day</b>	<b>Active Scale</b>	<b>273,000</b>	<b>9,930</b>	<b>€2,704.61</b>	<b>€0.01</b>	<b>24.40%</b>



## 6. Creative & Audience Optimization Summary

- **Creative Refinement:** Engineered dynamic first-5-second hooks to drastically lower early drop-offs. Tested diverse CTA frameworks ("*Subscribe Now*", "*Watch More*", "*Join Community*").
- **Audience Pruning:** Systematically excluded low-engagement viewers and shifted unspent budget weight to Lookalike-mode core consumers with established subscriber intent.
- **Sustainable Final Outcomes:** Built a reliable, repeatable, highly scalable framework generating **9.93K high-retention conversions** and massive footprint authority across the server-hosting community.