



Carbon38 stitches together custom intent audiences with YouTube Shopping for greater RoAS.

CARBON38

Carbon38
Los Angeles, California • www.carbon38.com



The challenge

Carbon38 is a luxury performance fashion brand, selling premium women's fitness apparel directly to customers online. Looking to break into the market with its best-selling proprietary "Takara" leggings, they wanted to reach their Millennial target audience and engage them where they already live online—YouTube—efficiently and affordably. The goal was to boost brand awareness and return on ad spend (RoAS) to allow Carbon38 to compete with the major market players.

The approach

Carbon38 used custom intent audiences on YouTube to improve targeting for video ads. By combining in-video ads displaying colors and prices for products customers previously expressed interest in via Google Search with that product's page just one click away, Carbon38 simplified the purchase process for mobile and desktop users and boosted brand awareness for Takara leggings among Millennial shoppers, an uplift it measured with video views.

Partnering with MuteSix

Carbon38 used custom intent audiences to improve targeting for their YouTube in-video ads. Their ads featured products with the same colors and prices customers had previously expressed interest in via Google Search and linked to these product's pages on the Carbon38 site. This streamlined the purchase process on mobile and desktop and boosted brand awareness for Takara leggings among Millennial shoppers, an uplift it measured with video views.

The results

Since MuteSix combined Carbon38's YouTube ads with custom intent audiences, branded search volume is up 17 percent. Remarketing is boosting efficiency and lowering costs further, producing a 15-to-1 RoAS. With the scale, reach, and success of their YouTube campaigns—combined with a historically low CPA—MuteSix and Carbon38 plan to continue to use the platform as their primary customer acquisition driver moving forward.

“YouTube’s tools are instrumental in growing our digital acquisition efforts. The insights and best practices have set Carbon38 up for success.”

—Marc Gutierrez, Paid Acquisition Manager, Carbon38

15x

RoAS with
YouTube
Remarketing

17%

uplift in
branded search
volume

<\$20

CPA from
YouTube leads

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