



Comcast Xfinity Puts Its Products in the Limelight With Sequential Video Remarketing

Comcast Xfinity has a healthy mix of branding and product ads. The trick was showing the right combination to drive maximum impact. With YouTube’s sequential remarketing, Xfinity served viewers powerful branding ads and then compelling product ads, boosting purchase consideration and brand interest.

The Challenge

Comcast Xfinity had a bona fide hit on its hands. “[Emily’s Oz](#)” captured how Emily, a young girl with visual disabilities, imagined “The Wizard of Oz,” and it had been viewed on YouTube nearly 5M times in less than three weeks. The ad was made by Xfinity’s creative agency, [Goodby, Silverstein and Partners](#), and introduced Xfinity’s industry-first voice-guided feature. The video drove lifts in purchase consideration and brand interest among viewers.

Xfinity wanted to extend the positive sentiment generated by the ad and tie this branding story to a product story.

The Approach

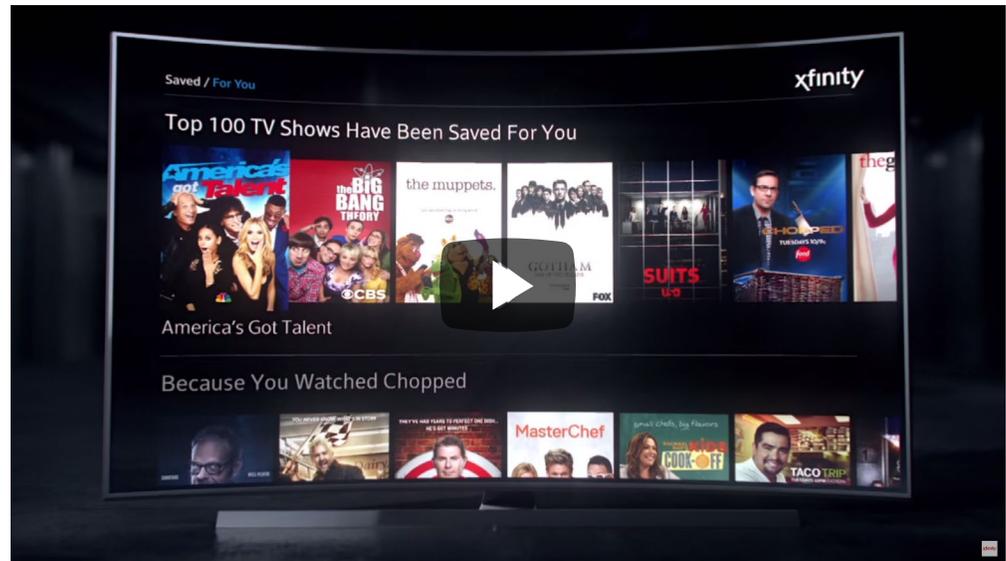
Sequential remarketing gets the right messages to the right people

Xfinity had a prime opportunity to get product ads in front of people who were now more interested in the brand’s offerings. “We wanted to continue

communicating with users who were very familiar with the brand and had a good perception of the brand,” said Mediavest’s digital portfolio manager.

[YouTube’s sequential video remarketing](#) allowed the company to do just that. On YouTube, Xfinity could not only show its “X1 Hero” product video ad to those who had seen “Emily’s Oz,” it could also specifically target the best-performing groups, like families with children, from the “Emily’s Oz” campaign.

By using sequential remarketing, Xfinity was able to get in front of the right people [in the right moments](#), when they were primed to be interested in its message.



[“X1 Hero” - XFINITY X1](#) was shown to high-performing audiences who had also seen Emily’s OZ.

YouTube’s uniquely effective video remarketing

Remarketing to people who had already seen Xfinity’s messages was possible on YouTube because viewers come back to the platform again and again. “We know people are going to keep coming back to YouTube, so it’s a platform where we can continue conversations with the same consumers,” the Mediavest rep said.

“People go to YouTube to watch videos, so they’re more apt to watch longer-form content. On other social platforms, it’s a lot harder to get someone to stop scrolling and watch.”

Engaged viewers on YouTube are [ready to watch video](#)—and they stick around. “People go to YouTube to watch videos, so they’re more apt to watch longer-form content. On other social platforms, it’s a lot harder to get someone to stop scrolling and watch,” Sherri Davis, senior director of brand experience at Comcast, said.



Both ads on their own drove lifts in key brand metrics, but the real magic happened when the ads were shown sequentially to high-performing groups. People who were shown “X1 Hero” after seeing “Emily’s Oz” had a 39% higher view-through rate, 32% higher lift in purchase consideration, 22% higher lift in brand interest, and they watched the video for a longer period of time.

Xfinity plans to continue experimenting with YouTube and reaching engaged consumers at scale.

Products

YouTube TrueView

Video sequential remarketing

The Results

Lifts among viewers who saw both ads vs. those who only saw the product ad:



increase in
view-through rate



lift in purchase
consideration



lift in brand interest