

# How did we become **#1** on YouTube Shorts

 KENDAGO / November 2022

Google Confidential & Proprietary



# | Who are we? KENDAGO



Kendago is an international digital marketing group that D2C brands turn to for high-growth, performance based creative, marketing optimization, and media management.

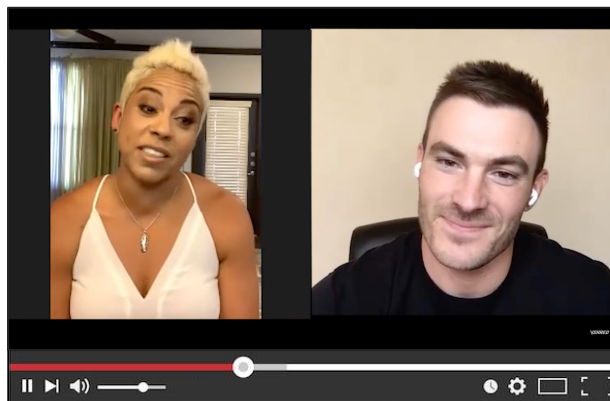
# | Who is the client? **VSHRED**

Kendago is behind direct marketing consumer brands like Vshred, which is a leading health and fitness system encompassing workouts, nutrition, and apparel.

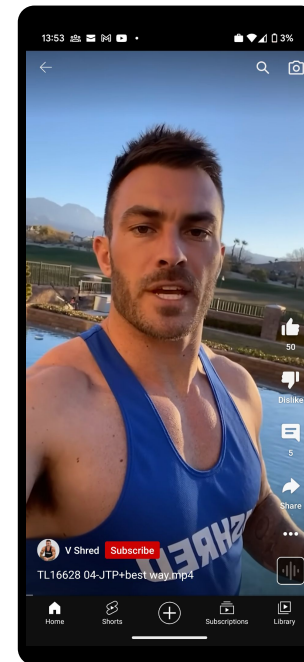
# Creative Evolution



Long Form



3 Minutes



Short Form

# | The Challenge

- To create top performing ads in less than 1 minute
- To shorten winning parts for the leading long ad and keeping the same messaging with the main essence
- Reach new audiences

# YouTube Shorts Creatives



# Performance Outcome



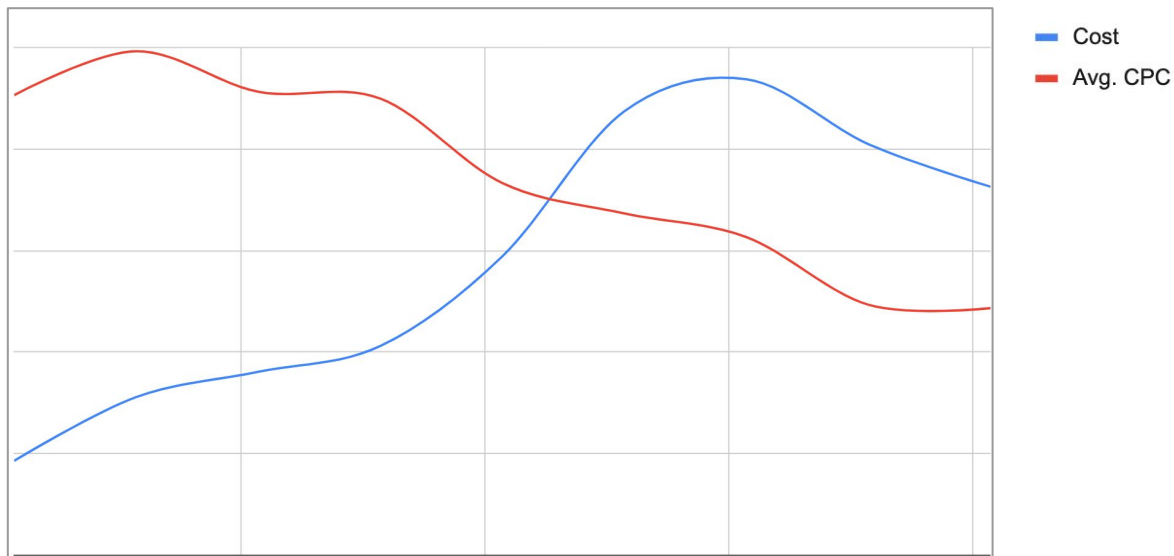
Spend increased by 57% with the **same ROAS**



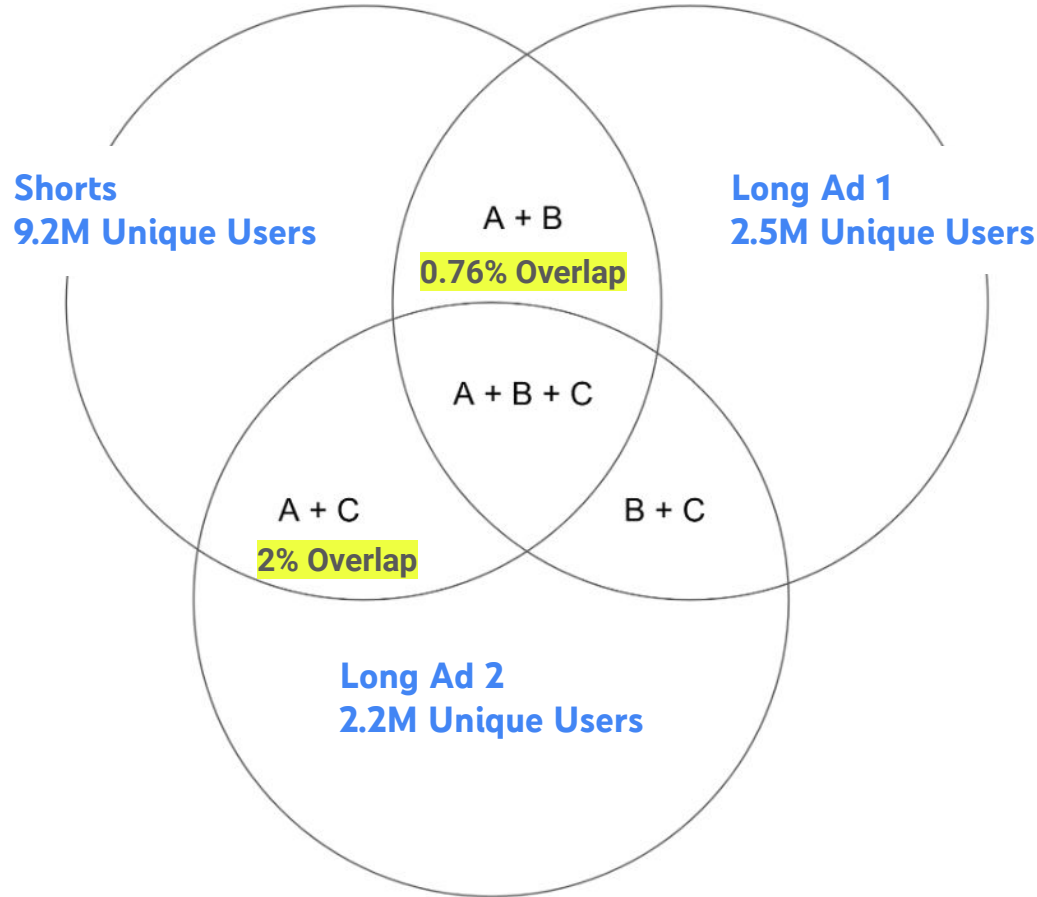
CTR - Improved by 48%



CPC - Decreased by 40%



# Incremental Reach by Campaign



# I Learnings and Next Steps

- Refreshing old ads
- Trying different creative structures
- Trying new angles
- Using the same angle with different executions