

YouTube

As a bicycle seller



Insights in the bicycle industry
on YouTube



Content

- 01.** YouTube's role in the bicycle purchasing process
- 02.** Content analysis: what content is popular?
- 03.** Analysis: YouTube channels of Dutch bicycle brands
- 04.** Inspiration: best practices from other brands

About us

Team5pm helps brands and publishers be more successful on YouTube. Together with our customers, we ensure more views, watch time, leads and conversions.

Now more than ever YouTube offers opportunities for brands - opportunities that we now use for companies including Volkswagen, Castrol and GAMMA.

For more information about our services and process, please visit team5pm.com.



Jelmer Wind
(Co-Founder)



Introduction

The significance of YouTube for bicycle brands

The total revenue from new bicycle sales rose for the seventh consecutive year in 2019 to a new record of 1.2 billion euros. The corona crisis has provided an extra boost in the sale of bicycles this year.

YouTube plays an increasingly more important role in the bicycle purchasing process. This is reflected in the increasing number of searches and views related to cycling on YouTube.

In this report, we share our insights into the bicycle industry on YouTube. We will show what content and which creators in the bicycling segment are popular, how Dutch bicycle brands are currently using YouTube, which opportunities brands are still not taking advantage of, and share some motivating national and international examples.



01

The role of YouTube

Opportunities in the purchasing process

- |- Bicycle sales: the role of online
- |- YouTube utilization continues to increase
- |- YouTube in the sales funnel
- |- YouTube as a search engine



Bicycle sales increasing

Online is playing an increasingly more important role

The total revenue from new bicycle sales rose for the seventh consecutive year in 2019 to a new record of 1.2 billion euros. On average, consumers spend more than € 1,500 on a new bicycle - more than ever before. This record is primarily due to electric bicycle sales. The average cost of an e-bike is more than € 2,000.

With such a high purchase price, it's not surprising that most consumers turn to the internet to educate themselves, to gain inspiration and to seek out information about what to look for in a bicycle. Later in the purchase process, consumers learn exactly which bicycle they want.

Brick-and-mortar bike stores are still by far the most popular with consumers - three-quarters of all bicycles are still purchased there. However, the dividing line between online and offline sales is narrowing.

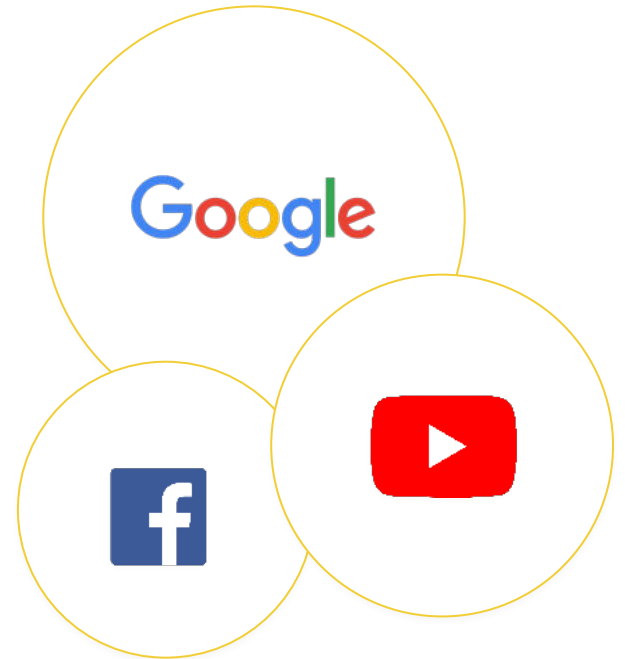


Popular sites

YouTube is the most popular site in the Netherlands after Google

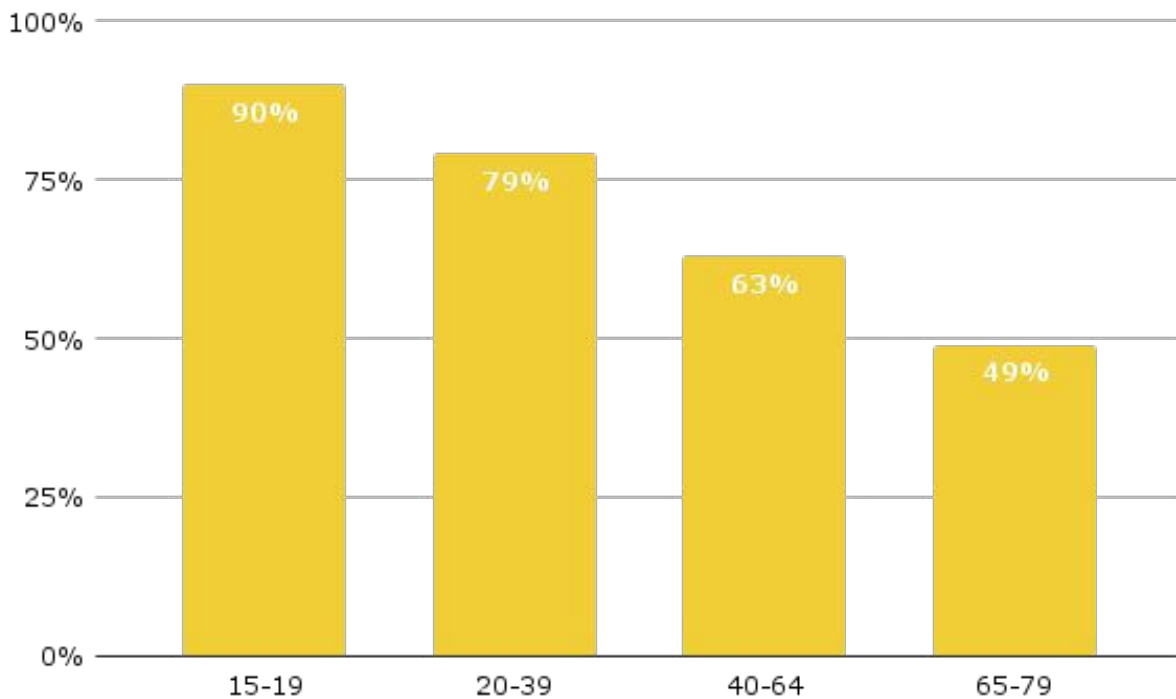
YouTube has more than 2 billion users worldwide. YouTube's reach is also enormous in the Netherlands and continues to grow steadily. After Google, YouTube has the largest reach of all other sites - making it even more popular than Facebook. More than 12.2 million Dutch people use it every month.

YouTube is not only an entertainment platform, but it is also an important educational platform. Millions of Dutch people use it to learn new things, increase their knowledge and to compare products. This makes YouTube the largest search engine in the Netherlands and in the world after Google.



Youtube's reach

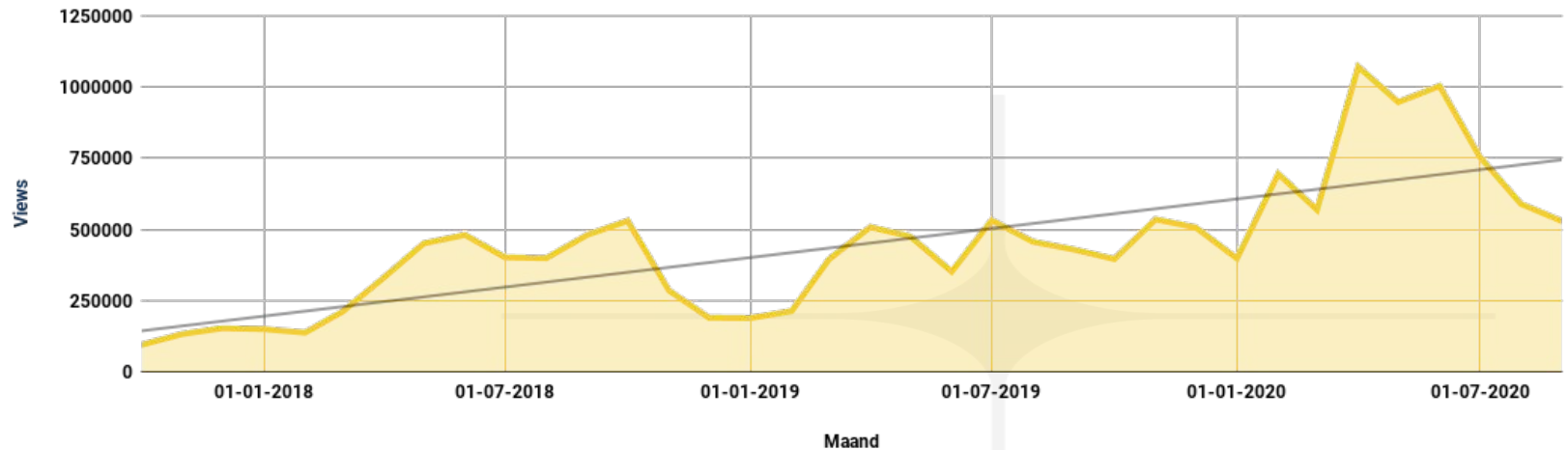
Very high reach in every age bracket



More than doubled in two years

Views of Dutch videos related to purchasing a bicycle

Views per month

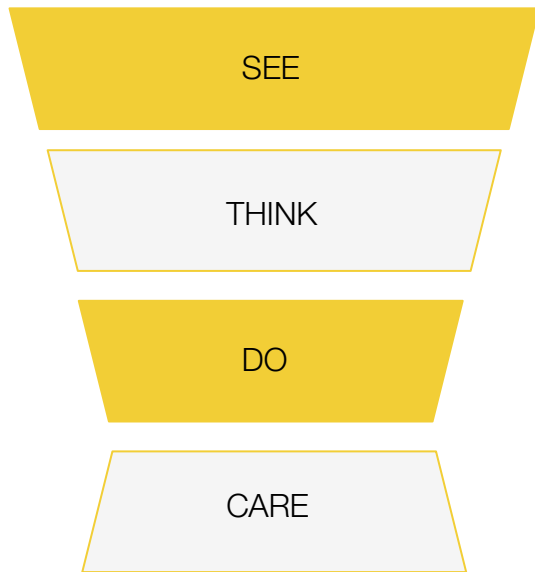


Videos related to purchasing a bicycle are becoming increasingly more popular. These videos are currently generating more than 725,000 views per month on average (period Jan-Sep 2020). This is an increase of 116% compared to 2018 for the same time period.



Sales funnel

Opportunities per phase



See: YouTube plays a vital role in discovering new brands and products. In fact, more than 90% of users indicate that they have discovered new brands and products on YouTube.

Think: More than half of shoppers say online videos have helped them determine which specific brand or product to purchase.

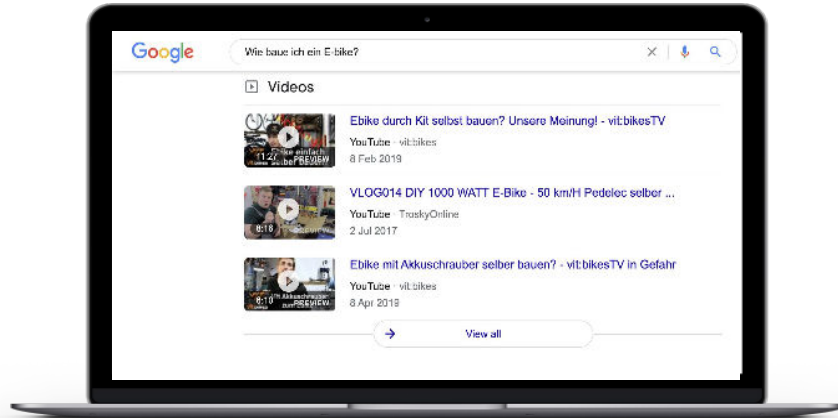
Do: 51% of shoppers say they have purchased products they discovered on YouTube.

Care: A vast majority of customers also use YouTube after purchasing a bicycle for help, service and maintenance questions.



Videos in Google Search

Share is growing with a very high CTR

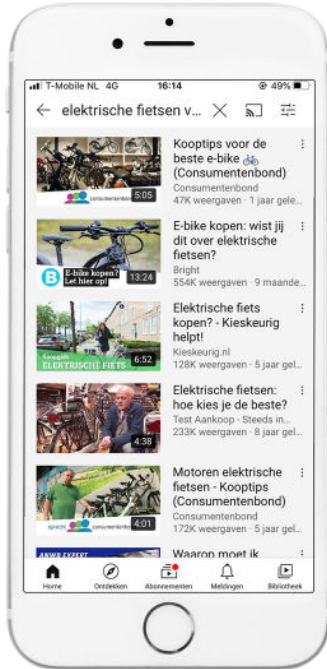


- The number of videos in search engine results continues to increase. As a result, YouTube is now the most visible domain within Google Search since last year (a distinction that was previously held by Wikipedia for many years.)
- Videos now appear in more than 25% of all search results and generate a CTR of 61% (!)
- This offers incredible opportunities for brands to rank in both YouTube and Google with videos.



YouTube search volumes

Share is growing with a very high CTR



Monthly
search volume

90.000

27.200

6.400

Search terms

Compare electric bicycles

Mid-engine electric bicycle

How do I fix a flat tire?





02 Content

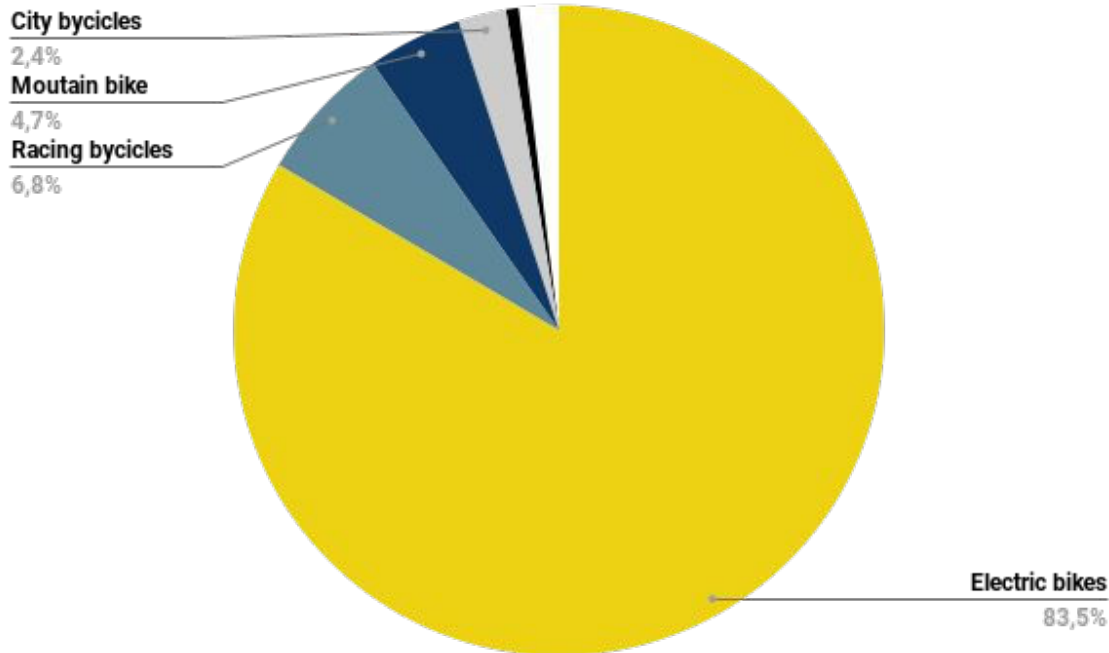
What scores?

- |- Performance by bicycle type
- |- Popular formats
- |- Popular creators
- |- Best performing lengths



Views per bicycle type

E-bikes are by far the most popular

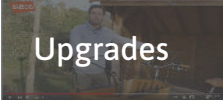


- Electric bike is by far the most popular type of bicycle. Videos about e-bikes generate **83.5% of the views.**
- Racing bikes (6.8%), mountain bikes (4.7%) and city bikes (2.4%) follow at a distance.
- Only a very small proportion are (electronic) cargo and folding bicycles (2% and 0.6% respectively)



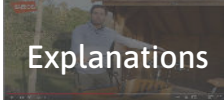
5 popular formats

Formats that work



Upgrades

Tips for upgrading or personalizing your bike



Explanations

How-to videos, experiments and bicycle hacks




Reviews

Bicycle reviews and bike comparison



Repair & Maintenance

Maintenance videos for (racing) bikes and repair tips



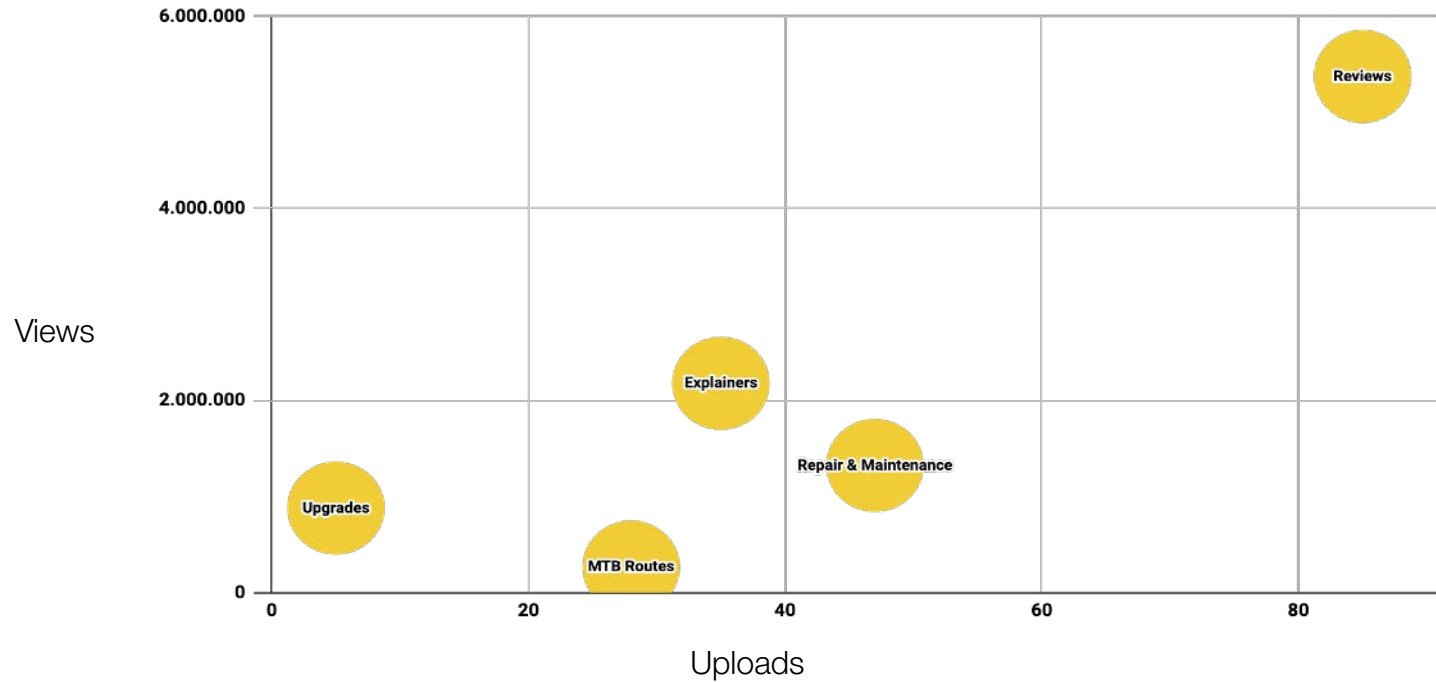
MTB Routes

First-person images of mountain bike trails, route reviews and tips



Popular formats

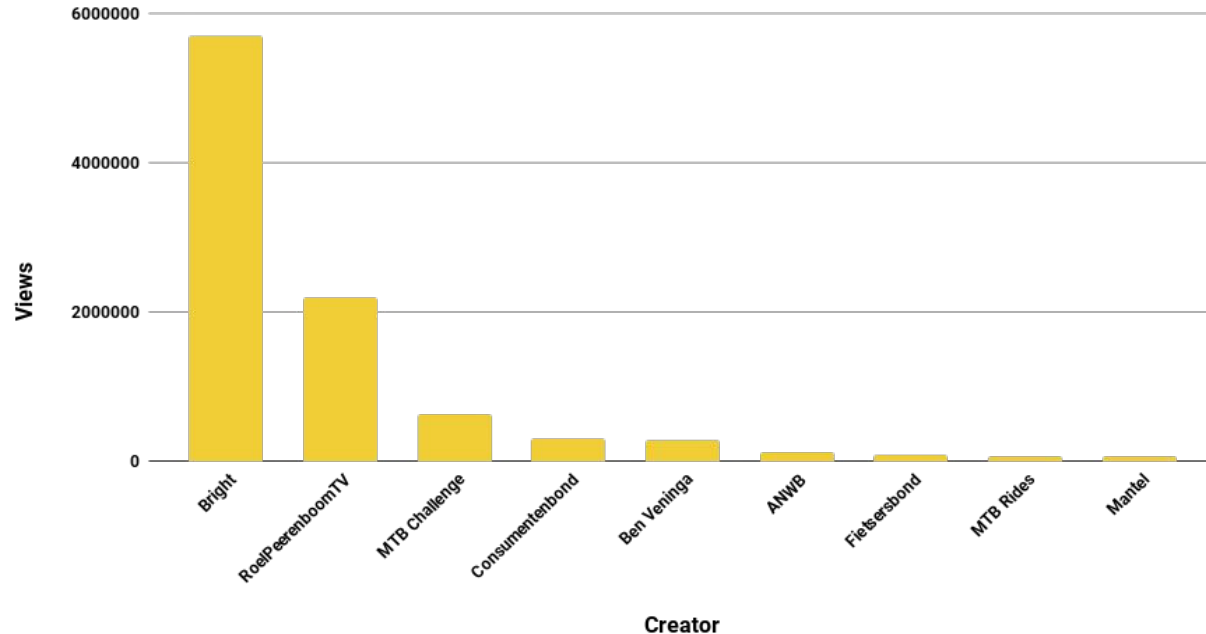
Proportion of views-to-uploads



Most popular creators

Bright generates the most views by far

Top creators



- When we look at the channels that generate the most views, Bright stand out. The tech platform (a part of RTL) generates 5.7 million views related to cycling.
- Roel Peerenboom (bicycle store in Wageningen) is second with 2.2 million views.
- All major bicycle brands are completely absent.

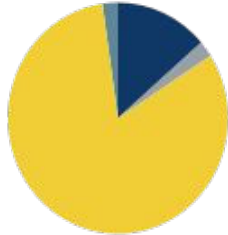


Format selection

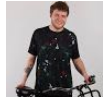
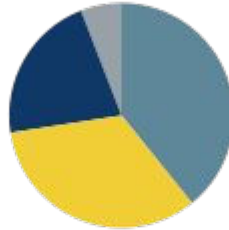
Top creators have different content format mixes



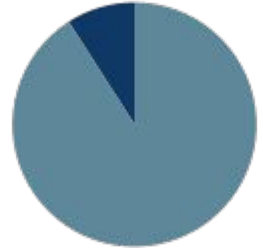
Bright



Roel Peerenboom TV



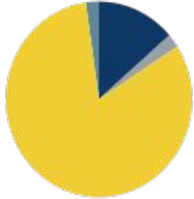
Benn Veninga



Highlight: Bright

How do they generate millions of views?

Bright



- Explainers
- Repair & Maintenance
- Upgrades
- Reviews

Distribution refers to bicycle-related content. Bright publishes on other subjects as well.

Reviews



Bright's review videos create **1.5x more engagement** than on average and generate **3M views**.

Repair & Maintenance



This repair and maintenance video generated nearly **210K views** and delivered **twice as many engagements** than on average.

Explanations



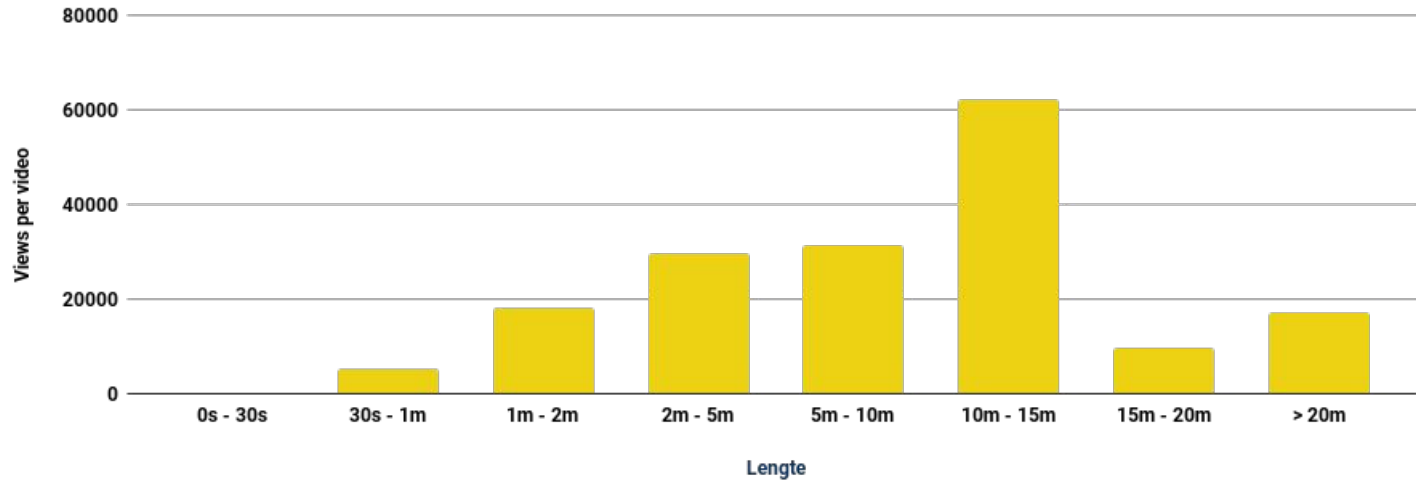
Bright's six explanation videos generated **1.5M views** last year.



Best length for bicycle content


10 to 15 minute videos receive the most views

Average views per length



Short content does not score. Longer content generates many more views. Videos of 10-15 minutes in duration are the best performing lengths.





03 Analysis of bicycle brand

What is their approach?

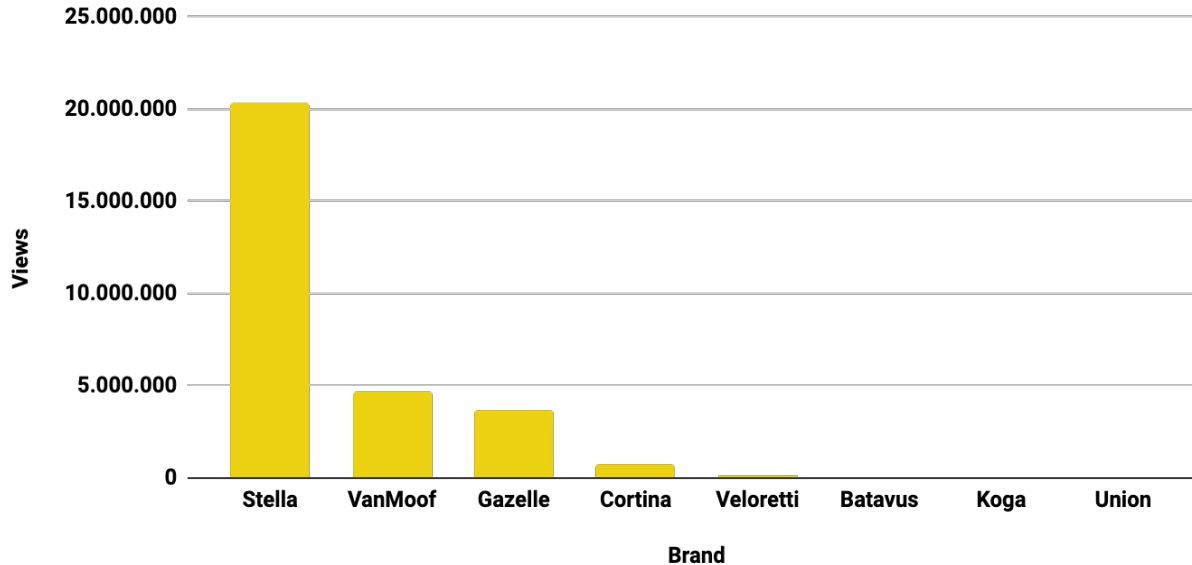
- |- Best performing lengths
- |- Ad views vs. organic views
- |- Brands' utilization through the funnel
- |- Content and channel optimization



Brands list ranking

How do Dutch bicycle brands rank in relation to each other?

Top brands



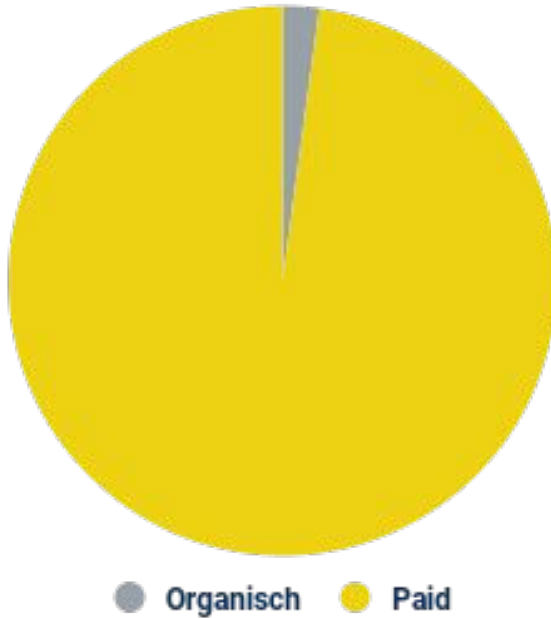
These are views generated over the past 9 months. Stella, VanMoof and Gazelle generated the most views, but these come largely from advertisements.

Data from organic views over this period is insufficient.



Millions of views

Advertisement views only



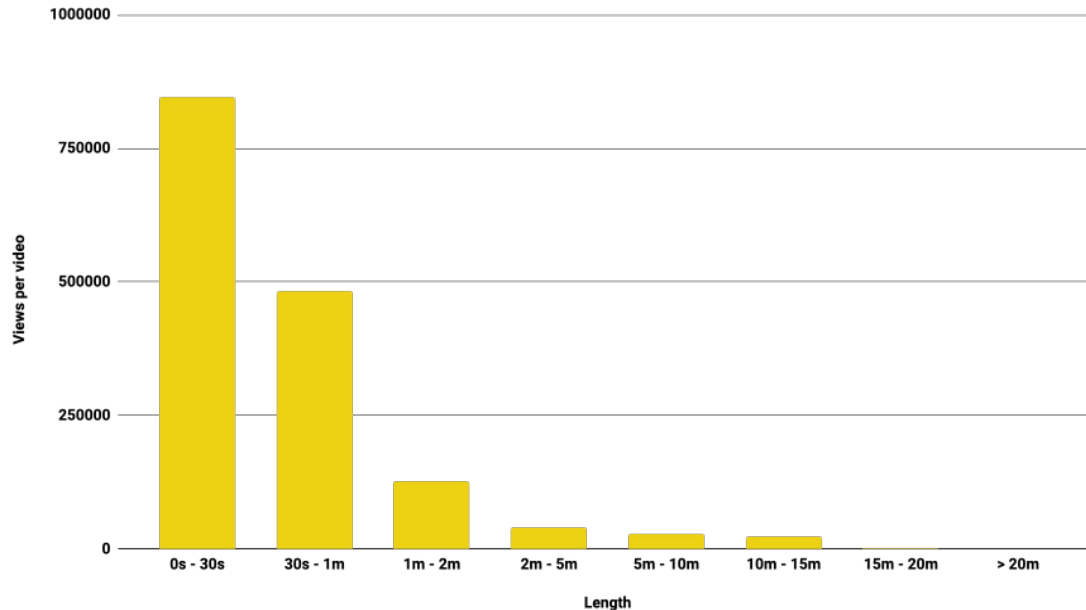
- Dutch bicycle brand channels generated more than 30 million views in the first nine months of 2020.
- However in 2020, advertisements will make up 98% of all views of Dutch bicycle brands.
- Stella, Gazelle and VanMoof are the largest advertisers with 65%, 16% and 12% SOV (Share of Voice) respectively.



Length

How are Dutch bicycle brands currently doing?

Average views per length

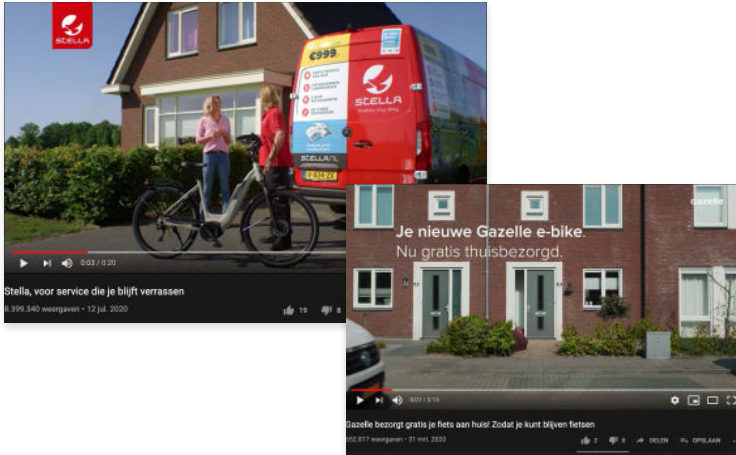


- Bicycle brands are only posting short content (mainly ads), and receive almost no views with longer formats. While organically it is the longer content that generates the most views.



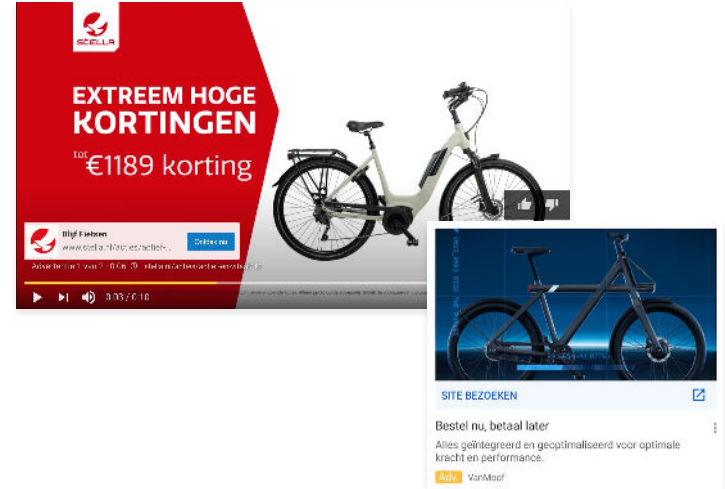
Awareness & Conversion

Advertisements focus on the See & Do phases



Awareness

These ads have millions of views and are primarily TV commercials that are shown one after the other.



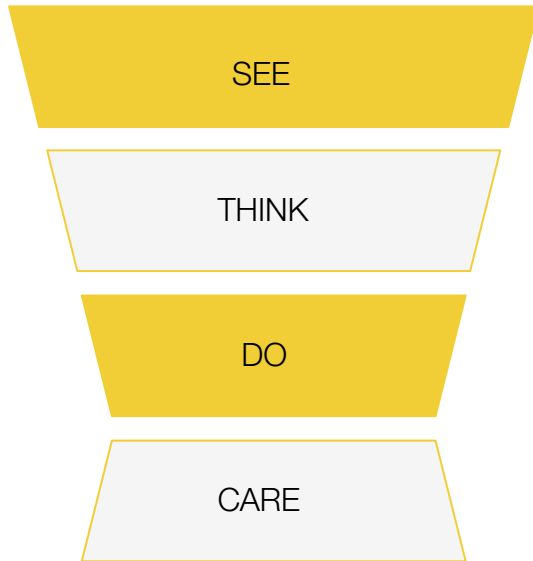
Conversion

These ads have actionable messages and are focused on purchasing a bicycle.



SEE-THINK-DO-CARE

Brands focus almost exclusively on See & Do



Target group

All potential customers

Consumers considering a purchase

Consumer with buying intentions

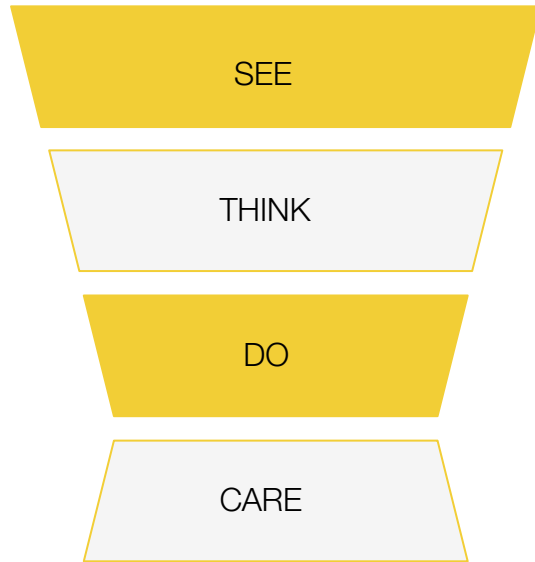
Existing customers

Videos that focus on the educational (Think) and after-service (Care) phases are under utilized or utilized poorly.

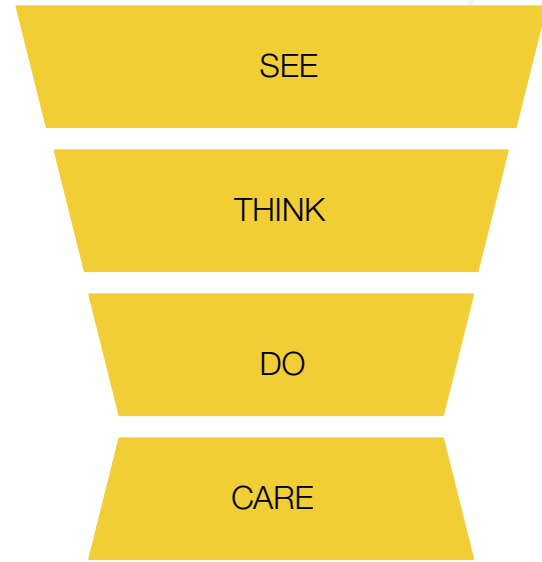


YouTube Sales Funnel

Brands are missing opportunities in the Think & Care phases



Current situation

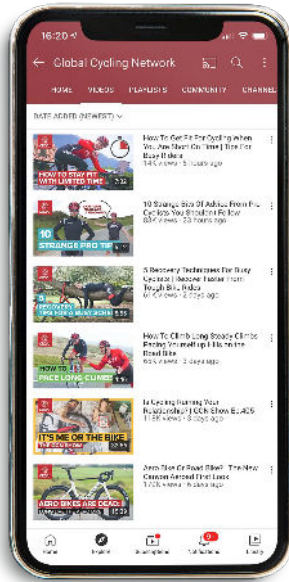


Ideal Situation



Organic Content

Poorly optimized or not optimized at all



In recent years various bicycle brands have launched initiatives to rank organically. However this content is so poorly optimized that the videos generate almost no views.

Consider:

- No attention to SEO in the titles, descriptions and tags
- Unattractive or missing custom thumbnail
- Shorter lengths generate almost no watch time
- Engagement and interactive features not used

Global Cycling Network is a good example



Key Takeaways

- 01** YouTube plays an increasingly more important role in the bicycle purchasing process. This is reflected in the increasing number of views related to cycling (more than 725,000 organic views per month).
- 02** Dutch bicycle brands do not take advantage of the opportunities this offers but successful creators do. Brands can learn from their strategy and approach.
- 03** Currently brands are completely dependent on ads for visibility on the platform and the current content is poorly optimized.
- 04** Particularly in the consideration phase, brands are missing out on significant opportunities to influence the purchase of a specific model or brand.





**“THINK AS A CREATOR,
TO WIN AS A BRAND!”**





04 Inspiration

Best practices & examples

- |- Specialized
- |- Santa Cruz
- |- VanMoof
- |- GAMMA



Specialized

86.5M Views per year - 325K Subscribers

American Specialized knows better than anyone how to create appealing ‘hero’ content. With magnificent and inspiring imagery, they showcase their best and most remarkable bicycles in action through beautiful landscapes. In addition, they posts help content regularly that discusses Specialized product specifications.

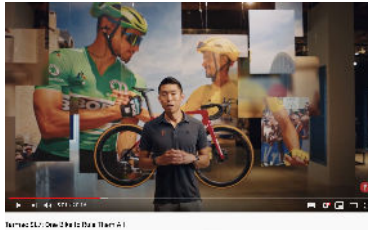


Video with the most views



2.5M Views

Video with the highest engagements

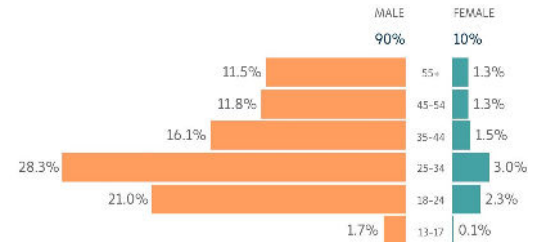


13.7K Engagements

Geography of viewer



Demographics of viewers



Santa Cruz

32.9M Views per year - 180K Subscribers

The Santa Cruz YouTube channel has excellent content from a creator's perspective. The videos range from strong 'hero' videos to short documentaries about different cycling tracks and races. The videos are further divided into relevant playlists in order to create structure.

Video with the most views



206K views

Video with the highest engagements

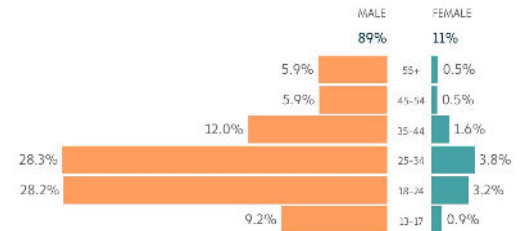


109K engagements

Geography of viewer



Demographics of viewers



VanMoof

4.7M Views per year - 23.7K Subscribers

VanMoof knows how to inspire viewers with strong hero content. One of the most appealing (and discussed) videos is a commercial from last year in which current state of affairs are on display: refineries are working overtime, there are traffic jams and car accidents. It then becomes clear that VanMoof bikes are a better alternative. A unique commercial with a clear message. In fact, the French authorities found the video so offensive that it was banned in France, though it did little to damage VanMoof's publicity.

The VanMoof commercial generated 2.2 M views



Time to ride the future

VanMoof posts serial content with Bike Hunters



VanMoof Bike Hunt Report - September

Room for improvement

Although VanMoof's content is appealing, they only have 23.7K subscribers. There are still additional opportunities for the channel to engage more viewers/customers in the 'Think' and 'Care' phases.



GAMMA

Dominating the search results in YouTube & Google

Many brands have not yet taken advantage of the opportunities that YouTube offers. These are opportunities that GAMMA, as one of the few, does capitalize on: they dominate the categories for gardening and insulation. This is because the combination of data-driven research, content production and smart distribution is a winning formula for dominating YouTube and Google search results. In 12 months their videos have been viewed more than half a million times (530,000 views), resulting in a share of views (market share) of 44.6% and top ranking on YouTube and Google.



44,6%

Share of Views

23.500

Watchtime hours

#1

rankings for all
videos on YouTube



Curious to read the full case study?

Are you interested in reading the full GAMMA case study that explains exactly how we ensured they dominated these domains on YouTube?

Please contact us to receive a copy!

About us: Team5pm

Data-driven YouTube Agency

Team5pm was found in 2018 from idea that there are vast opportunities for brands and publishers to use YouTube successfully. This platform has been extremely popular for years, but there were no agencies in the Netherlands that specialized in this platform. Until now.

From strategy to execution, we help our clients be more successful in all aspect on YouTube. By better distributing and optimizing video content and providing data-drive insights, we help our clients get more views, watch time and conversions on YouTube. It is our belief that video strategies should be based on data and insights, rather than gut feelings or personal preferences.

In 2018 four of us started in a small office with no daylight, but since then the company has grown enormously. Our team now consists of more than 30 employees. Additionally in May 2020 we started a data- and search-driven production studio, our creative studio.



Team5pm | The YouTube Agency



Our customers

We are privileged to work for national and global brands



Canon



prime video



De Telegraaf



THE OCEAN
CLEANUP



Analysis & Sources

Scope & explanation

- All Dutch-language videos related to the purchase of bicycles uploaded in the past 3 years (October 2018 - September 2020) have been analyzed. Example: videos about professional cycling are not included; reviews about racing bicycles are.
- This analysis only concerns videos with more than 1,000 views and 50 engagements (likes/comments/shares).
- The dataset consists of 203 Dutch videos. All international videos about cycling that Dutch people watched have been excluded. Views from the past three years on videos that were uploaded before September 2018 have also been excluded. Therefore the actual number of views related to bicycle inspiration & purchase is even greater than reported here.
- Sources:
 - Slide 5: Bovag, Verkoop Elektrische Fietsen blijft groeien, Februari 2020
 - Slide 7: Newcom Social Media Onderzoek 2020, Januari 2020
 - Slide 9: Google/Talk Shoppe, July 2020
 - Slide 9: Google/Magid Advisors, Global (U.S., CA, BR, U.K., DE, FR, JP, IN, KR, AU), “The Role of Digital Video in People’s Lives,” n=20,000, A18–64 general online population, August 2018.
 - Slide 10:: Milestone Research, Click Curve Data: Rich organic search results are key to drive your SEO traffic, October 2020
 - Slide 10:: SearchMetrics, 2019 SEO Year-End Review, December 2019



Success on YouTube?

LET'S TALK!



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Team**5pm** | The YouTube Agency

