

# Types and Cost of YouTube Ads in Kenya



## TrueView Ads: Flexible and Cost-Effective

TrueView ads are a user-friendly option for Kenyan businesses, allowing payment only for viewer engagement, making it cost-efficient with a clear budget control and precise targeting.

## Non-Skippable Ads: Guaranteed Message Delivery

These 15-20 second ads ensure viewers cannot skip, making them ideal for brands with concise messaging and launching time-sensitive products in the Kenyan market.



## Bumper Ads: Brief and Impactful

Bumper ads last only six seconds and are non-skippable, requiring creative strategies to deliver powerful brand messages efficiently and affordably.

## Display Ads: Subtle Performers

Display ads appear in the sidebar and are less intrusive, offering a cost-effective method for brand visibility, although they generate lower engagement compared to video ads.



## Cost Structures for Kenyan Advertisers

Different ad formats have distinct pricing, with TrueView ads averaging Ksh 5-20 per view, while non-skippable ads charge Ksh 200-500 CPM, showcasing varying investment strategies.

## Practical Implementation and Challenges

Advertisers should create engaging content within the first few seconds while facing challenges like high production costs and the necessity for frequent content updates to maintain viewer interest.

