Welcome to the Video Advertising exam refresher guide - the perfect way to revise and refresh before your Video Advertising exam. We'll cover everything from basic and advanced concepts, including how video ads on YouTube and the Google Display Network can help your clients meet their advertising goals. Also covered will be campaign creation and management, and performance measurement and optimization. This handy resource is a shortened version of the full Video Advertising study guide on our Partners Help Centre. You'll also find additional information and plenty of helpful links throughout.

You can expect **74 questions** (a combination of multiple choice, true/false and fill-in-the-blank).There's a **90 minute time limit and an 80% passing score**. You'll need to pass both AdWords Fundamentals and Video Advertising exams (or one of the other AdWords exams like Search, Display, Shopping or Mobile Advertising) to become certified.

Here's what we'll cover in this refresher guide:

Module 1 An overview of video advertising

Google Partners

1.1 About advertising on YouTube

Every month, more than 1 billion people watch more than six 6 billion hours of YouTube videos. In addition, more than half of YouTube video views come from mobile devices.

This represents a lot of potential customers, both at home and on the go. And you can decide where and when a video ad shows, and which potential customers see it.

Benefits of advertising on YouTube

- **Connect with your audience** in a unique and memorable way
- **Reach the right people** by showing ads based on who they are, where they're located and what they're interested in
- **Control spend**. With AdWords, you only pay when a viewer actively selects the video, or chooses to continue watching a video when it first loads as they browse video content
- **Measure success** with YouTube's free analytics tool.

Where your ads can appear

With AdWords, you use the TrueView video ad formats. These can appear on both YouTube and other publisher sites in the Display Network for desktop computers and high-end mobile devices.
On YouTube, ads can appear near videos identified as claimed copyrighted content, as well as near videos that are part of the YouTube Partnership Program.

Reaching your audiences on websites

We offer three different ways to reach specific audiences through interest-based advertising:

1. **Remarketing:** Show your ads on Display Network sites and apps to people who previously visited your website.
2. **Interest-based audiences:** Reach people based on their interests, such as sports or travel, even when they visit a page related to a different subject on the Display Network.

    - **Affinity audiences:** Select from these audiences to reach potential customers and make them aware of your business.

    - **In-market audiences:** Select from these audiences to find consumers who are researching and actively considering buying products or services like those you offer.

3. **Demographic targeting**: This allows you reach people on the Display Network who we think are associated with certain demographic categories.

Learn more about **advertising on YouTube»**

1.2 Your channel and Google+

You can connect your YouTube channel with a Google+ profile or page to access features.

Find out more about **using Google+»**
Learn more about your **channel and Google+»**

1.3 YouTube Video Editor

With the Video Editor you can:

- **Combine** multiple videos and images that are uploaded to create a new video
- **Trim** uploads to custom lengths
- **Add music** to a video from a library of approved tracks
- **Customize** clips with special tools and effects

Learn more about the **YouTube Video Editor»**

1.4 Glossary

Language Targeting

About language preferences

Ads are targeted to reach a certain audience, based on chosen language targeting options. With this information, AdWords works to ensure that ads appear to the chosen audience.

Targeting by language

Language targeting lets you reach an audience that speaks one or multiple languages, allowing you to reach users even if they're physically located in non-native areas.

Learn more about **language targeting»**

Location Targeting

Location based targeting (geo-targeting) functions exactly in the same way for YouTube as with a normal AdWords campaign. For each YouTube campaign, select the countries or regions for the campaign in the campaign Settings tab.
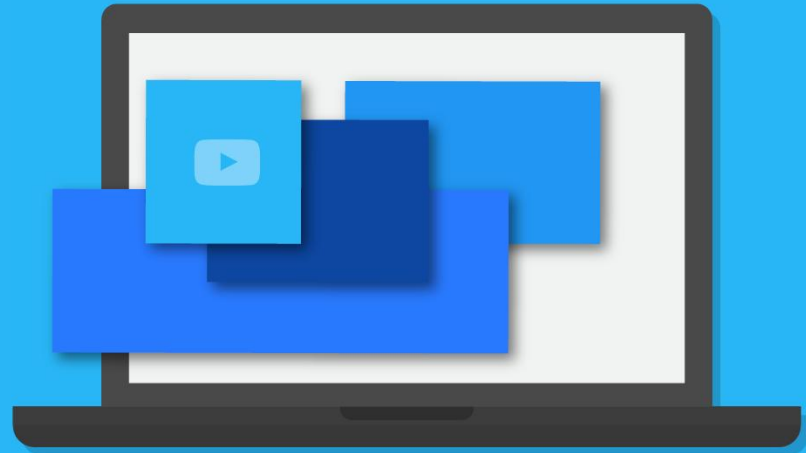
Learn more about **location targeting»**

YouTube ad formats

YouTube supports a wide range of ad formats and targeting options:

- Display Assets
- Video Assets
- Other Assets

Learn more about **YouTube ad formats»**

Module 2 Campaign creation and management

Google Partners

2.1 Creating a TrueView video campaign and video ad

TrueView video ads are an exciting and interactive way to engage your customers on YouTube and across the web. You can create and manage your TrueView campaigns in Google AdWords, and you have control over where your TrueView ads appear, when they run and who sees them.

Advertising with TrueView allows you to:

- Tell your story
- Reach just the right audience
- Create a video campaign in just a few minutes
- Measure your success

With the flexibility of video campaigns, you can advertise your business in multiple ad formats across:

- The YouTube Network
- The Display Network - Google's network of web content publishers, including video publisher games and apps

About TrueView video ad formats

TrueView video ads give viewers the choice and control over which advertisers' messages they want to see and when.

With TrueView in-stream ads:

- Your video ad appears before, during or after other videos on YouTube and the Display Network.

- You pay when a viewer watches 30 seconds of your video (or the duration if it's shorter than 30 seconds) or engages in other video interactions, such as clicks on the call to action overlays (CTAs), cards and companion banners.
- Your video ad appears on videos across YouTube and on video publisher sites, games and apps on the Display Network.

With TrueView in-display ads:

- You promote a video when people are searching on YouTube or browsing videos on YouTube and across the web.
- You are charged when a viewer clicks your ad and begins watching your video.
- Ads can appear next to YouTube videos, on YouTube search results, on video plays on YouTube channels and Watch pages, and on publisher sites across the Display Network.

Creating a TrueView video campaign

Here are some things to bear in mind before you create TrueView campaigns and TrueView ads:

- Only TrueView ads and ad groups can be created within the "Video" campaign type.
- TrueView video campaigns cannot include text, images or other video ad formats.
- To create a TrueView video ad, your videos must be hosted on YouTube.

- Reporting for TrueView campaigns and ad groups include metrics specific to video ads.
- TrueView ad groups will each be assigned a format (either in-stream or in-display), and can contain only ads of that same format.
- If you want to run multiple formats in the same TrueView video campaign, you will need to create multiple ad groups.

Create a TrueView video ad campaign in AdWords, a video.
Learn more about **creating a TrueView video campaign and video ad»**

2.2 Video ad formats

In AdWords, you can create compelling video ads with TrueView ad formats. With TrueView ads, you don't pay for random impressions or maybe-they-saw-its. Viewers have to choose to watch your video or there's no charge. So it's a win-win situation which gives you freedom to customize the length of your videos, as well as offering broad reach on both YouTube and other publisher sites in the Display Network.
With TrueView in-stream ads, you pay when a viewer watches 30 seconds of your video (or the duration if it's shorter than 30 seconds) or engages with your video, whichever comes first.

TrueView video formats

TrueView in-stream video ads:

- Promote video content before short or long-form videos on YouTube and the Display Network, and allow viewer to skip after 5 seconds

- Appear on YouTube Watch pages and on video publisher pages on the Display Network
- Pay when the viewer reaches the 30-second point of the video or when the viewer watches the video to the end

TrueView in-display video ads:

- Promotes a video next to YouTube videos
- Vary in ad format appearance depending on which ad sizes and ad formats content publishers support
- Appear only on YouTube Watch pages and on the Watch pages of video publishers on the Display Network
- Pay only when viewers choose to watch your ad by clicking a thumbnail

Learn more about **video ad formats»**

2.3 Targeting your video ads

With a wide variety of targeting methods available to you, such as demographic groups, interests, placements, and remarketing lists, you can reach specific or niche audiences based on who they are, what they're interested in, and what content they're viewing.

Available targeting methods for video ads:

- **Demographic groups:** Choose the age, gender, and parental status of the audience you want to reach
- **Interests:** Pick from available categories to reach people interested in these topics, even when they may be visiting pages about other topics

- **Affinity audiences:** Raise brand awareness and drive consideration with your TrueView video ads by reaching people who already have a strong interest in relevant topics
- **Custom affinity audiences:** With custom affinity audiences, you can create audiences that are more tailored to your brands
- **In-market audiences:** Select from these audiences to find customers who are researching products and actively considering buying a service or product like those you offer
- **Video remarketing:** Reach viewers based on their past interactions with your videos, TrueView ads or YouTube channel
- **Placements:** Target unique channels, websites, or placements within them
- **Topics:** Target your video ads to specific topics on YouTube and the Display Network
- **Keywords:** Depending on your video ad format, you can show your video ads based on words or phrases-keywords-related to a YouTube video, YouTube channel, or type of website that your audience is interested in

Adding targeting methods on the "Video targeting" tab

To add targeting to your video ads, click the **Video targeting** tab in your AdWords account, and select an ad group.

Learn more about **targeting video ads»**

2.4 Remarketing to YouTube viewers with AdWords

You can show tailored ads to millions of viewers across YouTube and video partner sites based on past interactions with your videos or YouTube channel. This is also known as 'video remarketing'. In video advertising, you can generate video remarketing lists that include viewers who have done one of the following actions:

- Interacted with or viewed your YouTube videos
- Subscribed to, or unsubscribed from your channel
- Viewed your TrueView in-stream ads
- Visited your channel

You can then use these lists in your targeting settings for new or existing video campaigns. Manage your lists any time within the Targets tab in video advertising.

The benefits of video remarketing lists:

- Improve ROI
- Scope
- Efficient pricing
- Flexibility

Best practices

Make the most of video remarketing lists by exploring these features:

- Targeting
- Creative formats
- Detailed reports
- Ease of use
- Custom audiences

Types of viewers reached through remarketing lists:

- People who watch any of your videos
- People who take an action (like, dislike, comment or share) on any of your videos
- People who view your video as a TrueView in-stream ad
- People who visit or subscribe to your YouTube channel

If you have multiple YouTube channels, you can also link more than one YouTube account to your video advertising account. You can create several lists per channel, but cannot use the same list on multiple channels.

Remarketing lists are created by linking a YouTube account to a video advertising account. Once the accounts are linked, you can create remarketing lists that target viewers based on the YouTube-related actions above.

Create a video remarketing list

If you have already linked your YouTube account to your AdWords account, we have created lists collecting channel viewers, channel subscribers and channel visitors for you.

Add a remarketing list to an existing campaign

Once a remarketing list has gained interactions from at least 100 viewers, it can be used for ads and campaigns. Select the remarketing list to use while creating a new campaign or as a target for an existing video advertising campaign.

Targeting a video remarketing list in a standard AdWords campaign

Add this remarketing list to an ad group with standard text ads or display ads created in the Ad gallery. These are ads using cost-per-click (CPC) or cost-per-thousand impressions (CPM) pricing. To do this, use the Display Network tab in the standard AdWords campaign view to target the remarketing lists that have just been created.

Learn more about **remarketing to YouTube viewers with AdWords»**

2.5 About the ad approval process

All ads go through an approval process to make sure that they're safe and appropriate for users. We review active and paused ads, keywords and website according to our advertising policies. Some ads won't run during this review.

Most ads are reviewed within 1 working day. If we find any issues, we'll let you know more about the policy and what you can do to get your ad running again. If your ad isn't showing for certain users, or if it's not showing at all, it could be because of your ad's approval status.

How long a review takes

We work hard to review your ads as quickly as possible, and we review most ads within **1 working day**. Some reviews may take longer because some ads require a more complex review. If our review finds anything that violates our policies, we'll send you an email with information about that policy and show an alert in your account. We give your ad an approval status both before and after our review.

Learn more about the **ad approval process»**

2.6 About reserved media placements on YouTube

Advertisers and agencies choose to buy advertising placements on a reservation basis — instead of through the AdWords auction — when they want to pay based on the number of impressions their ads receive (also known as cost-per-thousand impressions (CPM)) or they want to pay per day (also known as a cost per day (CPD)). Reservation campaigns give advertisers and agencies the ability to receive a guaranteed number of impressions at a fixed rate.

Benefits of advertising on a reservation basis:

- More control
- High-visibility
- Brand awareness

Buying reservation advertising

Advertisers and agencies can buy reservation advertising on a fixed cost-per-thousand impressions (CPM) basis or a fixed cost per day (CPD) basis. They can work with their Google advertising team to get a rate estimate and campaign impression goals.

Here are the ad formats that can be bought on a CPM basis:

- Standard In-stream ads
- In-stream Select
- In-video ads
- Mid-page unit (MPU)

Here are the ad formats that can be bought on a CPD basis:

- Desktop Custom Masthead
- Desktop Universal Video Masthead
- Mobile Video Masthead

Targeting ads

Here are the content and audience targeting options available for reservation ads purchased on a CPM basis:

- Topic targeting
- Interest targeting
- Affinity segment targeting
- Demographic and gender targeting
- First position targeting

Learn more about **reserved media placements on YouTube»**
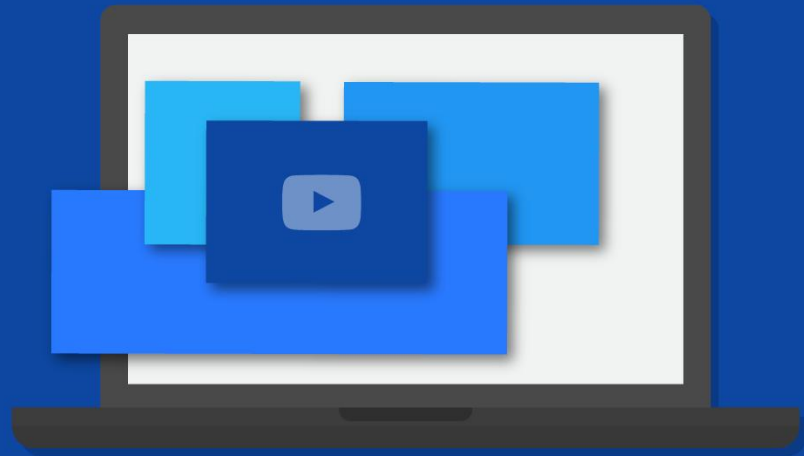
3.1 Tips for optimizing your video campaign

So, you've uploaded your videos to YouTube, and have been running your TrueView campaign for a while. Video ads provide a range of viewer actions that can be measured and tracked so that you can better achieve your advertising goals.

Making the most of your cost-per-view (CPV)

By tracking and adjusting your CPV, you'll be set up to deliver your message more efficiently.

Tips to meet your CPV goals

While a bid is the most direct link to cost per view, there is a balance between the targeting and creative that also provide the best user match, and therefore drive a higher view rate and low CPV.

- **Adjust your bids:** Bids have the most direct link to CPVs in that you will never pay a higher CPV than your maximum bid.
- **Expand your targeting:** Restricting your targeting will lead to higher competition.
- **Relax other campaign-level restrictions:** For example, turning off accelerated delivery, platform targeting or adjusting your ad rotation settings may help drive a higher view rate and lower CPV.
- **Improve your ads:** Because strong ads drive good view rate, they can often impact the CPV.

Learn more **best practices»**

Making the most of your view rate

Your view rate is the total number of views of your video ad divided by the number of people the ad was served to.

Tips to meet your view rate goal

Improve your ads:

- Shorter ads have higher view rates; if your ad can convey the same message in 20 seconds as it can in 30, consider editing a shorter version.
- Try rotating 2 or 3 different ads in and out of the auction to avoid "ad fatigue."

Improve your targeting: The following are a few ways that targeting can affect view rate:

- **Wrong targeting:** You'll want to adjust your targeting methods as you work out who is responding best to your ad
- **Missed audience:** You might also be restricting where your ad shows, and therefore may be "hiding" ads from some viewers who may want to view them

Making the most of your clickthrough rate (CTR)

Your clickthrough rate (CTR) is the total number of clicks on your video ad divided by the number of people that the ad was served to. The higher the CTR, the more engaged viewers are with your content and the more interested they are in learning about your business.

Tips to meet your CTR goal:
- Add a clear call-to-action (CTA) overlay within your video.
- Remove low-performing inventory or placements.

Narrowing your targeting

By narrowing your targeting, you can show your video ads to a more relevant audience, where it makes sense contextually. Here's an overview of the available targeting methods:

- Demographic groups
- Interests
- Affinity audiences
- In-market audiences
- Video remarketing
- Placements
- Topics
- Keywords

Prevent your ads from showing in certain cases by adding exclusions

When an ad is most relevant to a specific demographic and you want to target certain topics but exclude some viewers, you can add it as an exclusion at the campaign level.

Adding a call-to-action overlay

Call-to-action overlays are eligible to be shown on TrueView video ads on YouTube and will show whether a video is triggered through an ad or an organic (unpaid) view.

Using video remarketing

Video remarketing is a powerful tool that creates highly specific lists based on viewer activity on a YouTube channel. These lists can then be used to retarget ads.

Using advanced campaign settings

Consider using advanced settings to optimize your campaigns. Use the schedule setting to specify certain hours or days of the week when you want your ads to appear and to control how long your campaign runs. It is important to keep your content fresh so people will keep coming back, so you might consider scheduling your in-stream ad so that it runs for one month.

You can use the ad delivery setting to specify how often we deliver your active ads in relation to one another within an ad group.

Learn more about **optimizing your video campaign»**

3.2 Optimization strategies & best practices for video content on YouTube

In order to optimize the performance of a video on YouTube, the following best practices are recommended:

- Create videos that feature original content that teaches and entertains.
- Keep the message simple and concise.
- Use the Audience retention report to see which parts of videos keep users most engaged.
- Update content on a regular basis.
- Take note of user comments.

Learn more about **optimization strategies & best practices for video content on YouTube»**

3.3 Measuring image and video ad performance

Once your image and video ads are live, you'll want to monitor how they're doing. You can use campaign statistics tables on the Ads and Dimensions tabs to review standard performance information for image and video ads. You can also monitor free clicks interactions to monitor how customers engage with special interactive ad formats.

Learn more about display ad performance reporting for the following:

- Standalone image ads (image ads built outside of the Ad gallery)
- Image ads built with the Ad gallery
- Video ads built with the Ad gallery

See how display ads are performing

View most of your image ads performance statistics on the Ads tab of your AdWords account.

Track customer interactions with free clicks data

Display ad formats come in all shapes and sizes. There are various ways to interact with image and video ads, and depending on the format and pricing that you choose, you may have some interactions with a display ad format that are free.

Tracking viewer conversions for video ads

Conversion Tracking
You can use AdWords conversion tracking to track the number of people who click on a video ad and perform the desired conversion action.

Using third-party tracking pixels (standard image ads only)

A tracking pixel is similar to AdWords' conversion tracking code. It is a code that's inserted into the video ad itself (provided by a third-party ad server). This code tracks the IP address of the viewer. This pixel tracks cases when someone doesn't click on the ad, but comes back to the website in your final URL later. If you use third-party tracking pixels, you'll need to use your own external reporting tools to evaluate the data.

For display ads, you can get the same result with a 'view-through conversion' as opposed to a 'clickthrough conversion'.

Learn more about **measuring image and video ad performance»**

3.4 Measuring brand awareness

Branding campaigns have a unique goal: to raise awareness and visibility of your product, service, or cause. Generally, you want to try to place your ads in front of as many people in your target audience as possible. So, you choose the best places to show your ads, and then measure success by monitoring impressions, conversions, and other statistics.

Networks for your branding campaign

Google has two networks where your ads can run: the Search Network and the Display Network. While the Search Network primarily runs text ads, the Display Network runs text ads, colorful image ads, and multimedia ads (like video or animation) that can be particularly good for showing branding messages.

What to measure for brand awareness

Here are some important metrics that show whether your branding campaign is successful:

- **Impressions:** Impressions represent how many customers actually saw your ad. You can prioritize impressions by creating a cost-per-thousand impressions campaign (rather than a cost-per-click campaign). That way you'll pay based on the number of impressions your ads receive, rather than by the number of clicks they get.
- **Customer engagement:** If you're focused on branding, you can use clickthrough rate (CTR) to measure customer engagement for Search Network ads. On the Display Network user behavior is different, and CTR isn't as helpful. That's because customers on sites are browsing through information, not searching with keywords. You may want to consider other measurements like conversions for Display Network ads.
- **Reach and frequency:** Reach is the number of visitors exposed to an ad. Increased reach means that an ad is exposed to more potential customers, which may lead to increased awareness. Frequency is the average number of times a visitor was exposed to an ad over a period of time.

Learn more about **measuring brand awareness»**

3.5 Tips for creating effective video ads

There are several video ad formats to choose from in AdWords. That's why it's important to know your audience and think about the best way to reach them.

Because there are multiple ad formats, we've organized our suggestions to build successful and relevant ads into the following groups:

- TrueView in-stream video ads
- TrueView in-display video ads

TrueView in-stream video ads

Fine-tune your in-stream video ad campaign

In-stream video ads allow you to insert your ad into the beginning or middle of other video content. While this method is a great branding medium, it often has lower conversion rates than other online formats. To get the most out of your campaign:

- Direct traffic from your ads to your brand's YouTube channel or website with additional video content
- Make sure your landing page is relevant to the content of your ad
- Have a clear call-to-action within your ad, and select colors and fonts to match your brand
- Avoid using keyword targeting for your campaign, since this could significantly limit how often your ads are shown

Be creative with your in-stream video ad content

Make sure the video you create for your ad is engaging. To keep viewers' attention during the video:

- Keep your video short and sweet
- Be clear about what your business offers
- Provide clear next steps for customers to take after finishing the video

TrueView in-display ads

For you to get the most out of YouTube, you'll need to create video content that builds a relationship with YouTube users above and beyond the traditional advertiser-customer relationship. Promoting video content that contains only advertising can actually make it harder for you to drive increased viewer engagement with your brand.

Choosing relevant keywords and promotion text can help you get your video content in front of interested viewers for a reasonable price. It's a good idea to test different keywords and promotion text to reach your goals. It's also important to choose the video still that highlights your content best.

Learn more about **tips for creating effective video ads»**

3.6 YouTube Analytics basics

YouTube Analytics lets you monitor the performance of your channel and videos with up-to-date metrics and reports. There is a vast array of data available in different reports (e.g. Views, Traffic sources, Demographics).

Viewing data in YouTube Analytics

Here are some of the basic ways to view and understand all of the different types of data that you'll find in YouTube Analytics reports:

- Filter your data
- Line chart
- Multi-line chart
- Stacked area
- Pie chart
- Bar chart
- Interactive map

Learn more about **YouTube Analytics basics»**

3.7 Measuring your video ads' performance

In AdWords, you can see your TrueView campaigns under "All campaigns" alongside any other campaigns you may be running.

Some key metrics for your TrueView campaigns include:

Core performance:

- Views
- View rate
- Avg. CPV

Click performance:

- Clicks
- Clickthrough rate (CTR)

Engagement performance:

- Engagements
- Engagement rate

Reach and frequency:

- Unique cookies
- Unique viewers by cookie
- Avg. impr. freq. per cookie
- Avg. view freq. per cookie

Video viewership (also known as "quartile reporting"):

- Video played to: 25%
- Video played to: 50%
- Video played to: 75%
- Video played to: 100%

YouTube engagement:

- Earned views
- Earned subscribes
- Earned playlist additions
- Earned likes
- Earned shares

Many of the robust reporting features available for Search and Display campaigns are also available for TrueView video campaigns, such as:

- Advanced filtering
- Segments
- Automated reporting
- My Change History
- Modifying columns

The "Ad groups" tab

Use the "Ad groups" tab to see the overall results of your TrueView ad groups within a specific date range for metrics like impressions, clicks, view-through rate (VTR), cost-per-view (CPV), etc. For specific definitions of each metric, click the ? tooltip icon in each column header.

The "Ads" tab

The "Ads" tab is where you go to create and manage your ads. Within this tab, you can create, edit, and preview your TrueView in-stream and in-display ads. You can also see and customize your ads' statistics, bids, and more.

The Videos tab

The "Videos" tab shows your video performance in aggregate across all ads. By selecting from the "Views" drop-down menu, you can see charts that map the performance of all your video ads based on metric.

The "Video Analytics" page

Discover performance metrics and audience insights for each of your videos by viewing its "Video Analytics" page. On the "Videos" tab, just click the video title or **Analytics** in the drop-down menu next to the video title.

The "Video targeting" tab

The "Video targeting" tab has 2 purposes: to show performance metrics for each targeting method you're using and to allow you to add and exclude targeting methods directly to ad groups and campaigns.

The **Targets** tab also shows your video ad performance by targeting group.

Learn more about **measuring your video ads performance»**

Take the Video Advertising exam

Happy with what you've learned? **Take the Video Advertising exam»**