Google

Introduction: About the Video Advertising study guide and exam

Welcome to the Video Advertising study guide!

This study guide is for those who want to prepare for the Video Advertising advanced certification exam. It provides information about video advertising on YouTube and the Google Display Network, including how to create ads and campaigns, and how to measure and optimize your campaign's performance. We recommend that you review the materials in this study guide and have on-the-job experience using AdWords for video to increase your chances of passing the exam.

What's included in this study guide?

Once you've completed this study guide, you'll know how video advertising works. You'll also learn about the following:

- How video ads on YouTube and the Google Display Network can help your clients meet their advertising goals.
- AdWords for video campaign creation and management.
- Video ad formats in AdWords for video.
- How to measure ad performance and optimize campaigns.

About the exam

- You need to be AdWords certified (which means you've passed the Fundamentals exam and either the Advanced Search or Advanced Display exam).
- There are 74 questions on the exam (a combination of multiple choice, true/false, and fill-in-the-blank).
- You'll have 90 minutes to complete the exam.
- You need to get a score of 85% or higher to pass.
- If you don't pass the exam, you can take it again after 7 days.

About advertising on YouTube

Every month, more than one billion people visit YouTube and watch over six billion hours of YouTube videos. These are a lot of potential customers. And you can decide where and when a video ad shows up and which of these potential customers see them.

Benefits of advertising on YouTube

Here are some benefits of advertising on YouTube:

- **Connect with your audience.** Video ads help you connect with potential customers in a unique and memorable way. You can be personal, share your expertise with the world, or put the camera on yourself and explain how your product or service can benefit your audience.
- **Reach the right people.** You can show ads to the right people based on who they are, where they're located, and what they're interested in. For example, you can shows ads to men between the ages of 18 to 34 who live in Boston or women who enjoy traveling.
- **Pay for what you get.** With AdWords for video, you pay when a viewer actively selects your video, or chooses to continue watching a video when it first loads as they browse video content.
- **Measure your success.** YouTube's free analytics tool helps you understand who's watching your ads and how people are interacting with them.

On YouTube, viewers can discover videos in various ways: for example, searching on the YouTube search page, clicking suggested videos on the watch page, and choosing a video from the homepage feed. This means you can more thoroughly find people who are searching for you and your brand across YouTube.

Note

Keep in mind that current legal and compliance restrictions prohibit the sale of advertising on YouTube in countries where it's not available. YouTube is localized in 73 countries and across 61 languages.

YouTube and viewer (or audience) engagement

YouTube's unique combination of video access, sharing, and community creates an opportunity for audience engagement that is unmatched. Sight, sound, and motion elicit an emotional and physical involvement with content among users that isn't available in other forms of media.

You can aid discovery and engagement with your video content (for example, shares, comments, and likes) by promoting your videos via YouTube advertising and hosting them in a curated home, or profile page, via YouTube channels.

Video creators can also learn an enormous amount about their video assets' viewership through a sophisticated set of measurement tools, including YouTube Analytics. Audience demographics, levels of engagement, and performance compared to similar videos are just a few examples of the data that's available. Video creators can then use this data to drive larger and deeper viewership among a target audience.

Where your ad can appear

With AdWords for video, you can use the TrueView video ad formats. While video content for TrueView ads must be hosted on YouTube, TrueView ads can appear on both YouTube and other publisher sites in the Google Display Network for desktop computers and high-end mobile devices.

Keep in mind that 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. These partners might be traditional broadcast partners, professional content producers, or producers of popular user-generated content (with thousands of views).

Reaching your audience

YouTube and the Google Display Network offer a few ways to reach particular audiences:

- **Keyword contextual targeting:** Target your ads with keywords that will help match your ads to web content. These work just like contextual targeting on the Google Display Network, and apply to both the Google Display Network and YouTube Search Network.
- **Demographic:** Reach people by their age or gender.
- **Viewing content (topics):** Reach people based on general web content categories.
- **User interested in (interests):** Reach people based on more specific interests.
- **Remarketing:** Reach viewers based on their past interactions with your videos or YouTube channel. If you've linked a YouTube account to an AdWords account already, we'll create custom ones for you automatically.

Your channel and Google+

Over the past year, we've been encouraging people on YouTube to connect your YouTube channel with a Google+ profile or page to access new features. Most active YouTube channels are already connected to Google+.

What happens when I connect my channel to Google+?

- Your YouTube channel will share its name and channel icon with the Google+ profile or page. Any name and photo changes will apply to both the Google+ profile or page and the YouTube channel.
- The "About" tab of your YouTube channel will include a link to the connected profile or page.
- Your channel URL (i.e. www.youtube.com/user/username) will not change.

Do I need to change my channel name?

As always, you're in control of how you're seen publicly. You can keep your current YouTube username, choose your full name, or even choose a new name for your channel. If you want to keep using a different name on YouTube than on other Google services, you can still do that with the Google+ identity system.

Explore the Google+ options for your channel.

What are the benefits of connecting my channel?

We've released several new features that integrate YouTube and Google functionality, and are continuing to build more. In order to take advantage of these new features, your channel needs to update to our Google-wide identity system, which works both on YouTube and also across the rest of Google. This identity system is powered by Google+.

⊖   Some examples of these new features

- **Better names**. You can use your full name, or you can use a brand or business name. Google+ supports longer names, including spaces. Pages have no name restrictions. Get the name you always wanted!
- **New tools for creators**. These include Top Fans and comment moderation tools.
- **Better private sharing**. Google has great sharing technology that gives you fine-grained control over who can see your content. You can easily share private videos with specific people and groups.

- **Advanced channel management with Google+ pages**: When a channel is connected to a Google+ page, multiple people can manage the channel without sharing password information. You can also manage multiple channels from a single Google Account.
- **Hangouts On Air**. With Hangouts On Air, you can run a live broadcast to the world, and then share the recording on your channel.
- **Post in the new comments system**. YouTube's updated comments system takes advantage of Google technology.

Learn more about Google+. ☒

YouTube Video Editor

With the Video Editor, you can:

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

You can get to the Editor at http://www.youtube.com/editor.

Using these tools, you can put together clips to create new videos and publish them to YouTube with one click.
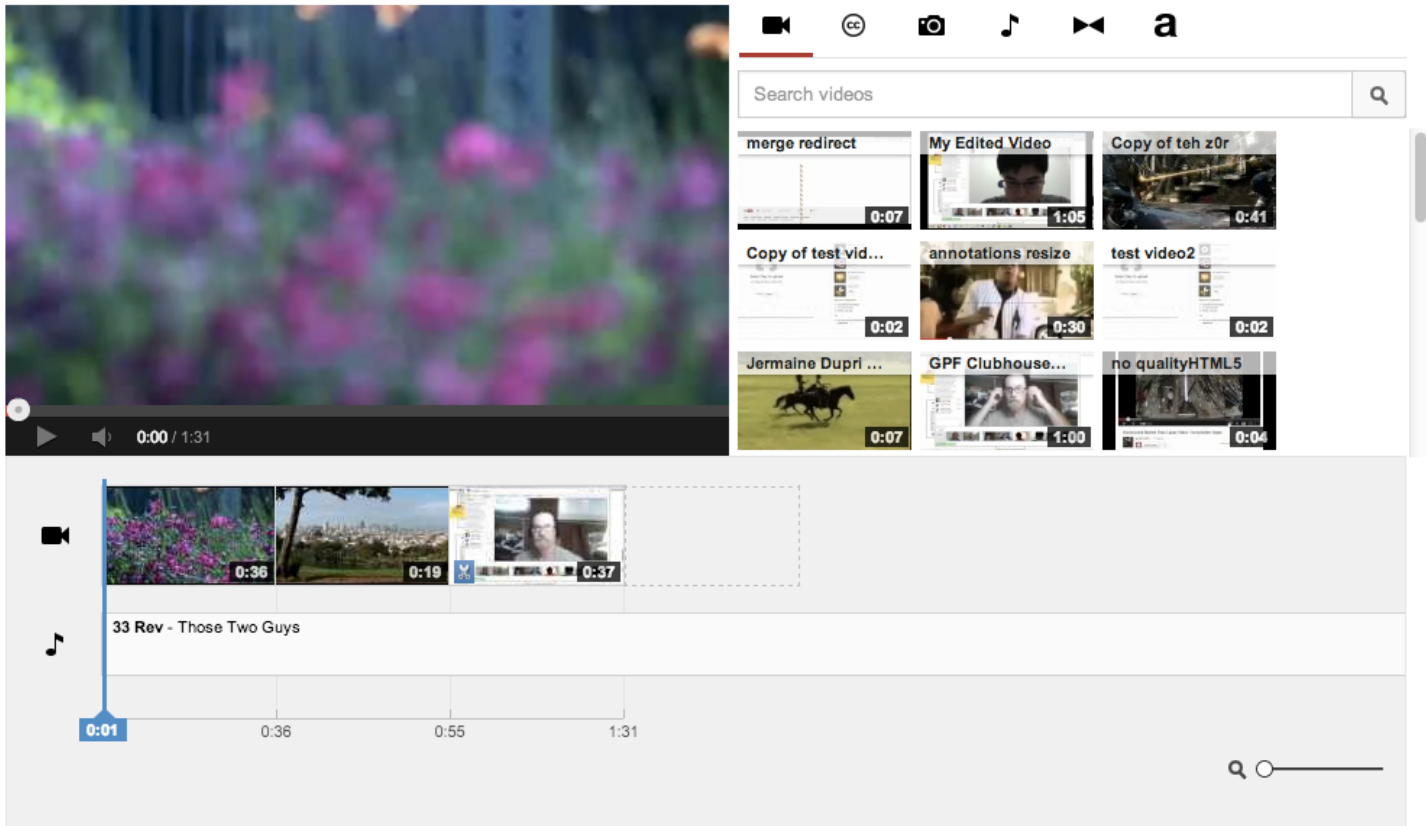
Here's how to access the Video Editor:

1. **Sign in** to your YouTube account
2. Click the **Upload** button at the top of the page
3. Click **Edit** on the right of the upload page, under "Video Editor"

⊖ Adding clips

All of your uploads are added automatically to the Video Editor and can be used as a clip. Up to 50 clips and 500 images can be added to a project to create a new video.

Here's how to add a video clip or image.

1. Find the clip or image you want to add in the upper left of the Editor. Click the camera icon to browse images
2. Move your mouse **over the clip/image you want to add**, then click the **+** button
3. Or, drag the clip/image to the bottom of the timeline at the bottom of the editor, where it says **Drag**

videos here to begin editing when you start a new project

⊖ Trim, lengthen, and cut clips

Once your clip is in the timeline, you can customize its length.

- **Trim:** Cut the length of your clip by moving your cursor over the edges of your video in the timeline. Drag the handles toward the center of the video to shorten.

- **Lengthen:** Drag the handles outward from the center of the video to lengthen. Lengthening past the original length of the video will result in the video repeating.

- **Cut/Snip:** Clips can be cut into portions. Move your mouse over the video and click the **scissors** icon to bring up the snip marker. Move this to where you want to snip the clip, then click on the **scissors** button to snip the clip.

⊖ Customize and add effects

Here are some tweaks and enhancements you can make to clips.

- **Rotate:** Rotates your video 90 degrees

- **Effects:** Apply Video Enhancements to your video to color correct, stabilize, and add filters

- **Text:** Apply a text overlay on the clip

- **Slow Motion**: Modify the speed at which the clip plays

Move your mouse over a clip to bring up any of these options.

⊖ Adding music, customizing volume

Customize volume
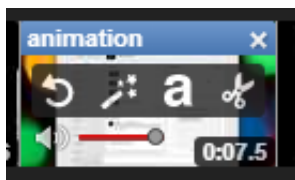
You can set volume levels for each clip in your project. Hover over a clip in your timeline and find the **volume slider**. Adjust the slider to lower the volume on the clip or music track.

Add music

You can add a new audio track to your video. Click the **music note** button in the upper left of the editor to bring up YouTube's library of pre-approved songs.

Browse the tracks by searching or filtering by artist and genre. When you've found a song you like, drag it to the timeline. Multiple tracks can be added to a project by dragging the song into the timeline.

Songs, like clips, can't overlap - they can only come before or after each other.

The audio from an added track will overlap replace your clips' original audio by default. To customize the volume at which an audio track plays over your clips, adjust the volume slider to at the far right of the name of the track to your preferred setting.

When you're done creating your project, click **Publish** to upload the project. Check Video Manager to make any other changes.

Using AdWords to create video ads

Online videos are an exciting and interactive way to engage people on the web and encourage them to click through to your site. With AdWords for video, you have the option to advertise your business in multiple ad formats across the Google Display Network, Google's network of web content publishers. YouTube is included within the network as one of our partners. TrueView in-stream videos can appear on YouTube Videos (Watch pages on YouTube) and on video publisher pages, games, and apps in the Google Display Network (includes YouTube).

Use the right tool for your business goals

Publisher sites can focus on streaming videos as a core part of their site content, or they can feature videos as additional content or media rich advertising. YouTube is one of Google's largest and most powerful publishers featuring video content. There are a few ways to place your ads in videos on YouTube specifically, or videos on any publisher site within the Google Display Network.

The tool you should choose to build your video ads depends on your business goals:

- **Reach viewers with cost-per-view bidding**

  If you're focused on reaching viewers with video content using **cost-per-view** (CPV) bidding, we suggest you select **TrueView video formats** and use AdWords for video. With the CPV bidding model of TrueView, you only pay when a viewer chooses to watch your video, instead of every time your ad is shown.

- **Use a mix of formats, cost-per-click (CPC), or cost-per-thousand impressions (CPM) bidding**

  If you're focused on other AdWords video formats, CPC, or CPM bidding for your video campaigns, you should create standard display ad campaigns and build your ads with the Ad gallery. You should also use the Ad gallery if you want to use video and non-video ad formats in the same campaign.

Using AdWords for video

AdWords for video is a campaign management tool specifically designed to help you build online video campaigns more quickly. With AdWords for video, you can use templates unique to AdWords for video and YouTube's TrueView formats.

- Only TrueView video formats are supported, as well as CPV pricing.
- Video ads must be hosted on YouTube.
- Reporting options include an additional level of detail specific to video ads that don't exist in the rest of AdWords' campaign management tools.
- Your campaigns can only contain TrueView video formats. They cannot include text, image, or other video ad formats.

Check out this overview of AdWords for video on YouTube (English)
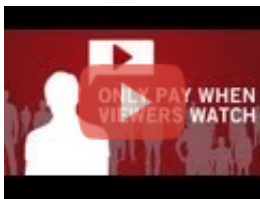
TrueView Video Ads: Only Pay When Viewers Watch

Engage your audience by giving them choice. TrueView Video Ads give viewers control over which messages they want to watch, and when. And you're charged only when a viewer has chosen to watch your ad, not when an impression is served. Learn more at http://www.youtube.com/yt/advertise/trueview.html

Explore AdWords for video and its available formats.

Using the Ad gallery

The Ad gallery is an ad creation tool that offers various display ad formats in different categories, including video. You can access the tool when you begin creating a new ad on the **Ads** tab on any page of your account.

- In addition to standard display formats, you can create multiple video formats, some of which don't have to be hosted on YouTube.
- You'll use pre-designed templates unique to AdWords.
- Ads can be priced at CPC, CPM, or CPV*.
- Ads can be mixed with other ad formats in one AdWords campaign, except TrueView video ad formats.

Note

*All TrueView formats are CPV, and this reporting is only available in the AdWords for video > All video campaigns view in your account.

Explore the Ad gallery and its available formats.

Create video ads with AdWords for video

With AdWords for video, you can advertise video ads on YouTube and across the web. You decide where and when your video ads show up and who sees them. To get started, you can use your existing YouTube video or create a new one using one of the TrueView formats.

Benefits of advertising with AdWords for video

Using AdWords for video, you can:

- **Tell your story.** You're the expert of your business. Share your expertise with the world. Be personal. Put the camera on yourself and explain how your product or service can benefit your audience. Get inspired by AdWords for video success stories.
- **Reach just the right audience.** Every month, more than one billion people visit YouTube and watch over six billion hours of YouTube videos. With AdWords for video, you pay only when people interested in your business choose to view your ads. Reach your customers by topic, by keywords, or by demographics like 'women under 35.'
- **Create a video campaign in only a few minutes.** Create your account, create or upload your video ad, reach your audience, and you're on your way to reaching your audience.
- **Measure your success.** Figure out if you're reaching the right audience. Check your AdWords account to track views, clicks, costs, and budget details. Then visit the **Analytics** tab in your YouTube account to learn more about your viewers. For example, you can tell which videos your customers are watching and for how long.

To build your AdWords for video campaign, you'll need to:

- Begin setting up your new campaign.
- Create your video ad formats.
- Define your targeting settings.

- You can make several different types of video ads in AdWords with two different tools: AdWords for video, and the Ad gallery. Learn the difference between the two.
- Before you make your video ads, you may want to spend a little time exploring the best practices for creating effective video ads. This can help you get the best performance out of your ads right from the start.
- **Link your YouTube account to AdWords**: To take full advantage of AdWords for video reporting metrics within your account in the future, we recommend that you link your YouTube and AdWords accounts. Click **Link your YouTube account** from the AdWords for video side navigation menu on any AdWords for video campaign page. You can also link more than one YouTube account.

To create a video ad campaign, you'll need to build the basics of your campaign, then select your targeting settings. If you don't have an AdWords account, you can sign up and create your first video campaign at http://adwords.google.com/video 🗗 .

⊖ Start your video ad campaign

1. Sign in to your AdWords account at http://adwords.google.com/video 🗗 .
2. If you've never created an AdWords for video campaign before, click **New campaign > Online video** above the campaign table.
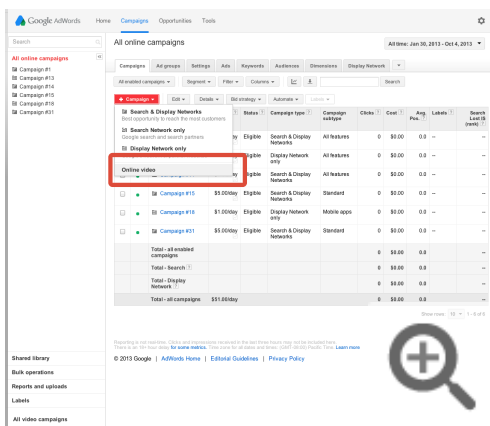
3. If you've created AdWords for video campaigns before:

   - From the "All video campaigns view," click the **Campaigns** tab, and click **All video campaigns** in the campaigns navigation list. You should see all campaigns within your account.
   - Click **+ Campaign** above the campaign table. You can load the settings for a previously created video campaign after this step.

4. Enter a campaign name.

5. Enter a daily budget.

6. Choose your target locations and languages.

7. Create a new video ad or skip to the next step. You can see instructions on how to create an ad in a later topic in this article.

8. Click **Save and continue.**

Select your targeting settings

First, you'll need to tell us how you'd like to price your ads:

1. Name your targeting group.

2. Select your cost-per-view (CPV) bid:

   - You can select a default max CPV bid for all ads in the campaign.

   - You can also click **Customize bids per format** to set an individual CPV bid per TrueView video ad format.

   - Get updated traffic estimates: If you change your bid or any targeting options on the page, your traffic estimates will update. Press "Enter" on your keyboard after you change the amount in the bid field to trigger the update.

Next, let us know how you'd like to reach viewers:

1. **Reach people who are watching:**

   YouTube and the Google Display Network offer a few ways to reach particular audiences:

   - **Demographic:** Reach people by their age or gender.
   - **Viewing content (topics):** Reach people based on general web content categories.
   - **User interested in (interests):** Reach people based on more specific interests.

   Advanced audience options: You can also select even more targeting criteria, but be careful! Using too many of these can limit your ad's exposure. Additional options include:

   - Shows ads on specific content (**managed placements**): Add unique websites or placements within those websites. For example, for a particular YouTube Channel, you can target an entire high traffic blog or the homepage of a popular news site.
   - Remarket to viewers using remarketing lists: Reach viewers based on their past interactions with your videos or YouTube channel. If you've linked your YouTube account to your AdWords account already, we'll create custom ones for you automatically. Learn more about remarketing lists for YouTube.

     - **Video remarketing list:** Remarketing lists we've created for you will appear here, grouped by channel. You can also create a video remarketing list if your YouTube account is linked.
     - **AdWords remarketing list:** Remarketing lists you've created before will appear here. If you don't have any remarketing lists, and don't want to link your YouTube account, click **Manage lists**. This will open a new browser where you can create a new remarketing list for your account.

   - **Specify content keywords:** Enter keywords that will help match your ads to web content. These work just like contextual targeting on the greater Google Display Network, but apply only to videos

on the entire network (which includes YouTube videos).

2. **Traffic estimates:** As you save your targeting criteria and update your settings for each option, your estimated traffic data will update, too!

3. Click **Save targeting group.**

Create a new video ad in an existing AdWords for video campaign

You can have up to 10 ads in a campaign. To create or edit your video ad for an existing campaign:

1. Sign in to your AdWords account at http://adwords.google.com/video .

2. Select the campaign you want to edit.

3. Click the **Ads** tab.

4. Click **New Video Ad** above the ad table.

5. **Video**: Select an existing YouTube video with the video picker. You can select a video by YouTube channel or user name, keyword, or URL.

6. **Formats**: Allow us to select all possible TrueView video formats, or manually select your video formats. We recommend that you opt in to all possible formats for the highest audience visibility.

7. **Ad Attributes**:

   - Enter your ad text, Display and Destination URLs, and ad name.
   - Click **Advanced ad attributes (optional)** to further customize your ad images (including companion banners where applicable), and your video landing page.

   - Click **Customize images and destination page** to further customize your ad images (including companion banners where applicable), your video landing page, and YouTube custom channel gadget parameters.

8. **Ad Preview**: Preview your ad in the formats you've selected.
9. Click **Save.**

Later on the **Ads** tab, you can:

- **Create a new ad:** Click **+New Video Ad** above the ad table.
- **Edit your existing ad:** Click **Edit** next to your ad to change your ad content. This will delete the existing

ad and create a new version. Performance statistics will reset to zero.

- **Pause, resume, or delete ads:** You can select one or more existing ads in the list and delete or pause them.

（−） Create a call-to-action overlay for your YouTube video

If you link your YouTube and AdWords accounts, you'll have the option to create a call-to-action overlay when you first create a video ad with AdWords for video. This is the same call-to-action overlay feature available through the video editing features for your videos on YouTube on desktop and laptop computers, and you can only create one for a video that is hosted on Youtube. The call-to-action overlay will only appear within the video when it is seen on YouTube.

You can also add one to an existing video by clicking **Add call-to-action overlay** under the video name on the **Videos** tab.

Video ad formats in AdWords for video

AdWords for video is a video-specific campaign management tool within AdWords. It offers the TrueView family of **cost-per-view** (CPV) video ad formats.

With TrueView ads, you only pay when a viewer actively selects your video, or chooses to continue watching a video when it first loads as they browse video content. Unlike cost-per-click or cost-per-thousand impressions pricing, you won't need to pay every time your ad is shown. While video content for TrueView ads must be hosted on YouTube, TrueView ads can appear on both YouTube and other publisher sites in the Google Display Network for desktop computers and high-end mobile devices.

Before you start building and placing your ads on video content sites, it's useful to learn more about the video formats you can create with AdWords for video, and how they work:

- Check out the available TrueView formats.
- Discover how to monitor your ad performance with AdWords for video.

💡 **Tip**

You can build video ads using either AdWords for video or the Ad gallery. Explore the benefits and differences between these two tools.

TrueView video formats

You can explore each of the formats in detail below. To learn more about the formatting and specifications for each format, see our guidelines.

⊖ TrueView in-stream video ads

- **When should I use it?** Use this format when you have video content you'd like to promote before short- or longform videos on YouTube and the Google Display Network.
- **How does it work?** After five seconds, the viewer has an option to skip the ad.

[See an example.](#)

- **Where will the ads appear?** TrueView in-stream videos can appear on YouTube Videos (Watch pages on YouTube) and on video publisher pages in the Google Display Network (includes YouTube).
- **How will I be charged?** For videos 30 seconds or longer, you'll be charged when the viewer reaches the 30 second point of the video. For videos shorter than 30 seconds, you'll be charged when the viewer completes the video.

TrueView in-display video ads

This format includes the following legacy formats: YouTube Promoted Videos overlay, promoted videos suggestions and related videos, in-search ads, and the Google Click-to-Play format.

The video ad preview unit may vary in size. You can choose whether the video plays within the ad unit or

when a viewer clicks the unit to watch the video on its YouTube Watch page.

- **When should I use it?** Use this format to promote a video next to YouTube videos, as part of a YouTube search result or within other website content across the Google Display Network.
- **How does it work?** The appearance of the ad format will vary, depending on which ad sizes and display formats content publishers support. For example, YouTube is a key content publisher within the network and these ads will function and appear in the same way across the entire YouTube site.
- **Where will the ads appear?** TrueView in-display videos can only appear on YouTube videos (video watch pages on YouTube) and Watch pages on video publishers of the Google Display Network.
- **How will I be charged?** You'll be charged only when viewers choose to watch your ad by clicking a thumbnail.

Targeting your video ads with AdWords for video

AdWords for video lets you mix and match targeting settings for your video ads using a targeting concept called a "targeting group." Targeting groups give you the best possible ad exposure. To target your ads, you'll:

- Use one video for multiple ad formats and placement options.
- Define your targeting groups.
- Associate ads to targeting groups and vice versa.

💡 **Tip**

The main thing to remember when you build your ads and set up your targeting groups is that you get the best results by targeting broadly -- target demographics, or topics, interests and opt in to all TrueView video formats. If you use more than one targeting method at a time, we'll apply them all.

For example, if you target a specific keyword, age, and channel, your ads will only be shown when all those methods match your ad at the same time. This can restrict your impressions significantly.

The basics of targeting with AdWords for video

When you create a video ad campaign with AdWords for video, you'll need to set up your ad's targeting during the campaign creation process. You'll need to use a targeting group that defines the targeting methods for all ads in a campaign. There are no ad groups in AdWords for video campaigns like there are for traditional AdWords campaigns.

By default, new ads will be enabled to run with the targeting settings you define for all existing targeting groups in the campaign. This means an ad will be eligible to appear in each case where all the targeting methods for a targeting group apply. You'll have the option to define which ads are enabled for which targeting group when

creating or editing either ads or targeting groups.

Example

Let's say you have Targeting Group A and Targeting Group B. If you enable your ad for both, all the eligible formats for your ad will be shown when all methods are met for Targeting Group A, or when all methods are met for Targeting Group B. If you only want your ad to appear when all methods are met for Targeting Group B, you'd edit your settings to remove Targeting Group A from the list of enabled targeting groups for the ad.

Tips

Using the same video:

- You can use the same video with different ad text and thumbnails to compare how the ad variations perform.
- You can create one ad with your video, ad text, and thumbnail, and associate the ad with multiple targeting groups.

About targeting groups

A targeting group lets you mix and match targeting settings in one group, and apply them to one or more ads. With AdWords for video, "ad groups" don't exist like they do with other ad campaigns outside this campaign tool.

A single targeting group can contain the following types of targets:

- **Demographics:** Age and gender.
- **Topics:** YouTube video or Google Display Network content targeted by category or sub-category.
- **Interests:** Pick from available categories to target users interested in these topics, even when they may be visiting pages about other topics. Learn more about interest categories.
- **Placements:** Add unique websites or placements within those websites. For example, you can target an entire high traffic blog or the homepage of a popular news site. Placements include:

  - Channels (YouTube Partner Channels)
  - Videos (YouTube Videos)
  - Sites (Google Display Network - includes YouTube.com as a publisher site)

- **Remarketing lists:** Reach viewers based on their past interactions with your videos or YouTube channel. If you've linked your YouTube account to your AdWords account already, we'll create custom ones for you automatically. Learn more about remarketing lists for YouTube.
- **Content keywords (Display Network):** These work just like contextual targeting on the greater Google Display Network, but apply only to videos on the entire network (which includes YouTube videos).
- **Search keywords (YouTube Search):** These work just like search keywords for a non-video ad campaign, but

apply only to search on YouTube.

With AdWords for video, ads and targeting groups are equal within a campaign, and therefore very flexible. This system uses the targeting group concept instead of ad groups:

- **Campaigns:** A campaign contains one or more ads, and up to 10 targeting groups. Each campaign contains targeting (location, language, networks), and pricing (bids and budget) information.
- **Targeting groups:** A targeting group is a set of targeting methods that apply to all ads, or an ad subgroup, in the campaign. Each targeting group contains additional targeting information (keywords, content keywords, placements, etc.) and pricing information (default, or True-View format-specific bids). All targeting groups in a campaign apply to all ads in the campaign by default, and you can also assign specific targeting groups to specific ads.
- **Ads:** A single ad contains one video and the ad text for the selected formats. This allows a single ad to appear in up to four different video ad formats and the networks that show these formats. There can be multiple ads in one campaign.

In standard AdWords campaigns, there is a nested structure to campaigns, ads, and targeting:

- **Campaigns:** A campaign contains one or more ad groups. Each campaign contains targeting (location, language, networks) and pricing (bids and budget) information.
- **Ad groups:** Each ad group contains additional targeting information (keywords, placements), pricing information (default, keyword, or placement bids) and at least one ad. Ad groups are linked at the campaign level only.
- **Ads:** Ads contain one set of text and content. There can be multiple ads in one ad group, but they aren't associated with a campaign. They're linked at the ad group level only.

Compare the differences between a targeting group and an ad group

	Targeting Groups	Ad Groups
Targeting methods apply to	All ads in campaign (by default)	Ads in ad group only
Keyword targeting - Search	Individual keywords apply to YouTube search only	Individual keywords apply to Google.com and Google Search Network
Keyword targeting - Display	Display Network keywords which apply to YouTube videos and Google Display Network only	All keywords in one ad group form a contextual theme

Where ads appear	In separate "Video Ads" which are applied to all targeting groups (by default)	Contained in one ad group

- **Create targeting groups**

To add a targeting group from the Targets tab:

1. First, make sure you're in the campaign for which you want to create targeting groups.
2. Click **All targeting groups** to see all targeting groups associated with ads in the campaign.
3. Click the **New targeting group** button above the table. You can create up to 10 targeting groups.
4. Name your targeting group.
5. Select your cost-per-view (CPV) bid:

   - You can select a default max CPV bid for all ads in the campaign.
   - You can also click **Customize bids per format** to set an individual CPV bid per TrueView video ad format.
   - Get updated traffic estimates: If you change your bid or any targeting options on the page, your traffic estimates will update. Press "Enter" after you change the amount in the bid field to trigger the update.

Next, let us know how you'd like to reach viewers:

1. **Reach people who are watching:**

   YouTube and the Google Display Network offer a few ways to reach particular audiences:

   a. **Demographic**: Reach people by their age or gender.
   b. **Viewing content (topics)**: Reach people based on general web content categories.
   c. **User interested in (interests)**: Reach people based on more specific interests.

   Note

   Only In-stream and In-display ads will be targeted with these settings.

   To target people as they're viewing content, make sure at least one ad associated with this targeting group is running on the In-stream or In-display format.

   Advanced audience options: You can also select even more targeting criteria, but be careful! Using too many of these can limit your ad's exposure. Additional options include:

   - **Shows ads on specific content (managed placements):** Add unique websites or placements within those websites. For example, you can target an entire high traffic blog or the homepage of a popular news site.
   - **Remarket to viewers (remarketing lists):** Reach viewers based on their past interactions with your

videos or YouTube channel. If you've linked your YouTube account to your AdWords account already, we'll create custom ones for you automatically. Learn more about remarketing lists for YouTube.

- **Video remarketing list:** Remarketing lists we've created for you will appear here, grouped by channel.
- **AdWords remarketing list:** Remarketing lists you've created before will appear here. If you don't have any remarketing lists, and don't want to link your YouTube account, click **Manage lists**. This will open a new browser where you can create a new remarketing list for your account.

- **Specify content keywords**: Enter keywords that will help match your ads to web content. These work just like contextual targeting on the greater Google Display Network, but apply only to videos on the entire network (which includes YouTube videos).

2. **Reach people who are searching (TrueView in-search):**

- Search keywords: Enter keywords to reach viewers searching YouTube for video content.

3. Click **Save targeting group.**

Edit targeting goups

Don't forget, you can have many targeting groups in a given campaign, and they can be tied to more than one individual ad (and an ad can be tied to more than one targeting group).

By default, when you make a new ad, AdWords for video assumes you want the ad applying to all available targeting groups. And yes, the reverse is also true -- if you make a new targeting group, the system also assumes you want the targeting group to apply to all existing ads. You can always change these settings if you want more control over where your video ads appear.

Before you can edit your targeting groups, you'll need to get to the Targets tab of your video campaign:

1. Sign in to your AdWords account at adwords.google.com/video ⬈ .
2. Select the campaign you'd like to edit.
3. Click the **Targets** tab to see all targeting groups for the campaign.

4. Switch targeting type views: Your screen will default to showing you all of your targeting groups. From either the campaign-level **Targets** tab, or within a specific targeting group, you can switch to other target views using the target criteria links at the top. If you can't see one of the targeting options below, click **Show more criteria** above the table.

   - Keywords tab
   - Topics
   - Demographics
   - Placements

- **To edit your targeting group bid:** Place your cursor over the bid and click the pencil icon to edit.
- By clicking on a targeting group within Targets tab, a filter for the selected targeting group is enabled. You can then edit the targets within the targeting group.
- **Pause or resume targets:** You can select one or more existing targets in the list, and then enable or pause them.
- **Add targets:** You can also add a new target within each type by clicking the **Add** button above the targets list.

Manage your targeting groups

You'll use the **Targets** tab to review the performance of the targeting groups you've previously created for a campaign. Each targeting group contains different targeting types and applies to all video ads in the campaign. The tab is only available at the individual video campaign level.

Prevent your ads from showing in certain cases

You can add campaign-level negatives to your campaign to do this, across multiple types of targeting options: Keywords, Placements, Topics, Interests & Remarketing, Categories. Category exclusions let you exclude video content by different age groups.

1. Sign in to your AdWords account at http://adwords.google.com/video ⬀
2. Click the **Campaigns** tab, then select the specific campaign where you'd like to add YouTube placements from the navigation menu.
3. Click the **Targets** tab.

4. Expand the **Negative targets** plusbox at the bottom of the page.

5. Select an exclusion type at the campaign or targeting group level above the exclusions tables: Demographics, topics, interests, keywords, categories, placements, and remarketing lists.

6. You can exclude specific videos or channels from your overall targeting group with placement exclusions:

- **Videos**: Use the URL format www.youtube.com/video/[VIDEO ID]. For example: *www.youtube.com/video/12345abcdefgHIJ*where *12345abcdefgHIJ* is the ID of the video. You can find the ID of the video by looking at the URL of the actual video while watching it on YouTube: http://www.youtube.com/watch?v=12345abcdefgHIJ. (The video ID is the long alpha-numeric code within the Watch page URL after "v=".)
- **Channel pages:** Enter the URL of the channel. For example: www.youtube.com/user/UserName. To exclude all the video content within a channel, you'll need to exclude each video individually.

💡 **Tips**

You can learn best practices about targeting your video ads by watching these videos:

Copying campaigns, ads, and targeting groups

[AdWords for video: Copying Campaigns, Ads & Targeting Groups](#)

In this tutorial we show you how to copy campaigns, ads and targeting groups (5 of 14).

Adding negative targets
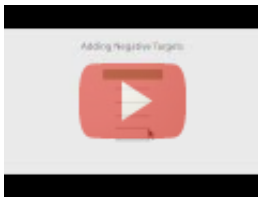
[AdWords for video: Adding Negative Targets](#)

In this tutorial we show you how to add negative targets (7 of 14).

Content label exclusions

[AdWords for video: Content Label Exclusions](#)

In this tutorial we show you how to add content label exclusions (11 of 14).

⊖ Change ads associated with a targeting group

By default, all new ads are enabled to show for all existing targeting groups within a campaign. This means a new ad will appear in each case where all the methods for a targeting group apply. You can change this when editing your ads and targeting groups after you first create a video campaign on either the **Ads** or

Targets tab.

Note

Once you associate a specific ad with a specific targeting group, and the ad collects data, you can't remove the association. This is to ensure your performance data is preserved and accessible to you in your account. You'll have the option to pause an association, or add new associations.

From the Ads tab

1. Click **Edit** next to the ad, or **+New Video Ad** above the table.
2. Click **Edit** under "Targeting > Enable ad for ..."
3. Select the applicable targeting groups for your ad.
4. Click **Save**.

Why would you want to do this? Let's say you have Ad A and Ad B. If you enable both for this targeting group, both ads will show for all the eligible formats when they meet all targeting methods (for example: placement, demographic, keyword, or topic targeting) for this targeting group. If you only want Ad B to appear when all methods are met for this targeting group, you would edit your settings to remove Ad A from the list of enabled ads for this targeting group.

After you've enabled your ad to appear for specific targeting groups, you can pause or enable the ad for the targeting group at any time from the **Ads** tab.

From the Targets tab

1. Click **Edit** next to the targeting group, or +New targeting group above the table.
2. Click **Edit** under "Enable targeting for ..."
3. Select the applicable ads for your targeting groups.
4. Click **Save**.

Why would you want to do this? Let's say you have Targeting Group A and Targeting Group B. If your ad is enabled for both, all the eligible formats for your ad will be shown when all methods are met for Targeting Group A, and when all methods are met for Targeting Group B. If you only want your ad to appear when all methods are met for Targeting Group B, you'd edit your settings to remove Targeting Group A from the list of enabled targeting groups for the ad.

Remarketing to YouTube viewers with AdWords

Show tailored ads to millions of viewers across YouTube and video partner sites, based on their past interactions with your videos or YouTube channel. This is also known as "video remarketing." By reinforcing your message with people who have already seen your videos or channel, you're more likely to succeed in increasing your return on investment.

Within AdWords for video, 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 anytime within the Targets tab in AdWords for video.

The benefits of video remarketing lists

Take advantage of YouTube creatives and content to create remarketing lists of your target audiences. Here are some key benefits:

- **Improve ROI**: Advertisers who use remarketing on YouTube have improved their return on investment (ROI) by targeting customers who have demonstrated an interest in their product or service.
- **Scope**: Your YouTube video can earn millions of views (and often quickly) allowing you to reach potential customers on your remarketing list sooner than with other remarketing methods.
- **Efficient pricing**: The AdWords auction model offers competitive rates that meet your target ROI. With TrueView video ads and AdWords for video, you pay only when the user chooses to watch the ad (cost per

view).

- **Flexibility**: Most remarketing (also known as remessaging or retargeting) relies on users visiting an advertiser's website. With AdWords for video and YouTube, you can remarket based on actions specific to your YouTube videos, including when viewers like, dislike, comment on, and share your video.

Key features of video remarketing

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

- **Targeting**: Remarket to your potential customers by using specific categories, such as topics, interests, keywords, geotargeting, etc.
- **Creative formats**: Build and target your remarketing campaign with the TrueView family of video ads and other creative formats (text, image, and rich media ads on the Google Display Network).
- **Detailed reports**: Optimize your remarketing campaign based on performance metrics. For example, raise bids on specific topics or channels that generate the greatest ad response.
- **Ease of use**: Use AdWords for video to easily create, manage, and target your remarketing lists.
- **Custom audiences**: Customize your targeting by combining your remarketing lists. For example, you can target users who viewed your movie trailer but haven't yet viewed your ad promoting the DVD release.

Types of viewers you can reach through remarketing lists

Remarketing lists are created by linking your YouTube account to your AdWords for video account. Once you link accounts, you can create remarketing lists that target viewers based on the following YouTube-related actions:

- 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 AdWords for video account. You can create several lists per channel, but cannot use the same list on multiple channels.

Create a video remarketing list

If you've linked your YouTube account to your AdWords account already, we created lists collecting channel viewers, channel subscribers, and channel visitors for you.
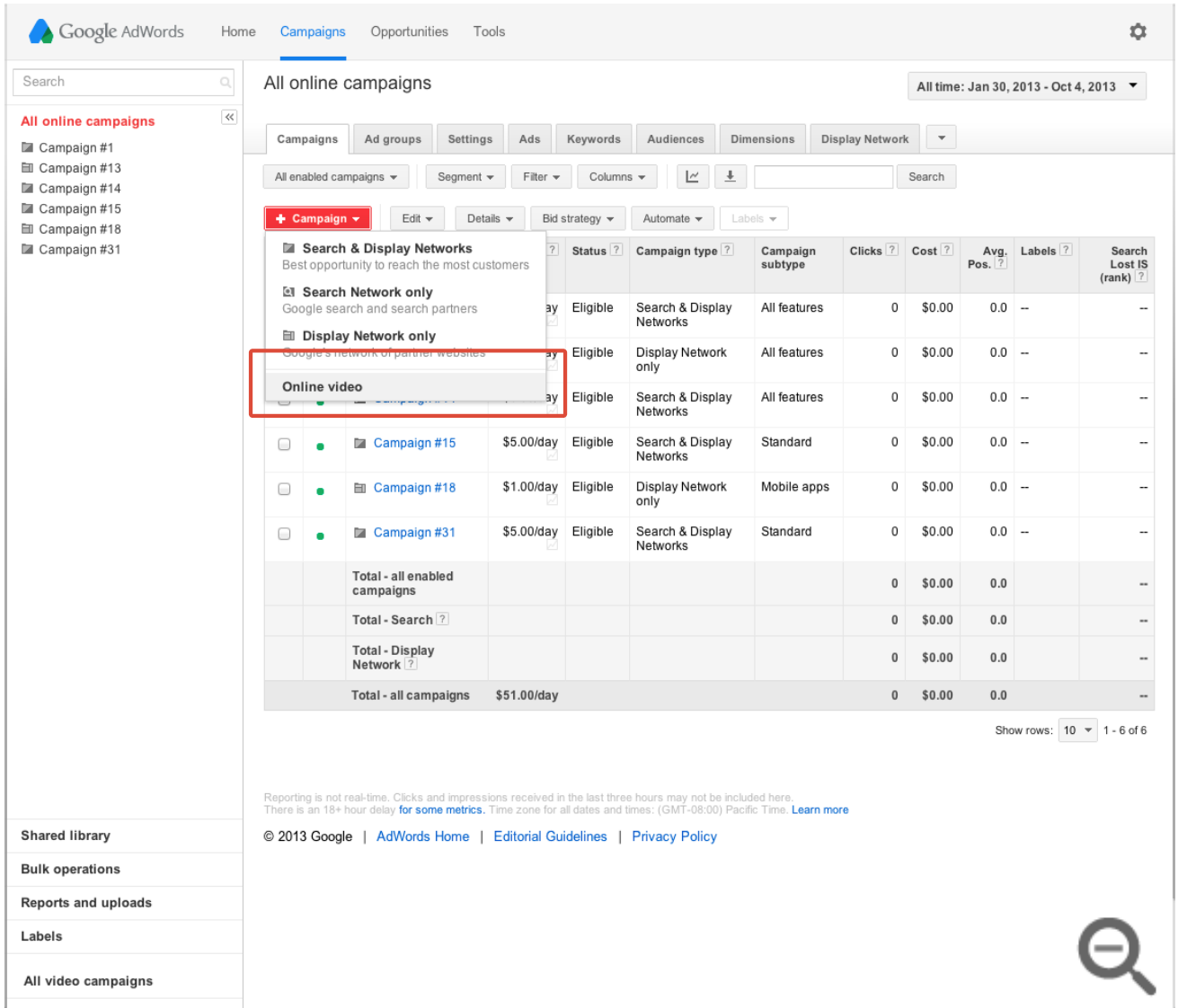
💡 **Tip**

You can create as many additional video remarketing lists as you want. You can even create

copies of the default lists we created for you.

Follow these steps to create a video remarketing list:

1. Sign in to your AdWords account at https://adwords.google.com ⧉.
2. If you've never created an AdWords for video campaign before, click **New campaign > Online video** above the campaign table.

If you've created AdWords for video campaigns before:

- From the "All video campaigns view," click the **Campaigns** tab, and click **All video campaigns** in the campaigns navigation list. You should see all campaigns within your account.

3. If you haven't already, link your YouTube and AdWords accounts. Click **Link your YouTube account** from the AdWords for video side navigation menu on any AdWords for video campaign page.

4. In the navigation panel, click **Shared Library > Video Remarketing**.

5. Select **+ Remarketing list**.

6. **List type**: Select the type of viewer interaction you want to target.

7. **Select channel**: Choose the relevant channel and/or videos you'd like to use for remarketing. You can only create a remarketing list from one channel or videos within a single channel, but you can combine remarketing lists in the standard AdWords campaign view (outside of AdWords for video).

8. **List name**: Name your list something meaningful to indicate which viewers will be added.

9. **Membership duration**: Enter the amount of time a new viewer will remain on the list. If you change this duration later, this will only affect viewers who interact with your videos after you've made the change.

10. **Initial list size**: Opt to include both people who fit your criteria from the last 30 days and people who will fit your criteria in the future. For example, if you create a remarketing list of YouTube channel visitors, your list will include both people who visited your channel within the past 30 days as well as future visitors.

11. **Status**: Close or open the list for adding new viewers to target. This option is only available after a list has been created. Your video or channel must gain interactions from 100 viewers that meet the remarketing list criteria before the video remarketing list can be added to a targeting group.

12. Click **Create list**.

> 💡 **Tip**
>
> You can create a remarketing list from only one channel or videos within a single channel. But, once you're done, you can combine remarketing lists to target a custom audience. For example, let's say you're promoting the DVD release for a movie. You can combine separate remarketing lists to reach people who viewed your movie trailer but have not yet seen your video ad promoting the DVD.

⊖ Add a remarketing list to an existing campaign

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

To add it to a targeting group, follow these steps:

1. Create a new targeting group or edit an existing targeting group.

2. Select **Remarketing lists** above the table. (If you can't see this option, click **Show more criteria** above the table.)

3. Select **Add remarketing lists**.

4. Click the **[+]** next to "Video remarketing list" to see all available lists.

5. Check the box next to the relevant list, and click **Add**.

6. Click **Add remarketing lists**.

> 💡 **Tip**
>
> It's important to be careful using multiple types of targeting. If you use more than one targeting method at a time, we'll apply them all. For example, if you target a specific keyword, age, and channel, your

ads will only be shown when all those methods match your ad at the same time. This can restrict your impressions significantly. Therefore, we don't recommend pairing remarketing lists with multiple types of targets, like demographics or interests. We recommend that you target broadly, and opt in to all TrueView video formats.

💡 **Tip**

In addition to using these lists for your video campaigns, you can also use them for standard AdWords text ads or display ads. Learn how to add remarketing lists to ad groups.

💡 **Tip**

Learn more about linking YouTube channels with your AdWords account ↗.

Targeting a video remarketing list in a standard AdWords campaign

You can 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 your standard AdWords campaign view to target the remarketing lists you just created. Learn how to manage remarketing lists and targeting for your AdWords for video campaign.

About the ad approval process

- **Overview**
- **How to get your ads reviewed**
- **About our review and how long it takes**
- **How to check your approval status**
- **What each status means**

All ads go through an approval process to make sure they're safe and appropriate for users. We review your 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 business 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.

1. Create or edit your ad, then save it.	2. We review your ad, usually within 1 business day.	3. Your ad's status is updated in your account.
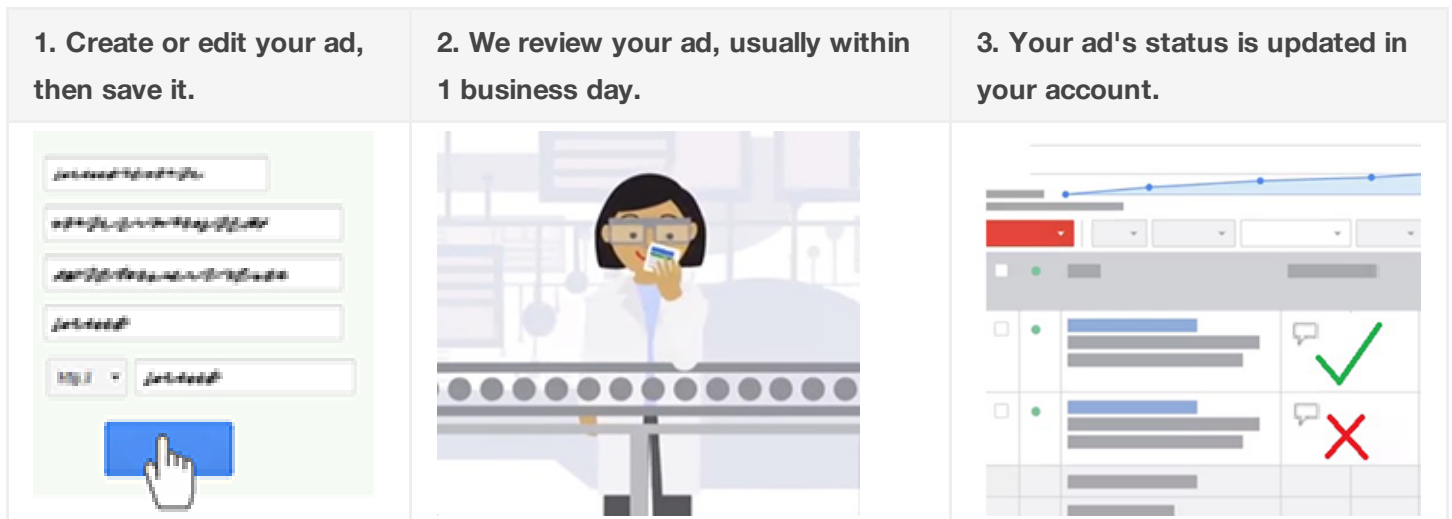
Get your ads reviewed

Whenever you create a new ad or make changes to an existing ad, your ad automatically gets submitted to us for review.

💡 If your ad or site is disapproved or suspended, here's what to do:
- fix a disapproved ad to get it reviewed again

- fix a suspended site to get your website reviewed

Once you save your ad, it will typically appear with the status **Under review** or **Eligible**. While "eligible" ads are allowed to run on certain pages before they're approved, "under review" ads can't run anywhere until they're reviewed and approved because they need a closer look to make sure that they follow our policies.

How long a review takes

We work hard to review your ads as quickly as possible, and we review most ads within **1 business day**. Some reviews may take longer because some ads require more complex review.

If your ad is under review for more than 1 full business day, please know that we're working on it and will complete your review as soon as we can. You can also contact us after 1 business day and we'll be happy to help you -- use this form instead of calling us to get the quickest review of your ads.

⊖ **Tip:** Need your ad to start on a particular date?

Because it can take some time to get your ad approved, you can create your ads in advance and then pause them -- we can review your paused ads, and you'll have a better chance of having them be ready to go when the time comes to start your campaign. Learn how to pause or resume your ad. You can also create your ads in a paused campaign or ad group so that it's easier to resume multiple ads at once.

If you're also planning to launch a new webpage and want to create ads in advance to promote that new page, here are some tips:

- To help keep your new webpage hidden for the moment, don't link to the new page from the rest of your site. You can also use the "robots.txt" configuration to prevent Google search results from displaying your new webpage before it's officially launched.
- When you're ready for the campaign to go live, you can resume your paused ads, campaigns, or ad groups and then remove the robots.txt configuration.

Check your approval status

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.

Here's how to check if your review is done and what the outcome was:

1. Go to your account's **Ads** tab under "Campaigns."
2. Look at the **Status** column.
3. Next to each ad, you should see the ad's current status.
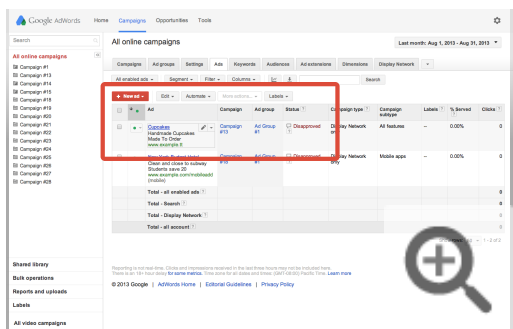
To see more detailed policy information (or to check the status of a paused ad), you can **enable the "Policy details" column**.

		Ad	Status ?	Policy details	% Served ?
☐	●	Payday loans See our great loan rates! We're here when you need us example.com	💬 Approved (limited) ?	Approved (limited) Policies: Consumer advisory	0.00%

1. Visit your account's **Ads** tab ⧉ .
2. Click the **Columns** button in the toolbar above the statistics table.
3. Click **Customize columns**.
4. In the "Attributes" section, click **Add** next to "Policy details."
5. Click **Apply**.

After following the steps above, you'll now see a **Policy details** column in your Ads tab. You'll see details there about why a disapproved ad wasn't approved, why an "approved (limited)" ad is limited to a certain audience, or why your website was suspended.

What each status means

We give your ad an approval status both before and after our review:

Before review:

- Eligible -- Ad is still being reviewed, but it can show on Google search pages in the meantime.
- Under review -- Ad is still being reviewed and can't show until it's been approved.
- Not yet serving (video ads) -- A video ad is not yet approved to appear on YouTube but is under review.

After review - ads can run:

- Approved -- Ad complies with our policies, so it's allowed to show for all audiences.
- Approved (limited) -- Ad can run, but not in all situations due to policy restrictions such as those around trademark use and gambling ads.
- Approved (non-family) -- Ad can run, but not in all situations due to restrictions on content that we consider "non-family safe."
- Approved (adult) -- Ad can run, but not in all situations due to restrictions on adult content.
- Serving (video ads) -- A video ad is approved to appear on YouTube.

After review - ads cannot run:

- Disapproved -- Ad cannot run as it is now because it violates AdWords policy.

- Site suspended -- Ad cannot run because its website violates AdWords policy.
- Not serving (video ads) -- All formats (headline, description, video, etc.) of the video ad have been disapproved.
- With issues (video ads) -- One or more of a video ad's formats are marked as "Disapproved" or "Approved (limited)."

There are also other statuses that are not related to ad approval, such as **Paused**, **Ended**, and **Pending**.

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) or they want to pay per day (also known as a cost-per-day). Reservation campaigns also give advertisers and agencies the ability to buy impressions at a fixed rate.

Advertising on a reservation basis is best for promoting brand awareness for advertisers trying to enter a new market, are offering a new product or service, or are re-branding their product or service.

About reservation campaigns

Google's advertising team implements reservations campaigns.

Here are a few things to keep in mind:

- Reservation campaigns have minimum spend requirements.
- Advertisers who are booking masthead ads are also encouraged to participate in a kick-off call with our technical teams once they book the campaign. During this meeting, they'll get information about spec requirements, turnaround times, and campaign expectations.
- Our advertising team sends weekly campaign performance reports that advertisers can review and then request targeting changes that can help improve ad performance.

Benefits of advertising on a reservation basis

- **More control:** Advertisers can buy impressions at a fixed rate.
- **High-visibility ads:** Advertisers can choose to show their ads on the YouTube homepage.
- **Brand awareness:** With reservation advertising, advertisers can drive brand awareness with campaigns that reach a wider audience. For example, if an advertiser is changing their image or slogan, or targeting a different audience, they can launch a campaign promoting these changes to more people than they might reach with an auction-based campaign.

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 a few things to keep in mind:

- A CPM campaign has to be booked at least six business days in advance, and creative assets need to be delivered for implementation at least four business days before the campaign start date.
- A CPD campaign has to be booked a couple weeks in advance, and creatives need to be delivered nine business days in advance.

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

- **Standard In-stream ads:** This is a non-skippable video ad that runs on YouTube and the Google Video Network (GVN). This video will play before the video content that a user wants to watch on YouTube or the GVN. Advertisers prefer this format when they want to communicate a simple, but powerful message and want visibility. This ad format forces the impression and will not accrue views on the video. Standard In-stream ads can be a maximum of 15 seconds or a maximum of 30 seconds. Ads that are a maximum of 30 seconds can run on long-form content only (videos that are 10 minutes or longer).
- **In-stream Select**: This is a skippable video ad that appears when a user initiates video play in the beginning (pre-roll). This ad appears on YouTube and the Google Video Network (GVN) and can be up to 60 seconds long, and is skippable after 5 seconds. This format will increment the view count on the YouTube video ad. The advertiser still pays on a CPM basis whether the user skips the ad or not. Learn more about In-stream video ads ⃗ .
- **In-video ads:** The 480 x 70 banner appears as an overlay on the bottom third of the YouTube video that a user is watching. In-video ads come with a 300 x 250 companion banner that shows next to the video at the same time. Learn more about In-video ads ⃗ .
- **Mid-page unit (MPU)**: This 300 x 250 standard banner ad appears next to the video player on a YouTube watch-page. These units are accepted in multiple formats: flash, images, or Rich Media (Flash and HTML5) from approved vendors. These display banners can have up to 30 seconds of animation, but can't have audio. Learn more about standard banner ads ⃗ .

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

- **Desktop Custom Masthead:** This is a 970 x 250 pixel in-page unit that spans the full width of the YouTube homepage below the navigation bar. This ad unit can include a video, and can drive brand relevant activity and an increase in branded search. Learn more about Desktop Custom Mastheads ⃗ .
- **Desktop Universal Video Masthead:** This is a 780 x 195 video ad unit that runs on the YouTube homepage, and includes a video on one side and either an information panel or a flash/image panel on the other. The flash/image panel can optionally expand when the user clicks on it, and user can also close the unit. Learn more about Desktop Universal Video Mastheads ⃗ .
- **Mobile Video Masthead:** This ad will appear on the homepage of all YouTube mobile and tablet properties, including the Android native mobile app, the iOS app, and m.youtube.com for smartphones and tablets. This ad unit features a video thumbnail, channel icon, and customizable headline and description text. Learn more

about Mobile Video Mastheads 🔗 .

Targeting ads

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

- **Topic targeting:** Advertisers can target various topics of YouTube videos on which the ad will run. For example, to play an ad on YouTube videos that feature content about family-oriented videos, reservation CPM ads can be set to target YouTube videos that include this topic.
- **Interest targeting:** Advertisers can target viewers' interests. For example, an advertiser can target users who are interested in family-oriented movies based on the users' browsing patterns and previously watched content.
- **Affinity segment targeting:** Affinity segments are designed to reach the ideal audience wherever they are on the Google Display Network (GDN). This means that users who have demonstrated past interest in subjects and users who are likely to view related content again in the future are targeted. Affinity targeting also lets clients connect with target audiences that are consistent with audiences targeted for offline campaigns.
- **Demographic and gender targeting:** For CPM products in Reservation campaigns, the advertiser can request to target audiences from age 13 to 65 and older. There is also the capability of targeting gender as well.
- **First position targeting:** This is a layer of targeting that can be added to In-stream ads with an up-charge in CPM. First position allows advertisers to explicitly target the first video ad that a user sees in a session. This capability is analogous to TV advertising, where advertisers pay more to be the first ad within a commercial break.

Tips for optimizing your video campaign

So, you've created a fun video or two on YouTube, and have been running your video campaign for a while. Now you're thinking about your advertising goals and how to optimize your campaign. Here are some tips you may not have considered yet.

Adding exclusions to your video campaign

While casting a wide net is certainly a best practice, if you're pretty sure your ad isn't relevant to a particular topic or demographic, consider adding it as an exclusion at the campaign level in your account. This can be particularly useful when your video is most relevant to a specific demographic and you want to target certain topics but exclude some viewers. Here's how:

⊖   Steps to add exclusions to your campaign/targeting group

1. Sign in to your AdWords account at https://adwords.google.com ↗ .
2. Click **All video campaigns**.
3. Select the campaign you want to edit.
4. Click the **Targets** tab.
5. Select the targeting method where you want to make an exclusion.
6. Expand the **+ Negative Targets** option.
7. Under "Campaign Level Exclusions," select **Add negative** and follow the steps.
8. Click **Save**.

💡   You can view where your video was shown, and figure out if you need to add negative keywords or placements. Just click **Where your ads were shown** in a targeting group, and then add negative targets

based on that report.

Improving your bidding strategy

Consider changing your bidding on your TrueView in-display ads to increase the likelihood of your ads showing to interested viewers. In general, because viewers who choose to watch your video in the in-display formats are considered a slightly higher level of engagement, it may make sense for you to increase your bids on these formats. Conversely, if you're more interested in views, traffic to your website, or branding strategy, consider increasing your bid on the in-stream format to increase the likelihood of viewers seeing at least part of your ad. Here's how:

⊖ Steps to improve your bidding strategy

Once your campaign has been up and running for a bit, you'll start to see which ad formats and networks perform best. If you want to increase the engagement of your ad versus the reach, you might want to bid a bit more aggressively on your TrueView in-display ads. Here's how:

1. Sign in to your AdWords account at https://adwords.google.com ⬈ .
2. Click **All video campaigns**.
3. Select the campaign you want to edit, and then click the **Targets** tab.
4. Hover the cursor over the figures in the **Bid** column and make edits. If you're using a Basic bidding option and can't edit your bids, click the pencil icon next to your targeting group and select **Customize bids per format**.

Adding and excluding placements

Viewing where your video ad was shown is a great way to make sure it's not showing on irrelevant videos or web sites. Here's how:

⊖ Steps to add and exclude placements

1. Sign in to your AdWords account at https://adwords.google.com ⬈ .
2. Click **All video campaigns**.
3. Select the campaign where you want to make changes, select the Targets tab, and choose Placements, under Where your ads were shown.
4. Go through the list and make sure your ad isn't showing on any irrelevant videos or web sites.
5. Select the check box next to each item you want to edit, and then click Exclude Placement.

You can add these at the campaign and targeting group levels.

Adding a call-to-action overlay

Call-to-action overlays are eligible to show on TrueView in-display video ads on YouTube. This feature is available at no extra cost to you, can increase viewer engagement, and add an interesting element to your ads. Also, because they're associated with the video instead of the ad, call-to-action overlays will show whether your video is triggered through an ad or an organic (unpaid) view.

For example, you can mention a specific selling point about your business to put you above your competitors, or mention what visitors can find if they click to your web site.

Just advertising your channel? Tell people what new videos you may be posting soon. Here's how:

⊖ Steps to add a call-to-action overlay

- Sign in to your AdWords account at https://adwords.google.com ↗ .
- Click **All video campaigns**.
- On the **Videos** tab, click **+ Add call-to-action**.

   If you don't see this option, you may still need to link your YouTube account with your AdWords account. Click **Linked YouTube Account**, select **Link YouTube account**, and then sign in with your YouTube credentials.

Using video remarketing

Video remarketing is a powerful tool that takes viewers' activity on your YouTube channel to create highly specific lists to retarget your ads to. After linking your YouTube account to your AdWords account, you can create these lists based on various ways people interact with your videos, such as watching a video, subscribing to your channel, or even liking. Here's how:

⊖ Steps to use video remarketing

1. Sign in to your AdWords account at https://adwords.google.com ↗ .
2. Click **All video campaigns**.
3. Click **Video remarketing lists**, select **+ Remarketing list**, and then select the required criteria:
4.
   ○ **List type**: The interaction the viewer has taken on your videos, channel, etc.
   ○ **Select channel**: If you're linked to multiple accounts, you can select the account to create your list.
   ○ **List name**: Name it something you'll remember, such as "Liked my channel."
   ○ **Membership duration**: Select how long you'd like to remarket to this audience.
   ○ **Initial list size**: Opt to include both people who fit your criteria from the last 30 days and people

who will fit your criteria in the future. For example, if you create a remarketing list of YouTube channel visitors, your list will include both people who visited your channel within the past 30 days as well as future visitors.

- **Status**: Close or open the list for adding new viewers to target. This option is only available after a list has been created. Your video or channel must gain interactions from 100 viewers that meet the remarketing list criteria before the video remarketing list can be added to a targeting group.

5. Choose **Create list**.
6. Once you've created your list, make sure to go back to the **Targets** tab and create a new targeting group for it.

💡 **Tip**

Already using remarketing in your display campaigns? You can use video remarketing lists for your display ads just as you can target your videos to people who have interacted with your web site. For example, you can create dynamic combination lists to target people who've seen your video ad but haven't converted or who have been to your web site but have yet to make it to your channel.

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's 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. For example, you can optimize your ads for views, conversions, or rotate them evenly. With the ad delivery setting, you can also set a frequency cap, which limits the number of times your ads appear on the Google Display Network to a unique user. Setting a frequency cap can be helpful if you want to limit the number of times someone sees your ad, or if you want to focus more on gaining exposure to new people.

Optimization strategies & best practices for video content on YouTube

Video is a powerful medium to reach users through sight, sound and motion. In order to optimize the performance of your video on YouTube, consider the following best practices:

- Understand that users come to YouTube to learn, watch and be entertained. As such, create videos that feature original content.

- You are the expert on your industry, product or service. Try creating videos that teach and engage the YouTube community on your expertise.

- Keep your message simple and concise. A good benchmark is to try to keep your video to two minutes or less.

- Use the Audience retention report ⧉ to see which parts of videos keep your users most engaged. Based upon user engagement data, optimize your video content to keep users watching.

- Update your content on a regular basis. The YouTube users who have been successful keep their message fresh with regular updates to their channel.

- Read user comments on your own and similar video and channel pages for ideas.

Measuring image and video ad performance

Once your image and video ads are live, you'll want to monitor how they're doing across the Google Display Network. You can use your 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 your display ads are performing

You can view most of your image ads performance statistics on the **Ads** tab of your AdWords account. You can also try out the following reporting options:

- Use the "Free clicks" view on the Dimensions tab to see several additional statistics for your image and video ads (including those built with the Ad gallery).
- Customize your ads **statistics table** to show specific placement metrics for your ads performance on the Display Network. The available performance metrics will vary depending on the image ad format you've chosen.

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 you choose, you may have some interactions with a display ad format that are free. These won't appear in your statistics tables alongside your normal reporting, but you can run and download the free clicks report to better understand how your ads are doing. Here are some examples of free clicks statistics:

Display ad mouseover (at least one second)

See instances where customers place their cursors over your display ad for a second or more. This can help highlight ads that may keep customers' attention without an actual clickthrough to your website. This usually

demonstrates an ad that needs a stronger call-to-action for the customer.

Display ad interactions

Depending on the type of ad you build with the Ad gallery, there may be additional variations of customer interactions available in your report.

Video play 25, 50, 75, and 100% (quartiles)

Learn how much of your video ads customers actually see. Video ads with low **play rates** or early viewer drop-off may indicate a creative change that needs to take place to keep people engaged with the video content.

Example

The **Playbacks through 50% of the video** column, for example, will display the number of playbacks that reached at least halfway through the video. Keep in mind that because people may skip to different sections of the video, percent playback numbers won't always decline linearly.

Tip

- "Play rate" is synonymous with "interaction rate" for video ads, as well as "view rate," which is used for AdWords for video campaigns featuring **YouTube's TrueView video formats**.
- You can download free clicks data for additional ad interactions reporting.

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 ultimately perform the desired conversion action.

Since video advertising doesn't always drive immediate conversions, we recommend that you look at view-through conversion data, which shows the number of online conversions that happened within 30 days after a viewer saw, but did not click, your video ad.

Learn more about view-through conversions.

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

A tracking pixel is similar to AdWords' conversion tracking code. It's 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 **Destination 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" (described in the section above) as opposed to a "click-through conversion."

Measuring brand awareness

Branding campaigns have a unique goal: to raise awareness and visibility of your product, service, or cause. To help reach these objectives, you can use your AdWords campaigns to increase traffic to your website or encourage customers to interact with your brand.

Once you've established your branding campaign's goals, you can choose the best places to show your ads, and then measure success by monitoring impressions, conversions, and other statistics. Generally, you'll want to try to place your ads in front of as many people as possible within your target audience.

Most advertisers with branding goals are primarily concerned with creating brand awareness. They may want to track conversions like page views instead of purchases. For example, an advertiser that's introducing a new energy drink wants to create awareness and interest among as many sports enthusiasts as possible, and isn't necessarily concerned with selling actual bottles of the drink online.

💡 **Tip**

Not sure where to start? Get strategies for creating campaigns that increase brand awareness

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. Display ads can create an emotional connection by using graphical, audio, and video elements to tell a story that's unique to your company.

On the Display Network, you can target your ads very effectively. By choosing exactly which websites and pages will show your ad and creating an ad with lots of visual impact, it's easy to catch the eye of people who're interested in what you sell.

Example

Say you work for a high-end Italian car manufacturer. You could create a video ad to showcase the new features of your latest model, the SuDuperRossa, and choose to run that ad only on websites for owners of high-performance cars, since they're part of your target demographic.

What to measure for brand awareness

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

- **Impressions:** Impressions are important to track in any campaign, no matter what your goals are. But they can be especially important in branding campaigns, because they represent how many customers actually laid eyes on your ad. You might not care whether they ended up buying anything from your site, but you do want them to remember that catchy new slogan you paid big bucks to develop and share with the world.

  One way to really prioritize impressions is to create 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 have received, rather than by the number of clicks they've gotten.

- **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, though, user behavior is different, and CTR isn't as helpful. That's because customers on sites are browsing through information, not searching with keywords. Also, on a busy Display Network page, an ad has to compete more to get the attention of a reader than it would on a search page. It's more important to try to achieve a good CTR on the Search Network (1% or higher) than on the Display Network, where clickthrough rates are frequently lower. You may want to consider other measurements like **conversions** for Display Network ads.

  Conversions can help you see whether your ads are driving branding-related visitor behavior you think is valuable, such as sign-ups or page views. After all, aren't you curious how many people join your mailing list after watching that expensive video ad your company just created?

- **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.

Did you know...

Speaking of reach, here's another reason why the Display Network can be a valuable branding partner: it reaches 83% of unique Internet users around the world. (Source: DoubleClick Ad Planner).

Tips for creating effective video ads

There are several video ad formats to choose from in AdWords, and each offers unique opportunities for you to attract customers with creative messages. That's why it's important to know your audience and think about the best way to reach them. We'll give you some tips on the basic parts of any video ad: the opening image, content, and text.

Engaging content is always a winner, and finding ways to drive traffic to related videos that you also own -- or content on your website that's especially relevant to your video ad -- will keep viewers coming back for more.

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

- In-stream video ads (Ad gallery and AdWords for video)
- Click-to-Play ads (Ad gallery)
- YouTube TrueView video ads (AdWords for video)

💡 **Tips**

See demos of these ad formats, and learn more about the other available video formats.

Learn about call-to-action overlays.

AdWords for video: Call to Action Overlays

In this tutorial we show you how to add Call to Action Overlays to your videos (8 of 14).

Learn about targeting ads on mobile devices.

[AdWords for video: Opting In & Out of Mobile](#)

In this tutorial we show you how to opt in and out of mobile (10 of 14).

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. Here are a few suggestions for ways 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. By continuing a customer's video experience, you're more likely to get better conversion rates than sending your customer to a text-only site.
- Make sure your landing page is relevant to the content of your ad. For YouTube landing pages, consider directing customers to a page or brand channel tagged with an AdWords remarketing code to increase your brand exposure and how often your message is shown to viewers.
- 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. Remember, you don't have a captive audience, so it's important to keep their attention during the video. Try these tips:

- Keep your video short and sweet. Deliver your most important messages early in the video, in case viewers stop watching before it's over. **Play rates** drop off significantly after 45 seconds.

- Be clear about what your business offers, since the video may be your sole communication with a site's viewers.
- Provide clear next steps for customers to take after finishing the video. That could be making a purchase, or visiting your website or store.

Click-to-Play video ads

When a site first loads, the viewer sees a static opening image which has to be clicked before the ad starts playing. That image is your attention-grabber. A low-quality opening image won't entice customers to view the video, and a low-quality video won't get your message across. See the following tips for catching the viewer's attention.

Your opening image

⊖ Inspire viewers to act with a clear call-to-action in your opening image

Effective video ads educate and entertain, and also inspire the viewer to act. If your campaign's goal is not just about branding, make sure you communicate to your customers what you'd like them to do, such as visit your store or site, call a phone number, or complete a purchase. Letting people know that they can learn more by clicking "play" usually increases play rates and video interaction rates.

- Entice customers to click "play" using rich, sharp colors.
- Include a few words to describe your product, service, and/or business.
- Boost your play rate with a call-to-action that lets customers know they can play the video to learn more.
- Create multiple video ads with different opening image sizes to increase the number of **placements** where your ad can appear.

⊖ Use an eye-catching opening image

The opening image that customers see before they choose to play the video should be descriptive and creative. Try these techniques:

- Tease your audience's curiosity to make them want to know what the video is about.
- Avoid packing too much text into your opening image. Crowded and complicated messages are just plain uninteresting.
- Provide a simple and clear message that will stand out.
- If your opening image is compelling enough to grab a customer's interest, then your video can provide details not included in your opening image.

Good Example 1:   **Good Example 2:**

Both of the ads above have successful playback results. The images are simple and compelling, inviting viewers to play the video to satisfy their curiosity or learn more. The unique puppets and an attractive face grab attention, and lead to videos with an entertaining storyline and clear message.

⊖   Use a non-commercial feel

We've found that an opening image that doesn't look like an actual advertisement can sometimes generate greater interest. Such "non-commercial" images make customers feel like there's more to learn by clicking the "play" button and viewing your video.

Good Example: **Bad Example:**

The first ad is for a store selling robotic guitar tuners. The ad's opening image indicates that the video will be a product demo. Typical viewers find this more interesting than the overly-commercial image on the right that's clearly trying to sell something.

Good Example: **Bad Example:**

The first ad provides enough details to interest a customer, but doesn't seem to be trying to sell anything. Customers are interested in the image and realize that there's more to learn from the video. The other example isn't an effective use of video because it's too similar to a static banner ad. It provides all the information on the surface, which could reduce playbacks, because customers have little reason or need to learn more.

Create engaging video content

⊖ Keep viewers entertained

Although videos can be up to four minutes in length, we've found that viewers start dropping off significantly if ads are longer than 45 seconds. Try to keep your video around 30 seconds, and deliver your key message within the first 10 seconds.

⊖ Keep them curious to learn more

Video content should be entertaining, informational, and relevant to what your business offers. Unlike TV advertising, you only have a captive audience if they choose to continue watching your ad, and viewers can drop off at any time. People are more likely to view most of the content if the video has an entertaining storyline and they can learn about your product's features through the video.

⊖ Make sure people can hear what you have to say

You have the double advantage of both sight and sound to communicate with your consumers, so make sure that the voices you use are clear. If you're using a soundtrack, make sure the music doesn't drown out any voices.

⊖ Don't be shady

Make sure the quality of your opening image is consistent with the quality of your video. Don't make a bad impression by showing an interesting image to entice people to play the video, and then provide video

content that has no relation to the image.

TrueView in-display ads

YouTube is a powerful way to gain new customers through video content on the web, but it's also a community-driven social media network that values meaningful content and genuine community engagement with real people and stories. 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.

Here are some guidelines to help you create effective TrueView promotions for YouTube that contribute positively to the YouTube community. 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.

⊖　What to promote

Before creating your promotion, make sure to review YouTube's advertising policies and the Google AdWords editorial policy for standard text ads for placements on the Google Display Network. TrueView ads accept only Family Safe content for promotion, either on YouTube or the Google Display Network. Feature engaging content with a real story. A video that's just a commercial is less likely to keep viewers happy and coming back for more.

⊖　Ad text

- Avoid using general themes in your ad text and focus your text instead on why a person who sees your promotion should click on it to watch the content you're featuring. For example: what kind of language is used in a movie trailer versus a commercial on television? Movie trailers use taglines and scripts that encourage the audience to be intrigued by a story and to follow up to see more. Try to encourage people to learn or see more through your video instead of heavily pitching the sale of a product or service.
- If you want people to perform an action, have them perform an action that's possible on YouTube, such as: Subscribe, Watch, Record a Video Response, or Comment.
- Do some market research to see what people are saying about related content. Take a look at comments for similar videos and channel pages.
- Use YouTube Analytics to see which parts of videos keep your viewers most engaged. This can help you come up with more ideas.

⊖　Keywords

If you need some ideas for choosing keywords, use Keyword Planner for ideas based on AdWords keyword data only.

General keyword help

- Choose keywords related to topics that entertain people, such as: names for celebrities, titles for movies and television shows, quotes, actions or verbs, objects in the video, or emotions that relate to the content. That's because people are searching for video content, so they're less likely to look for something to buy on a video publisher site than they are on a search engine.
- Think about trends in online video overall, plus trends on the relevant site, whether it's YouTube or other sites on the Google Display Network. Examples include: current events, political awareness, celebrity gossip, and popular videos.
- Use video comments and tags on your target sites for new ideas.

Use YouTube search trends for viewer insights

- Use the "auto-fill" suggestion drop-down menu on YouTube.
- Consider using your current tags (or other YouTube user's tags) as keywords. YouTube users label videos with "tags" to help them and the rest of the community find relevant content related to those same tags later. You can use those tags as keywords for your video.
- Group your keywords for a promotion by theme. For example, if you have a travel clip of a location in Fiji and another of a location in Africa, each clip should have its own promotion with keywords that are specific to that promotion. Creating a promotion with a travel clip of Africa with Fiji-themed keywords will be less useful for you and customers.
- Use the YouTube Analytics to see which keywords and referrers are driving traffic to your video for more keyword ideas.
- Use negative keywords to filter out unwanted searches so people who are more likely to be interested in your content see your promotion.

⊖ Video stills

When you create your TrueView in-display ad, you'll see a number of video stills or "thumbnail images" to choose from. These stills are the first thing YouTube users see before they click on your promotion. Choose the video still that highlights your content best. You can also try to match this image to the content in your promotional text or keywords.

For example, if your video features someone surfing, choose the video still that actually has this moment captured. When you create your promotional text and choose your keywords, you should mention surfing. That way, you'll have a well-packaged promotion that makes sense to anyone who searches for surfing-related videos, sees your corresponding promotion, and clicks on it to watch your surfing video.

✅ Next steps

- **Update your content:** It's important to keep your content fresh so people will keep coming back, especially if you're promoting a YouTube channel.
- **Refine your keywords:** Use viewer comments and responses to help you target the best keywords. Can you use the discussion to inspire new keywords or better promotion text? Try using a Search Terms Report after your campaign has run for a few days. You can access this report from the menu above your keyword statistics table on the **Display Network** tab. This information can help you pick good negative keywords to help people find you more easily. It can also help you find new keywords to try.

YouTube Analytics basics

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

[YouTube Partners: Guide to your YouTube analytics](#)

Learn the basics on using your YouTube analytics account to gain insights on your channel

Access YouTube Analytics directly through youtube.com/analytics. Or sign in to your YouTube account and click on the **arrow next to Upload** at the top of the page, then **Analytics**. Then, use the left hand menu to navigate to all the different YouTube Analytics reports.

Viewing data in YouTube Analytics

Here are some basic ways of viewing and understanding all the different types of data you'll find in the various YouTube Analytics reports.

Filter your data

At the top of many reports you can get the precise information you're looking for by filtering your reports by **Content**, **Geography**, and **Date**.
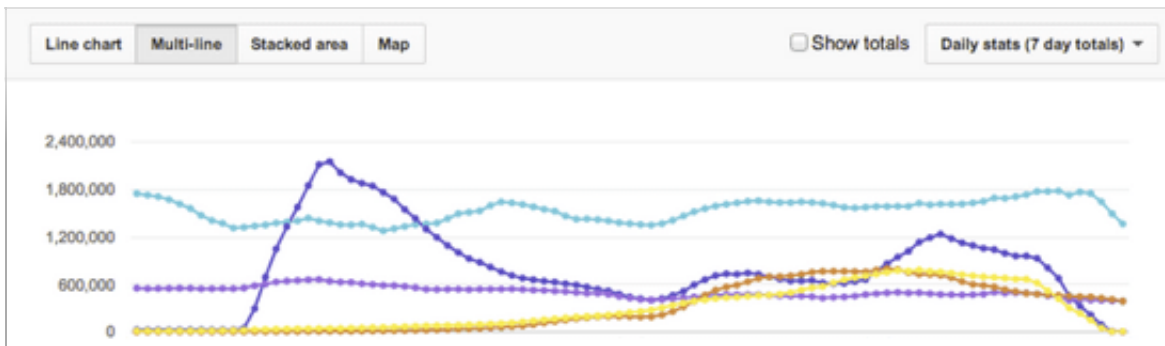
Line chart

Line charts show how your video data has changed over time. You can customize the following options:

- **Date granularity:** Charts can be displayed with data points in daily, weekly, or monthly increments.
- **Compare metric:** Select a second metric for comparison, which will be displayed on the graph. For example, you can plot **Viewers** next to **Unique Cookies.**
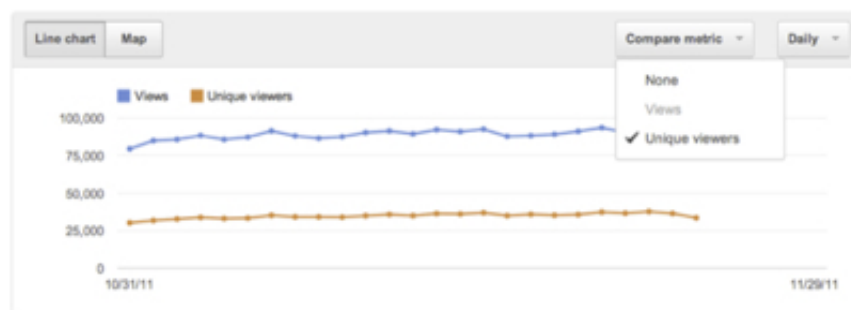

Mult-line chart

Multi-line graphs allow you to compare the performance of up to 25 videos, channels or geographies over a specific time period at one glance in a number of reports. By default, the top five line items are selected and displayed in differently colored lines, but you can customize your selection to view all the content you're interested in. In addition, it's possible to compare the selected items to the total value by selecting "Show totals" in the top right. Note that in this view, it's not possible to add another metric.

Stacked area

This view shows how data of selected videos, channels or geographies relate to their total and enables you to easily compare performance and determine trends. Similar to Multi-line charts, the top five line items are selected by default and you can customize this selection further by choosing up to 25 items.
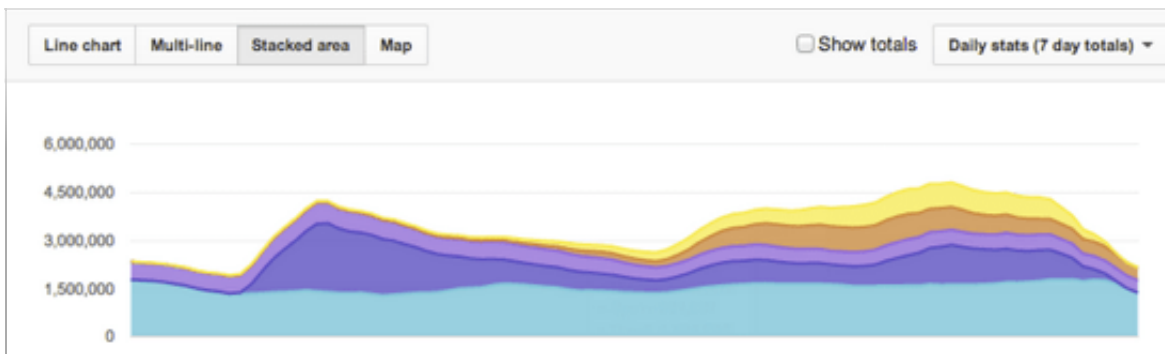
Interactive map

The interactive maps show where your video is being viewed. Darker areas on the map mean that more people are watching your video in that location. You can also hover your mouse over countries on the map to see detailed data for that country.
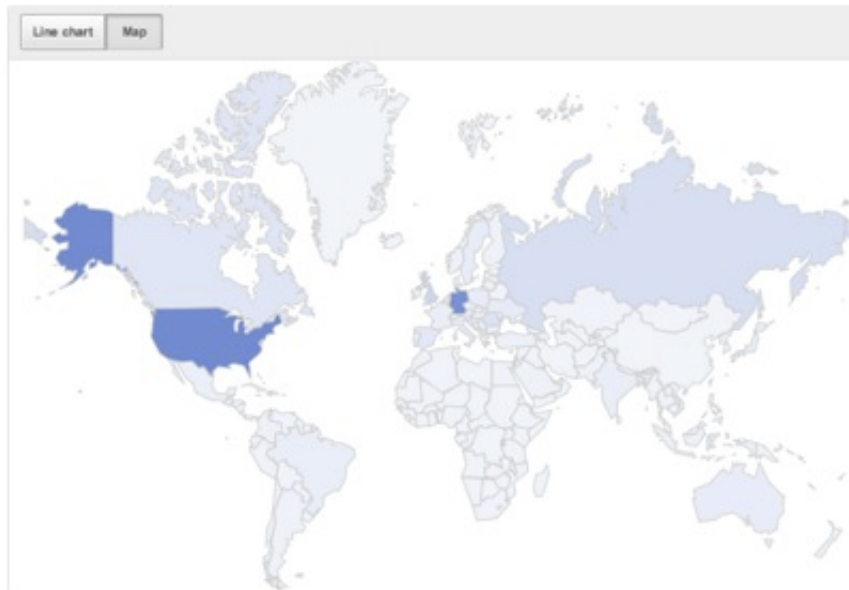
If you want a quick snapshot of your channel analytics on mobile, review them in the YouTube Creator Studio app:

1. From the dashboard, tap the navigation guide ☰ in the upper left corner
2. From the menu, select Analytics
3. Here you'll find a few top level reports to give you a quick picture of your channel analytics

We don't have all of the reports currently available on desktop but you'll be able to take a look at video views, minutes watch, and estimated revenue.

💡 Download your reports by clicking the **Download report button** at the top of the page. The report will include all information that is available for this report. Note that the "Unique cookie" dimension will only be included if the "Date" dimension is selected.

Measuring AdWords for video ad performance

Keep an eye on how your video ads perform on YouTube as well as other Google Display Network sites from the **Ads**, **Videos** , and **Targets** tabs of your AdWords account. You'll be able to see the following metrics:

- Views, view rates, sharing, and endorsement activity
- Quartiles (% completion of views)
- Earned actions, such as earned views, earned comments, earned likes, etc.

💡 **Tip**

When you create your ads with AdWords for video, you'll notice that your video content must be hosted on YouTube. This means views of your video ads will increase your video's view counts on YouTube (on the video's Watch page, and within your YouTube account reporting).

The Ads tab

The **Ads** tab will let you review your ads' performance in a particular format (TrueView in-display and in-stream), and preview your ads. Since one video can be used in up to four ad variations, the tab shows your video performance in aggregate.

Important

Ad costs and totals for your AdWords for video campaigns won't appear within the **All online campaigns** view. To see how much you're spending on your AdWords for video ads within your campaign statistics tables, you'll need to switch to the **All video campaigns** view from the **Campaigns** tab. You'll always be able to see your ad charges within your Billing summary on the **Billing** tab.

The Videos tab

The **Videos** tab also shows your video ad performance in aggregate. However, this tab provides more meaningful context via the grey bar above the graph (known as the "brag bar"), so you can learn more about how your ad performed across different variations. The items in the bar are clickable, so you can review particular data segmentation.

The Targets tab

The **Targets** tab also shows your video ad performance by targeting group. Select the **Ad** segment from this tab to compare the performance of each ad for each targeting group. Add retention and engagement columns to your statistics table to measure the percentage of your video that people watched and understand how your ad is driving traffic to your YouTube channel.

All online campaigns

All video campaigns

📁 Campaign #16

Shared library

👤 Linked YouTube accounts

☰ Video remarketing lists

Help

📰 Getting Started

All video campaigns >

🎞 Campaign: **Campaign #16**

Custom: Oct 1, 2013 - Nov 30, 2013 ▾

● Enabled   Budget: **$7.00** Edit   Targeting: **English** Edit   **20.0 mi around Dublin, IE** Edit

| Ads | Videos | Targets | Settings |

All targeting groups ▾ | Columns ▾ | 📈 | ⬇ | Bulk upload

☰ No segmentation   ☰ Segment by format   ☰ Segment by network   ☰ Other segmentations ▾

● Views ▾ Compare to Nothing ▾

```
100
 75
 50
 25
  0
```
Views

There is nothing to show for this date range.

Oct 1, 2013   Oct 8, 2013   Oct 15, 2013   Oct 22, 2013   Oct 29, 2013   Nov 5, 2013   Nov 12, 2013   Nov 19, 2013   Nov 26, 2013

Targeting:

All targeting groups (1) | Demographics (10) | Topics (4) | Interests (0)

YouTube search keywords (0) | Show more criteria

Where your ads were shown:

Placements | YouTube search keywords | Ages

Genders

+ TARGETING GROUP   Change status... ▾   More actions... ▾

	Targeting group	Status [?]	Max CPV [?]
☐ ●	Targeting group 1	Serving	$0.50
	Total - all targeting groups		

Show rows: 30 ⇕ 1 - 1 of 1

⊞ Negative targets

Send Feedback

🔍

Troubleshooting issues with your data

⊖ Differences between view statistics in YouTube vs. AdWords for video

We can't guarantee that the views you're billed for and your YouTube viewcount will be equal. Discrepancies do arise, and we attempt to keep the cumulative numbers approximately equal. While you may be billed for an appropriate amount of engaged views, some of those views were not eligible for YouTube view counts.

⊖ Differences in video percentage views and call-to-action clicks in YouTube Insights vs. AdWords for video

Presently, video percentage views (quartile data) in AdWords for video is only for views on paid AdWords advertisements. This means AdWords for video cannot present this information for your video if it is accessed via a free search result listing on Google or YouTube search.

🖼 **Example**

A video you have hosted on YouTube may be found in Google or YouTube search results. If viewers click on this video through free search results and interact with the video, you won't be charged for a video view or the viewer's interactions. These interactions will not be included in the video performance

metrics within AdWords.

Since YouTube Analytics includes video data for all videos, and AdWords provides data for a portion of those views (paid), there will be differences in video view totals.

💡 **Tip**

Learn about placement reports.

AdWords for video: Placement Reports

In this tutorial we show you how to generate placement reports (13 of 14).

Get certified

Congratulations! You've completed our study guide on video advertising.

Now, it's time to test your knowledge. The Video Advertising exam has 74 questions covering campaign creation, management, and optimization. (Remember that you need to be AdWords certified to access this exam.)

When you pass the exam, you'll get a personalized, printable certificate and your certification will appear on your Google Partners public profile page — both of which you can use to highlight your expertise. Learn more about how to access your certificate and profile page.

Good luck!