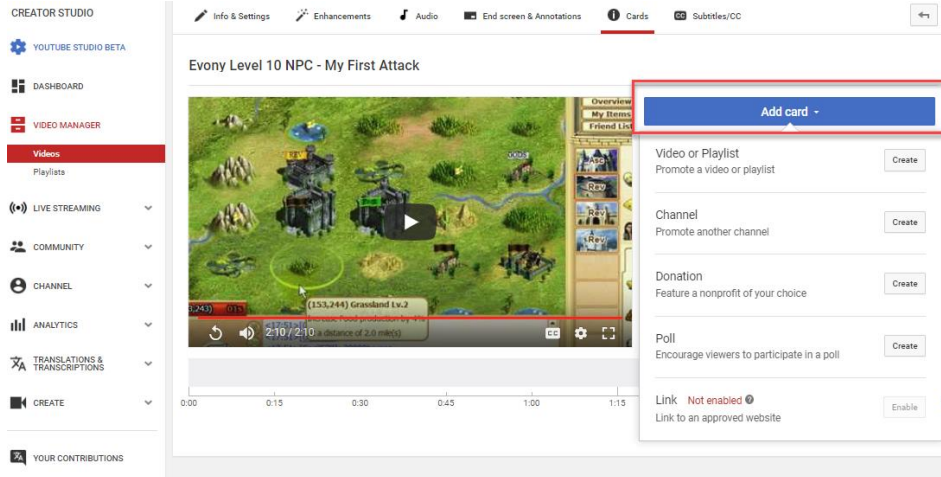


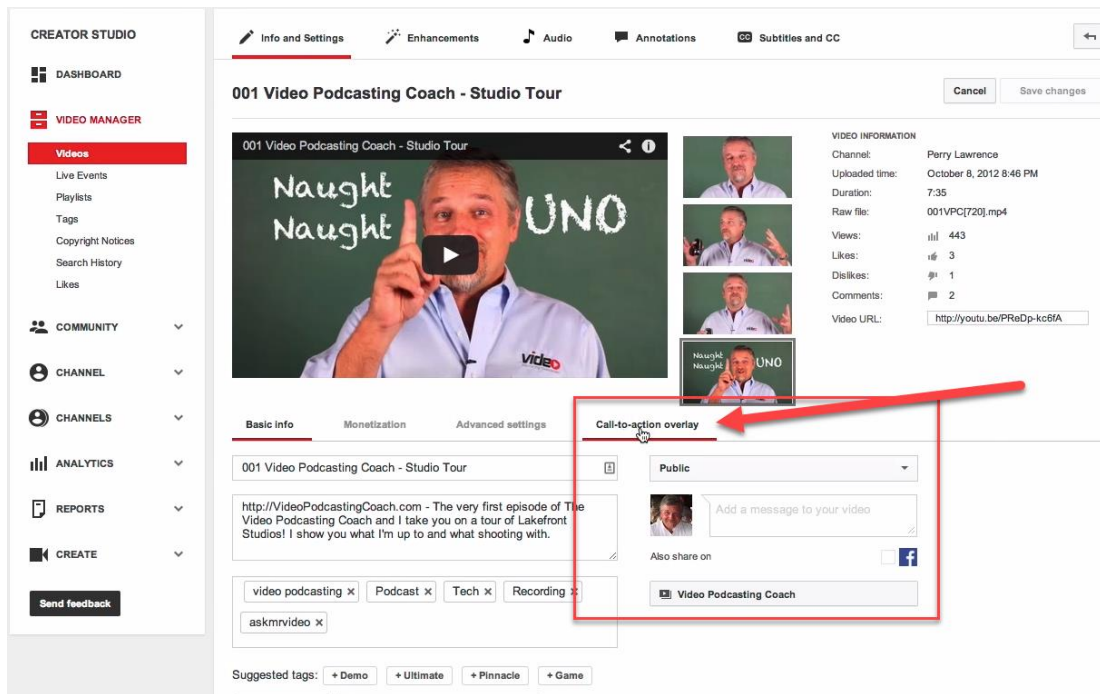
Google Ads Video (YouTube) Ads Certification Notes

- Probably best to read through this first: https://support.google.com/google-ads/answer/2375464?hl=en&ref_topic=3119118
- In 2015, 18- to 49-year-olds spent 74 percent more time watching YouTube than the year before.
- YouTube has over a billion users - almost one-third of all people on the Internet - and every day people watch hundreds of millions of hours on YouTube and view billions of videos.
- By 2025, half of U.S. viewers under 32 will not subscribe to a pay TV service.
- Six of 10 people in the U.S. prefer online video platforms to live TV.
- Google views YouTube as a place for creators and fans to connect.
- Google has six products that reach more than one billion users.
- YouTube can reach users that are otherwise hard to reach via TV.
- YouTube offers: reach, targeting, impact, ability to measure results.
- TV watch time is declining while online video is growing on every device.
- YouTube placements can be bought through:
 - auction - self-serve
 - TrueView, Bumper ads
 - reservation buying - media buying basically
 - Google Preferred, Mastheads ads, video ads, and bumper ads
 - programmatic buying - uses platform
 - Google Preferred, TrueView ads, and bumper ads
- What is **Google Preferred**? Brands can use Google preferred to advertise on the most popular YouTube channels across various categories.
- How much money you have and how advanced you are pretty much determines HOW you will target your ads on YouTube
- What is **Display & Video 360**? A programmatic platform offered by Google. You can use it to target video advertising.
- Steps to launching a campaign:
 - Identify your marketing objective
 - Identify your key performance indicator (KPI)
 - Pick a Google solution dependent on where people are at in the funnel
- Reserve media (reservation buying) is set up by Google with participation of all parties
- Google claims most ads are reviewed within one business day mostly
- Info cards and CTAs are the same interactivity feature, so only one can be used on a video. If both are set up, the info card will be selected and not the CTA.
- What are info cards and CTAs?

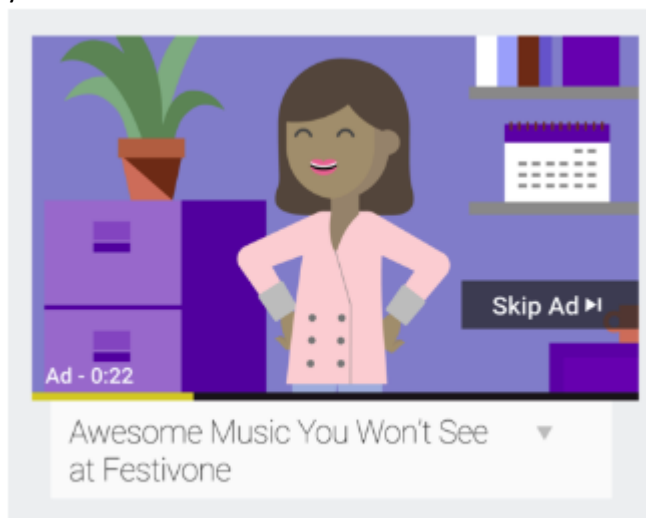
- Info cards - Can be: Channel, Donation, Link, Poll, or video playlist



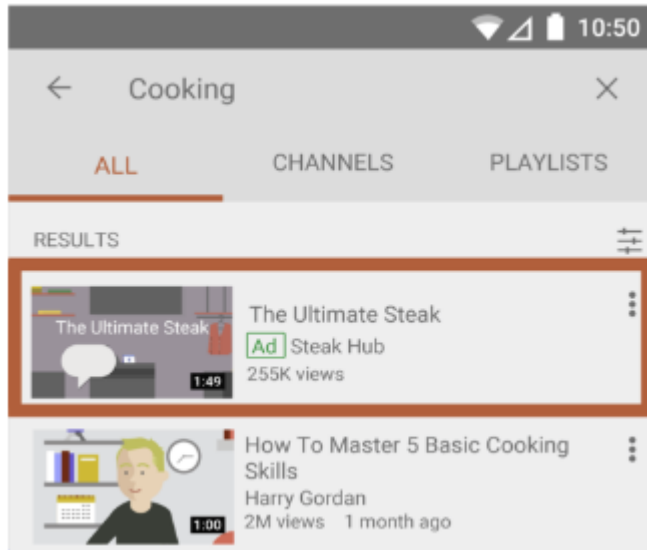
- CTAs - an [overlay that you can add to your video](#)



- Budget overdelivery - Google will sometimes go over the daily budget but anything over 20% over the daily budget is free.
- A target audience broadly fits into one of three categories:
 - unfamiliar? build **awareness**
 - KPIs: views, impressions, ad recall, unique users
 - undecided? get them to **consider** more strongly
 - KPIs: view-through rate, watch time, lift metrics
 - ready to act? get them to take **action**
 - KPIs: clicks, purchases, calls, sign-ups, installs
- The KPI you choose as "success" depends on what your goal is.
- **Bumper ads** - are bite-sized, six-second, non-skippable, in-stream video ads built with a mobile audience in mind. They aim to surprise users with brevity and delight advertisers with extended campaign reach and brand results.
- **Mastheads** allow you to showcase your brand at YouTube's entry point with 100 percent share of voice, offering country and device targeting options across both mobile and tablets.
- **TrueView video ads**
 - Viewers must choose to watch them
 - Can be longer than 30 seconds
 - Good for product demos, testimonials, how-to product demos, etc.
 - Appears on YouTube and video partners on Google Display Network (GDN)
 - There are two formats of TrueView video ads:
 - TrueView **in-stream** ad looks like this:
 - You pay when a viewer watches 30 seconds OR the entire video if it's under 30 seconds or interacts with your video.

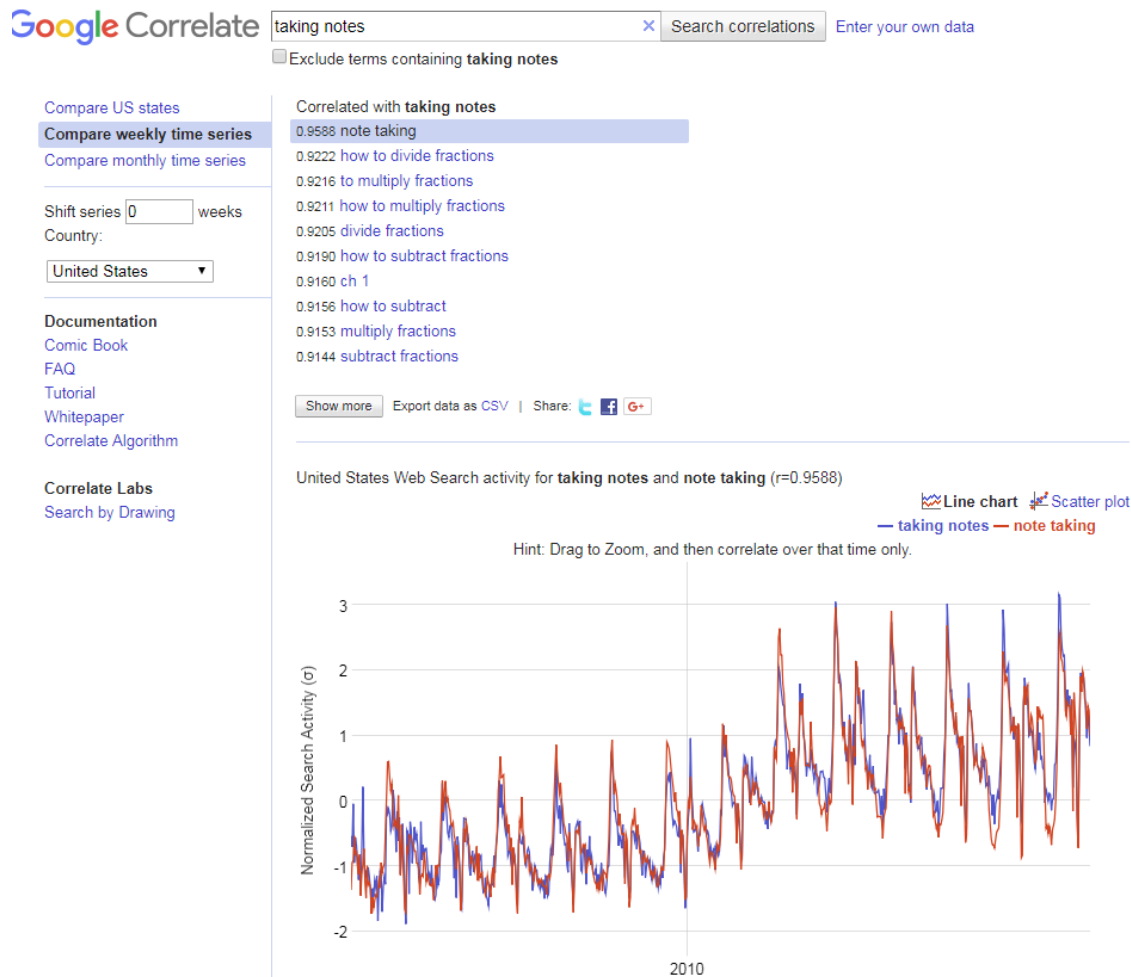


- TrueView **discovery** ad looks like this:
 - Named "discovery" ads because people "discover" them when searching on YouTube or browsing videos on YouTube and across the web.
 - They appear next to YouTube videos, in YouTube search results, on the YouTube homepage, YouTube channels and watch pages, publisher sites and apps in GDN
 - You only pay when viewers **click** to watch your video (CPC model)



- If you want to run both in-stream and video discovery formats in the same TrueView video campaign, you will need to create multiple ad groups.
- What can be used to drive **action**? Cards, CTA overlays, Shopping cards, TrueView for mobile app installs
- Recap:
 - Bumper ads and Mastheads drive **Awareness**
 - TrueView in-stream and discovery ads drive **Consideration**
 - Cards, CTA overlays, Shopping cards, TrueView for mobile app installs drive **Action**
- Ad Elements of an effective TrueView in-stream ad?
 - Timing - mention brand in first 5 seconds (because that's the non-skippable time window), on the product and throughout the video
 - Say the brand name out loud
 - Call-to-action in the video or using overlays and cards to get the user to interact
- Types of ad elements to try in TrueView in-stream?
 - Ads with people speaking directly to the camera (talking head videos) are associated with higher brand lift
 - The top four TrueView ads in past years were between 60 and 90 seconds
 - Use a personality that resonates with your audience in the video.
 - Use humor for the best ad recall and brand awareness
 - Music appears in 80% of ads but test ads with and without
 - Consider animation
- Tips for TrueView discovery ad creative?
 - Use a thumbnail image that grabs users' attention
 - Match thumbnail colors with your brand theme
 - Call-to-action text, give them a reason to click
- **NOTE: The YouTube Director phone app and YouTube Director Onsite items mentioned below are no-longer available. Yet they're mentioned in Google's training.**
- What is YouTube Director for business?
 - A video creation phone app that enables businesses to make videos (but it's no longer available!).
 - How it works?
 - Choose a template
 - The app directs you how to shoot your video step-by-step
 - Upload video
- What is [YouTube Director onsite](#)?
 - **It's not currently available as of 10/12/2018**
 - Someone comes to you to help you shoot, edit and deliver your video for \$150. U.S. and U.K. select cities only though.

- You could collaborate with a YouTube creator but you'll give up some creative control, it'll cost money.
- In what ways can you collaborate with YouTube creators?
 - Shout-outs
 - One-off videos
 - Work with multiple creators to tell a story
- What makes a successful collaboration?
 - Align content with your brand purpose and the creator's passion
 - Let the creators be who they are to their audience, don't try to make them come off as inauthentic
 - Do things in addition to just relying on the creator's influence to get the collaboration out there (like paid search in other places supporting the collaboration)
- Where can I go to find collaboration?
 - <https://creatoracademy.youtube.com/page/certified-landing>
- How can I make a video?
 - Here's one resource to get started (according to YouTube):
 - <https://www.youtube.com/yt/advertise/making-a-video-ad/>
- **Google surveys** let you gather information about an audience. It's like asking a focus group a question and gathering responses.
- **Google trends** supposedly help you see spikes and evaluate trends (if you believe the data)
- **Google shopping insights** gives you product demand insights based on geography, time and device. This tool requires being whitelisted (approval) currently.
 - 87% of consumers research online before going to the store
 - 90% of goods are still sold in stores
- **Google Correlate** is a tool to find search patterns
 - Below shows "taking notes" is correlated to "how to divide fractions" query



- Affinity audience = passion, in-market audience = purchase intent, customer match | similar audiences | remarketing = personalization
- Google's audience data is updated on every single impression
- Consumers' spend more than 5 hours a day on their mobile device
- "Mobile is a behavior and not a technology"

- More than half of YouTube views come from mobile devices
- YouTube overall, and even YouTube on mobile alone, reaches more 18-34 and 18-49 year-olds than any cable network in the U.S.
- The Google Display Network reaches over 90% of internet users worldwide
- Video remarketing - Show ads to people who have interacted with your videos or YouTube channel as they use YouTube and browse Display Network videos, websites, and apps.
- What tactics to use to influence consideration?
 - **In-market audiences** because these are people that seem like they're interested in buying the type of product or service that you sell in a specific window of time.
 - **Content keyword targeting** because people are viewing content relevant to keywords you want to target.
 - **Similar audiences** because these are people that "look like" the people on your remarketing list - similar browsing habits, characteristics, etc.
- What tactics would you use to effect reach and awareness?
 - **Demographic targeting** because you can narrow by age, gender, parental status, region, language
 - **Affinity audiences** because you can target by interests
 - **Custom affinity audiences** because you can narrow the scope of your reach
 - **Managed placements** because you can define the sites where your ads will show up
- Recap: If your goal is:
 - Awareness
 - Affinity/custom affinity audiences
 - Consideration
 - In-market
 - Contextual keyword targeting
 - Similar audiences
 - Action / loyalty
 - display remarketing
- Benefits of remarketing?
 - connect with viewers based on their past actions on your website or YouTube videos
 - more personalized ads
 - across Google's networks
 - cost-efficient
- What kinds of remarketing lists can you create based on behaviors?
 - Views, likes, commenting, sharing, and subscribing, as well as visiting channels, videos, or even mastheads, are all list-worthy behaviors (not a complete list here)
 - Impressions are not
- How do you create a YouTube remarketing list?
 - Link Adwords to your YouTube account
 - In Adwords, go to Audience manager and select the YouTube users from the dropdown.
 - Then select the people for your audience
 - Click Create Audience
 - Add the remarketing list to a campaign by going to the video campaign (or creating it), going to **Audiences**, selecting an ad group, finding the Remarketing section, find and add your newly created Audience to the Ad Group and save.
- **Remarketing list size requirements**
 - The requirement to serve your remarketing list ads varies based on the target network.
 - Google Display Network must have a minimum of 100 active visitors or users within the last 30 days
 - Google Search Network must have a minimum of 1,000 active visitors or users within the last 30 days
 - **YouTube** must have a minimum of 1,000 active visitors or users within the last 30 days
 - Gmail must have a minimum of 1,000 active visitors or users within the last 30 days
- [You can link more than one YouTube channel to your Adwords](#) account but you can't use the same list on multiple channels.
- TrueView Video benefits?
 - Tell your story and share your expertise
 - Reach the right audience
 - Easy to setup
 - Measurable
- TrueView Requirements?
 - Videos must be hosted on YouTube

- Video campaign can't have other ad formats because its campaign type shell is set as "Video"
- Tools to measure video are?
 - Google Ads reports - show metrics like watchtime, view rate, clicks, etc.
 - YouTube analytics - video metrics
 - [Brand lift](#) - measures your campaign's impact on big-picture brand metrics
- Google Ads metrics
 - Views? Number of times people either watched or engaged with your video ad.
 - View rate? Views divided by total number of impressions. It's the rate at which people either watch or engage with your video ad.
 - Avg. Cost Per View? The average you pay each time someone watches your video ad. It's calculated: Cost / Views.
 - Clickthrough Rate? Clicks divided by "how many times your ad was shown"
- YouTube Analytics metrics
 - Audience retention report? Shows how long someone watches your videos. Ex: do the majority drop off half-way through? Why?
 - Engagement reports? Use to optimize interactive elements. How many times was your content shared? When did you gain and lose subscribers?
- Brand Lift helps answer:
 - Brand awareness
 - Ad recall
 - Brand interest
 - Consideration
 - Brand favorability
 - Purchase intent
- Video Optimization. How to do it?
 - If CPV is increasing, what could that mean?
 - possibly your video is getting tired (creative fatigue)
 - or increased pressure in the auction
 - If CPV is declining, what could that mean?
 - market pressures could be decreasing
 - How can you optimize CPV?
 - change bids - you will never pay a higher CPV than your maximum bid
 - expand targeting
 - changing campaign settings like ad delivery, rotation, etc.
 - make better ads by making the ads highly relevant
 - How can you optimize view rate?
 - The more people view the video, the more healthy it is. The goal should be to get the highest view rate.
 - Low view rates cause you to pay a higher CPV and win less auctions
 - Simply make better ads that an audience wants to see
 - Test video lengths - shorter vs longer?
 - Make your videos interesting
 - Rotate different video ads to keep it interesting and avoid ad fatigue
 - Better targeting could help
 - How to optimize for CTR?
 - If your goal is to drive more people to your website, YouTube channel or watch page with your video ad, CTR is the right metric to look at optimizing.
 - A low CTR means your audience might not be engaged. But how to get them engaged?
 - Add a CTA overlay
 - Tell people what to do in the video and where to click
 - Remove low-performing placements
- How to avoid editorial errors?
 - Don't use emojis or unprofessional crap in ad text
 - Avoid: typos, extra punctuation, unnecessary symbols, gimmicky capitalization, emojis/emoticons
 - Don't say: click here, phone numbers in ad text (doesn't apply to video)
- What does an ad status "Approved (limited)" mean?

A status given to ads that comply with our policies but are limited in where and when they can show.

An ad will be marked "Approved (limited)" when Google Ads policies (common examples include Alcohol, Copyrights, Gambling, Healthcare, and **Trademarks**) prevent certain types of ads from showing in certain regions, to certain ages, or on certain devices. Ads won't show on mobile devices if the destination performs poorly on mobile devices.

- If an ad is disapproved for trademark reasons, what can you do?
 - Remove the trademark from your ad
 - Request trademark authorization
- A "Reseller" doesn't need trademark approval IF:
 - Dedicated landing page that sells the corresponding product or service
 - OR to selling components, replacement parts, compatible products or services
 - AND the landing page provides a way to purchase the product or services
 - OR the page must display commercial **information** about the products or services
 - To qualify as "informational", the landing page must be dedicated to providing information about the products or services related to the trademark AND the page must display informative details about the goods or services.

Notes from support.google.com

- TrueView ads
 - Only charged when viewers watch or interact with elements in your video
 - Two types of TrueView ads:
 - In-stream
 - plays before, during or after other videos
 - appears on YouTube watch pages, on videos that are on partner sites, and apps in the Display Network
 - You pay when a viewer watches 30 seconds (or length of video if less than 30) or interacts with your video
 - Video discovery
 - Formerly known as "TrueView in-display ads"
 - appears next to YouTube related videos, in YouTube search results, or on YouTube mobile homepage
 - ad has thumbnail image and some text
 - when clicked, video can play on the YouTube watch page or channel page
 - you pay when viewers click the ad (implying they intend to watch it)
 - need to have campaign goals set to "Product and brand consideration" or "Campaign created without a goal"
- Bumper ads
 - 6 seconds long or shorter
 - viewers can't skip the ad
 - appears on YouTube videos, or videos on partner sites and apps in GDN
 - you pay when ad is shown - so it's a CPM basis or CPM bidding (cost per 1000 impressions)
 - use for brand awareness
- Outstream ads
 - are mobile-only (phones and tablets) video ads that play on partner websites and within apps
 - ads start to play muted, users tap to unmute
 - you pay when more than half of the ad screen space is shown for two seconds or more. This model is called a viewable CPM model (vCPM)
 - appears in web banners, mobile banners, interstitials, in-feed, native in both portrait and landscape modes
- Tips for optimizing your video campaign (take-aways)
 - upload multiple videos in different aspect ratios (square, vertical and landscape) with different messaging for each
- Read up on what "[Earned actions](#)" are since they weren't covered in the training.
- How can an advertiser set up Google Ads conversion tracking for a TrueView in-stream ad campaign? Answer is here: <https://support.google.com/google-ads/answer/2456138?hl=en>