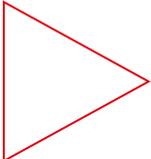


# Do this

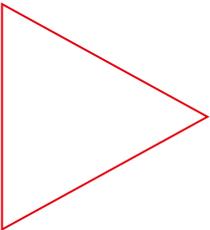
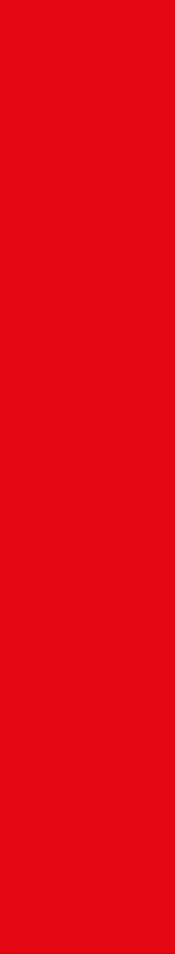


if you want to

**increase  
consideration**



Visit [yt.be/think/uk](https://yt.be/think/uk) for more information



# Read this to inspire interest



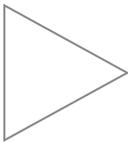
Consider this: More than half of shoppers say online video has helped them decide which brand or product to buy.<sup>1</sup> Want to drive consideration for *yours*? We've got your back.

Now let's get started.



## With this easy guide, you can:

- Discover how to optimise your creative assets
- Hone your bidding strategy for brand favourability
- Get your campaign in front of relevant audiences
- Measure your consideration campaign's effectiveness



# Do this first

If you want to set your campaign up for measurable success, start by setting your goal.

1

## Set your goal

Select **"Product and brand consideration"** as your campaign goal

Select **"Video"** as your campaign type.



Product and brand consideration



Video

Reach and engage viewers on YouTube and across the web

# Do this if you want to optimise your creative

To increase consideration, you need to make your creative work as hard as possible, however many assets you have.

1

## If you have... 1 creative asset

Use [skippable in-stream video ads](#) longer than 20 seconds – these drive more efficient consideration lift than videos shorter than 20 seconds.<sup>2</sup>

2

## If you have... multiple creative assets

Combine multiple ad formats using video ad sequencing – this allows you to reach potential customers with multiple creatives across their purchase journey.

### Take note

In a study conducted by Ipsos, [video ads sequences](#) had a significantly higher impact than single 30-second TrueView ads on ad recall and purchase intent, with an increased average lift of 74% and 105%, respectively.<sup>3</sup>



# Do this if you want your bids to deliver major impact

When you've set your campaign goal in Google Ads, you'll be offered suggested settings and bidding strategies to help you achieve it. Remember these do's and don'ts to ensure that your campaign delivers maximum brand impact.

1

## **Do use a campaign total budget**

To deliver on your campaign's full potential, Google Ads will try to distribute your total budget evenly over the duration of your campaign.





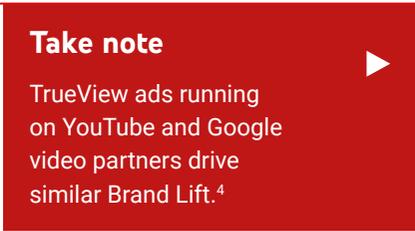
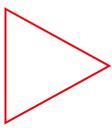
## Don't set an ad schedule

To maximise your reach, Google Ads will optimise your delivery so that your ads show at the right time to the most valuable viewers.



## Do opt in to Google Video Partners

Expand views beyond YouTube by taking advantage of video partners on the Display Network. Video partners help you reach more potential customers by extending your campaign to a collection of leading publisher sites and apps.



### Take note

TrueView ads running on YouTube and Google video partners drive similar Brand Lift.<sup>4</sup>

# Do this if you want to reach the right audiences

Get your message in front of as many relevant people as possible by using in-market, life events, and custom audiences.

1

## Identify relevant audiences

Make use of Google's Find My Audience tool to learn more about how your customers' passions and interests translate into in-market and affinity audiences.

2

## Steer clear of gender and age

If you add gender and age on top of your selected audience, you might restrict your risk and cause your campaign to miss potential customers.





# Do this if you want a bidding strategy that fits your goals

Identify your key campaign goals and priorities, then set your bidding strategy accordingly.

1

## Use CPV for consideration lift

If your No. 1 goal is to drive efficient views, use maximum cost-per-view (CPV) bidding with skippable in-stream video ads. And if users don't engage with your ad, you don't pay.

**Tip:** If you've used CPV bidding before, start by inputting the maximum CPV you are willing to pay for a single view, rather than your average CPV from your previous campaign.

2

## Use tCPM for purchase intent lift

If you care most about driving purchase intent lift, use target cost-per-thousand impressions (tCPM) bidding with video ad sequencing.

# Do this if you want to measure your impact

Once the dust has settled, it's time to find out if your campaign reached your audience, influenced consideration, and drove business results. Here's how.

1

## Use Google Ads metrics

Measure your campaign's total views and average cost-per-view from your Google Ads account. Understanding these metrics will help you achieve your short- and long-term consideration goals.



2

## Use Google Brand Lift

Measure changes in consideration, favourability, purchase intent, or all three, with [Google Brand Lift](#) at no additional cost. Check the minimum budget requirements listed in the Google Ads Help Centre to make sure that your campaign is eligible to drive statistically significant impact.



||

**Tip:** Make sure that you set up your study before the campaign delivers any impressions, so that you have an accurate baseline to evaluate your campaign's performance.



3

## Use A/B experiments

Want to verify your campaign's performance? Search lift, geo lift or user lift studies with a Google Measurement Partner can help you dig deeper to understand what's working. You can also run A/B tests with Brand Lift to evaluate the effectiveness of different creatives and targeting groups.







# Congratulations, you've done it

Now do this if you want to learn more.

Visit [thinkwithgoogle.co.uk](http://thinkwithgoogle.co.uk) for more play-by-play tips on how to become an expert at creating winning ad campaigns on YouTube.



Previously in the **Do this** series:

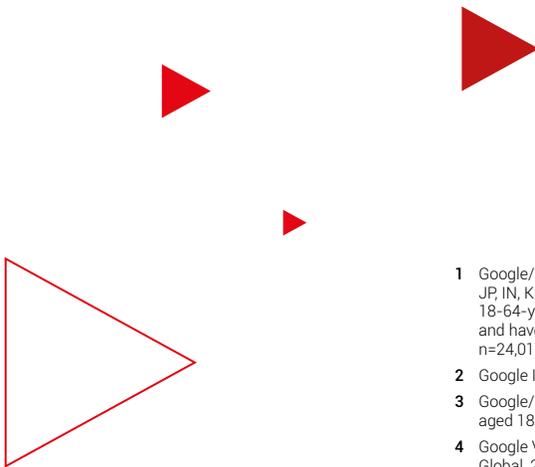
**Do this if you want to drive awareness**



Next in the **Do this** series:

**Do this if you want to inspire action**

Collect the final guide in our series, and learn how to use YouTube to spark online conversions.



- 1 Google/Ipsos, Global [U.S., CA, BR, U.K., DE, FR, AU, JP, IN, KR], "How People Shop with YouTube" Study, 18-64-year-olds who go online at least monthly and have purchased something in the last year, n=24,017, July 2018.
- 2 Google Internal Data, Global, Oct. 2019.
- 3 Google/Ipsos Lab Experiment, U.S., n=7,500 people aged 18-64, Nov. 2018.
- 4 Google Video Partners Brand Lift meta-analysis, Global, 2019.

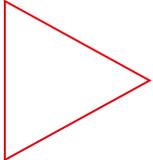


# Do this

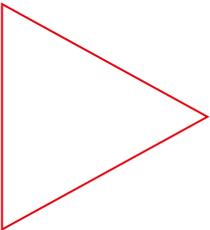
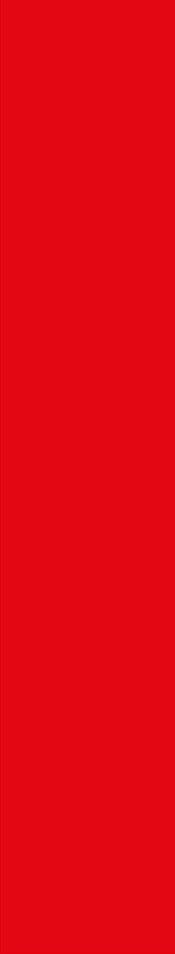


if you want to

**drive  
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Visit [yt.be/think/uk](https://yt.be/think/uk) for more information



# Read this to reach more



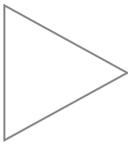
Do you want to raise awareness of your brand by reaching over 2 billion monthly logged-in users globally on YouTube? Of course you do.

Let's do this.



## With this easy guide, you can:

- Discover how to capture attention with the right formats
- Create maximum impact with a solid bidding strategy
- Reach relevant audiences
- Measure campaign performance accurately



# Do this first

At the start of your campaign journey?  
First set your goal.

1

## Set your goal

Select **"Brand Awareness and Reach"** as your campaign goal.

Select **"Video"** campaign type.



Brand awareness and reach



Video

Reach and engage viewers on YouTube and across the web



# Do this if you want to grab attention

Choose from three different formats or, even better, create a campaign for each.



Using **all three ad formats**, each in their own campaign, will maximise your impact, create efficiencies and capture attention like never before.

Format	What is it?	Choose it if	CPM
<b>1</b> Bumper	A video ad, which is six seconds or shorter. Bumpers play before, during, and after other videos. Viewers do not have the option to skip this format.	You have a <b>short</b> message (≤six seconds) and want greater unique reach.	\$
<b>2</b> Skippable in-stream	A video ad, which plays before, during, or after other videos. Viewers have the option to skip this format after five seconds.	You have a <b>longer</b> message) AND want greater unique reach. As a best practice, keep your video to 30 seconds or less.	\$
<b>3</b> Non-skippable in-stream	A video ad, which plays before, during, or after another video. Viewers do not have the option to skip the ad. Non-skips are 15 seconds or shorter, with the exception of most of Europe, Mexico, Singapore, India, and Malaysia, which can support up to 20 seconds.	You want your target audience to watch your <b>entire</b> message. Best at driving awareness lift.	\$\$



# Do this if you want your bids to create maximum impact

When you start with a campaign goal in Google Ads, you'll see suggested settings and bidding strategies to help you attain that goal. Target cost-per-thousand impressions (tCPM) optimises to help you reach as many potential customers as possible.

## Set up tCPM in one step

**Bidding strategy**

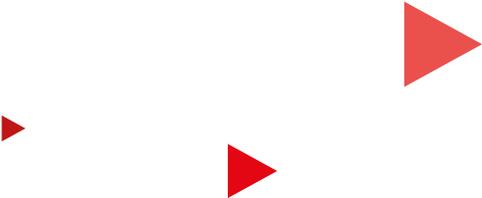
Select your bid strategy ⓘ  
Target CPM ▾

The following bidding strategies aren't available in this campaign: [Maximum CPV](#), [Maximum CPM](#), [Viewable CPM](#), [Target CPA](#), [Maximize conversions](#)

With Target CPM (cost-per-thousand impressions), you set the average amount you're willing to pay for every thousand times your ad is shown. From the Target CPM you set, we'll optimize bids to help get as many impressions as possible. Some impressions may cost more or less than your target.

[Learn more](#)

Select your bid strategy ⓘ  
Target CPM ▾  
.....



1

When you select **"Brand Awareness and Reach"** as your campaign goal, your campaign will automatically default to tCPM bidding.

As a best practice, your tCPM bid should be the average amount that you are willing to pay for that audience to see your ad.

II

**Tip:** If you've used CPM bidding before, start by inputting the average CPM from your previous campaign.

## What's next?

Once you input your bid, you will see estimates in the traffic estimator on the right panel of the campaign setup. These recommendations will help you spend your budget as efficiently as possible.

# Do this if you want to improve your performance

Optimise your campaign settings to drive maximum impact with these must-dos.

1

## **Do use a campaign total budget**

Google Ads will spend your total budget over the course of your campaign as evenly as possible.

2

## **Do show your campaign on all eligible devices (computers, mobile, tablet, and TV screens)**

This will expand your reach and avoid over-delivering frequency on any one device type.

# Don't do this if you want to extend your reach

Ensure that your ads reach a wider audience by avoiding these common mistakes.

1

## Don't set an ad schedule

Google Ads will automatically optimise your ads so that they show at the right time to the most valuable viewers.

2

## Don't opt out of video partners on the Display Network

Google video partners extend the reach of your video ads to a collection, of leading publisher sites and apps. Including video partners will help you reach new audiences outside of YouTube.

## Want even more reach?

On average, advertisers can gain 20% additional reach by adding video partners to their YouTube buy.<sup>1</sup>

# Do this if you want to reach relevant audiences

Select from these three audience types to put your message in front of as many relevant people as possible.

1

## Affinity

Reach people based on their specific interests as they watch videos and browse pages across the web.

2

## Detailed demographics

Reach people based on facts about their life, including parenting stages, homeownership status, marital status, and education.

**Audiences** ^

Select audiences to define who should see your ads. You can create new audiences in [Audience Manager](#). ⓘ

SEARCH	IDEAS (0)	BROWSE	None selected	CLEAR ALL
<b>Who they are</b> (Detailed demographics) >			Select one or more audiences to target.	
<b>What their interests and habits are</b> (Affinity and custom affinity) >				
<b>What they are actively researching or planning</b> (In-market, life events, and custom intent) >				
<b>How they have interacted with your business</b> (Remarketing and similar audiences) >				
<b>Combined audiences</b> (Your audience combinations) >				

3

### Custom

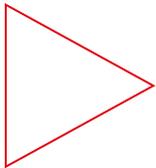
Combine keywords, URLs, and apps to create your own audience tailored to your brand.

When you have identified your desired audiences, use Reach Planner to quickly estimate your campaign's potential impact.





# 3 pro tips for reaching relevant audiences



1

## **Avoid adding gender and age**

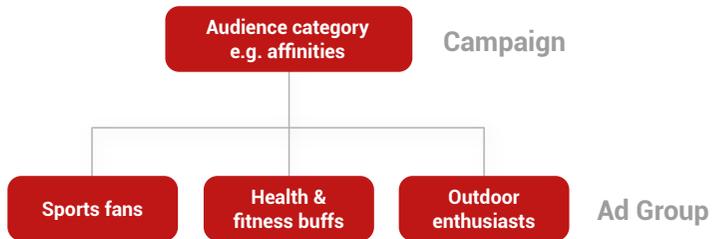
Maximise your reach – don't add gender and age on top of your selected audience.



2

## 1 use one audience category per campaign, and 1 audience per ad group

Stay organised and build frequency by using just one audience category per campaign — unless you have a predetermined budget per audience or creative.



3

## Exclude audiences you've already used

Increase unique reach by excluding people who have already viewed your ad, if you have multiple campaigns with different audience categories.

**For example:** If you target affinity audiences in Campaign No.2, exclude affinity audiences in Campaign No.1 targeted to detailed demographics.





# Increase the reach of your buy

If your marketing strategy also includes contextual targeting, create a separate campaign using specific videos or channels from the “Content” section.

Never layer keywords, topics, or audiences targeting on top of your content campaign.

# Do this if you want effective video creative

Boost the impact of your big idea by following this ABCD framework.



A

## Attract

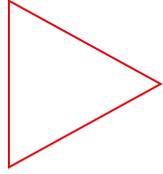
Capture your audience's attention from the start by using tight framing and fast pacing, introducing human faces early on, and using memorable visual elements.



B

## Brand

Introduce your brand or product in the first five seconds through visuals, like your logo, or audio cues, like mentions of your brand or product by people on-screen.



C

### **Connect**

Use emotion and storytelling to connect with your viewers. If you test multiple versions of your creative, you'll soon see what engages your audience.



D

### **Direct**

Drive brand lift by clearly stating what you want the viewer to do. For example, invite viewers to visit your website, watch another video, or subscribe to your channel.

### **Pro Tip**

Take advantage of optional features like extensions and companion banners to maximise viewer engagement.



# Do this if you want to measure accurately

Use these tools to find out if your campaign reached your audience, made a positive impact on your brand metrics, and drove business results.

1

## Find out if your campaign reached your audiences

### Use Google Ads reporting

Measure the unique reach and frequency of your campaign from the Campaigns page of your Google Ads account. To measure de-duplicated reach across multiple campaigns, you'll need to download the report. For maximum accuracy, wait 72 hours after your campaign ends to tally your totals.

### Use third-party verification

YouTube also partners with third-parties like Nielsen and Comscore to compare reach metrics across different publishers and networks. Measure across your video buy with a Nielsen Total Ads Rating report (U.S.). Measure across your video buy with a Nielsen Total Ad Ratings report, a U.S. tool that is applicable for global advertisers.



**2**

▶ **Find out if your campaign impacted your brand metrics**

**Use Google Brand Lift**

Understand how your video ads influenced ad recall and brand awareness among your audience, at no additional cost. Do this before your campaign delivers any impressions so you have an accurate baseline to evaluate your campaign's performance.

**3**

**Find out if your campaign drove business results**

**Use media mix modelling**

Compare the ROI of your YouTube campaign to other digital and traditional channels using third-party models.

**Use A/B experiments**

Test what's working using search lift, geo lift or user lift studies with a Google Measurement Partner.

# Congratulations, you've done it

Now do this if you want to learn more.



Visit [thinkwithgoogle.co.uk](https://thinkwithgoogle.co.uk) for more play-by-play tips on how to become an expert at creating winning ad campaigns on YouTube.



Next in the **Do this** series:

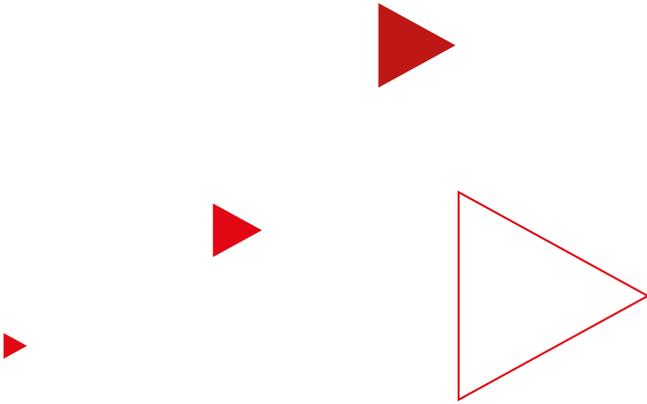
## **Do this if you want to increase consideration**

Pick up the next guide in our series, and learn how to create campaigns that boost consideration among your audience.



## **Do this if you want to inspire action**

Complete the set with the final guide in our series, and learn how to use YouTube to spark online conversions.



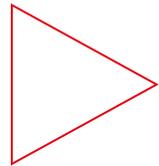
Think with Google

# Do this

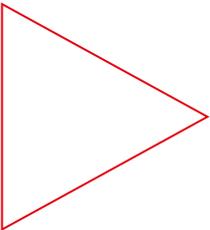
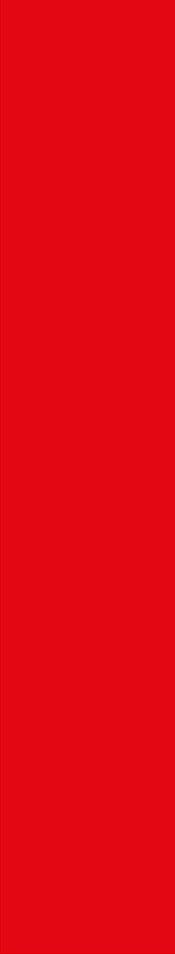


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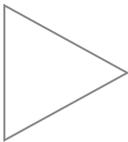


Whether they're in discovery or purchase mode, consumers are turning to YouTube for help when they're shopping. In fact, 90% of viewers say they discover new brands or products on YouTube,<sup>1</sup> and over 40% say they've purchased products that they found there.<sup>2</sup>

It's time to inspire them. 

## With this easy guide, you can:

- Make it easy for viewers to take action from your video
- Find new audiences to grow your customer base
- Optimise your bidding strategy with machine learning
- Understand your campaign's impact



# Do this first

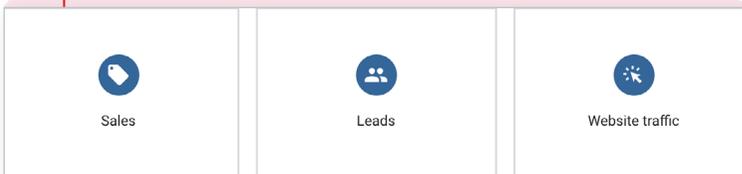
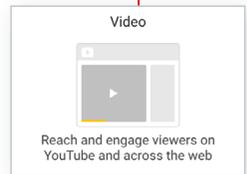
To give your campaign every chance of measurable success, first set your goal.

1

## Set your goal

Select **"Leads, Sales, or Website traffic"** as your campaign goal.

Select **"Video"** as your campaign type.





## Sync your accounts

[Create your Video campaign](#)

in the same account as your Search and Displays campaigns to prevent Google Ads from double-counting conversions.



2



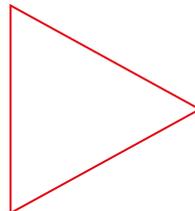
3



▶

## Enable conversion tracking

Optimising your brand's website for [conversion tracking](#) – including light conversion events such as a site visit, form completion, “add to basket”, or content download – is essential for understanding how people interact with your ad and what their path to conversion looked like.



# Make it easy for viewers to take action

Get to know the YouTube ad format specifically designed to help you accomplish your direct response goals.

1

## Use TrueView for action

[TrueView for action campaigns](#) are skippable in-stream ads designed to drive leads and online conversions by adding prominent calls-to-action to your video ads.

II

**Tip:** Experiment with creative variations. Try 5+ variants using different CTAs and headlines.

2

## Add extensions to your ads

Add lead forms or [sitelink extensions](#) to your video ads to make them even more useful and actionable to your potential customers.

### Take note

Sitelinks on TrueView for action campaigns can drive up to 40% higher conversions, 20% higher clicks and 30% lower CPAs on mobile devices.<sup>3</sup>



# Do this if you want to reach new customers

Reach more of the right people by extending your search keyword strategy to YouTube.

1

## Use custom intent audiences

Reach people who are actively researching your product on Google by using [custom intent audiences](#). 80% of people say they typically switch between online search and video when researching products to buy,<sup>4</sup> so high-performing keywords from Search should also be effective on YouTube.

2

## Use your best Search keywords

Upload 10-15 keywords to your custom intent audience. Using converting and assisting keywords from your Search campaigns creates a more customised audience for you to reach.



**Tip:** Run potential keywords through the [Keyword Planner](#) to get a sense of your potential impact on YouTube. From your Google Ads account, go to Tools & Settings in the navigation bar at the top of your screen, then find Keyword Planner under Planning.

3

### **Don't add gender and age**

When you go beyond demographics, you can reach more relevant people based on their intent to buy, so avoid adding age and gender on top of custom intent audiences.



4

### **Experiment with [remarketing lists](#)**

Reach more qualified leads by experimenting with remarketing lists, helping you reach users at varying stages of the purchase funnel.

### **Take note**



TrueView for action campaigns using remarketing generate 270% higher conversion rates at less than half the cost vs. TrueView for action campaigns using other audience types.<sup>5</sup>



# Do this if you want to optimise your bidding

Use simple machine learning tools to take your bidding strategy to the next level

1

## Select the right Smart Bidding for your TrueView for action campaign

[Smart Bidding](#) strategies like maximise conversions and target cost-per-action (tCPA) use machine learning to optimise for conversions based on your campaign objectives.

II

**Tip:** To help the optimisation algorithm improve your campaign faster, start with maximise conversion bidding to boost your initial conversion volume, before you start testing tCPA. Your daily budget should be 10X your Video CPA so that you generate at least five conversions per day for at least 14 days.

2

## Follow Google Ads suggestions

Use the bidding suggestions in Google Ads to set a competitive tCPA. Typically, your bids on Video campaigns will be higher than the bids you use on Search and Display.

# Do this if you want to understand your video's impact

Your video was great, but did it drive action? Here's how to measure its impact within your broader campaign.



## Take a cross-network view

You can better understand YouTube's role in the customer journey by using cross-network reports. These reports can help you improve CPA or budget setting by giving credit to assisting Google campaigns across Search, YouTube, and Shopping.

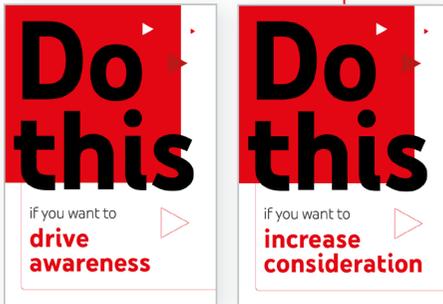




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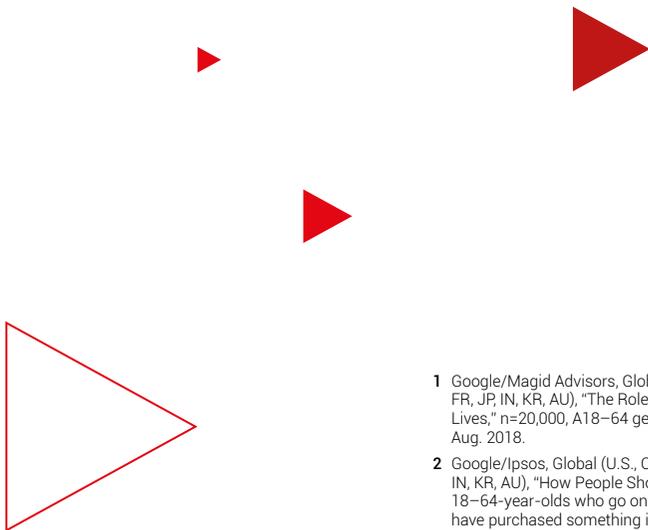


Previously in the **Do this** series:

**Do this if you want to  
drive awareness**

**Do this if you want to  
increase consideration**

Collect all three guides in our series, and learn how to create video campaigns that deliver full-funnel results.



- 1 Google/Magid Advisors, Global (U.S., CA, BR, U.K., DE, FR, JP, IN, KR, AU), "The Role of Digital Video in People's Lives," n=20,000, A18-64 general online population, Aug. 2018.
- 2 Google/Ipsos, Global (U.S., CA, BR, U.K., DE, FR, JP, IN, KR, AU), "How People Shop with YouTube" Study, 18-64-year-olds who go online at least monthly and have purchased something in the last year, n=24,017, July 2018.
- 3 Google Data, Global, Nov. 2019. Study based on YouTube app (Android and iOS) results of 260 beta TrueView for Action advertisers.
- 4 Google/Magid Advisors, (US, CA, BR, UK, DE, FR, JP, IN, KR, AU), "The Role of Digital Video in People's Lives", Global, August 2018, n=20,000, A18-64 general online population.
- 5 YouTube Internal Data, Global, June 2018-July 2018.

