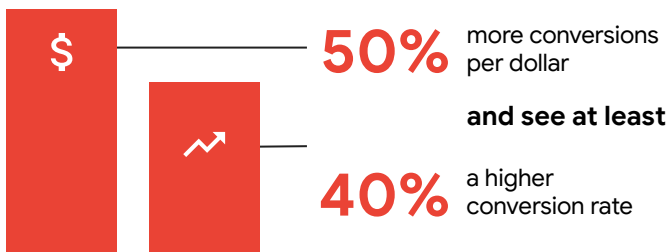


IF YOU DO JUST ONE THING TO DRIVE MORE ONLINE SALES WITH YOUTUBE ADS, SET THE RIGHT BUDGET

Your budget directly influences how quickly your [Video action campaign](#) will be optimized for conversions. By setting the right **budget-to-bid ratio**, the machine-learning algorithm is fed more data, learns faster, and you'll see better results sooner.

For example, if your daily budget is 15 times your target CPA, it will take the algorithm 1 week to optimize your campaign. Alternatively, if your budget is 10 times your target CPA, it will take 2 weeks, while a budget of 5 will take 3 weeks.

Advertisers that follow best practices for their Video action campaigns drive over



compared to when they do not follow best practices.¹

Success Story



By following the budget-to-bid guidelines, Spotify increased signups by 9% over a 4-week test period while reducing their CPA by 70% compared to previous YouTube campaigns.



Target CPA bidding

If you know your video CPA, use [tCPA bidding](#). If you don't know your video CPA, start with a CPA that's 2 to 3 times your Display or Search CPA.

For campaigns using target CPA bidding, **set your daily budget to at least 15 times your target CPA.**



Maximize conversions bidding

If your primary goal is to drive as many conversions as possible in a seasonal or promotional campaign, use [Maximize conversions bidding](#) and **set your daily budget to to 10 times your expected CPA.**

Think with Google

[LEARN MORE BEST PRACTICES](#)

1. Source: Google data, Global, Aug 2020 - Jan 2021, 911 advertisers with a minimum of 1 campaign following best practices and 1 not following best practices, delivering a minimum of 10 conversions per campaign