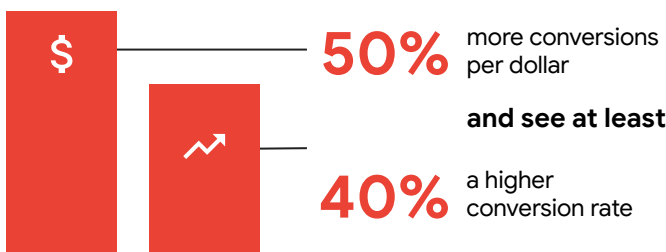# IF YOU DO JUST ONE THING TO GENERATE MORE LEADS WITH YOUTUBE ADS,

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

50% more conversions per dollar

and see at least

40% a higher conversion rate

compared to when they do not follow best practices.[1]

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.**

Success Story

YOGA INTERNATIONAL

In partnership with their agency KlientBoost, Yoga International implemented these best practices for their Video action campaigns. They increased memberships over 25% while improving their CPA 16% compared to their previous campaigns.

Think with Google

LEARN MORE BEST PRACTICES