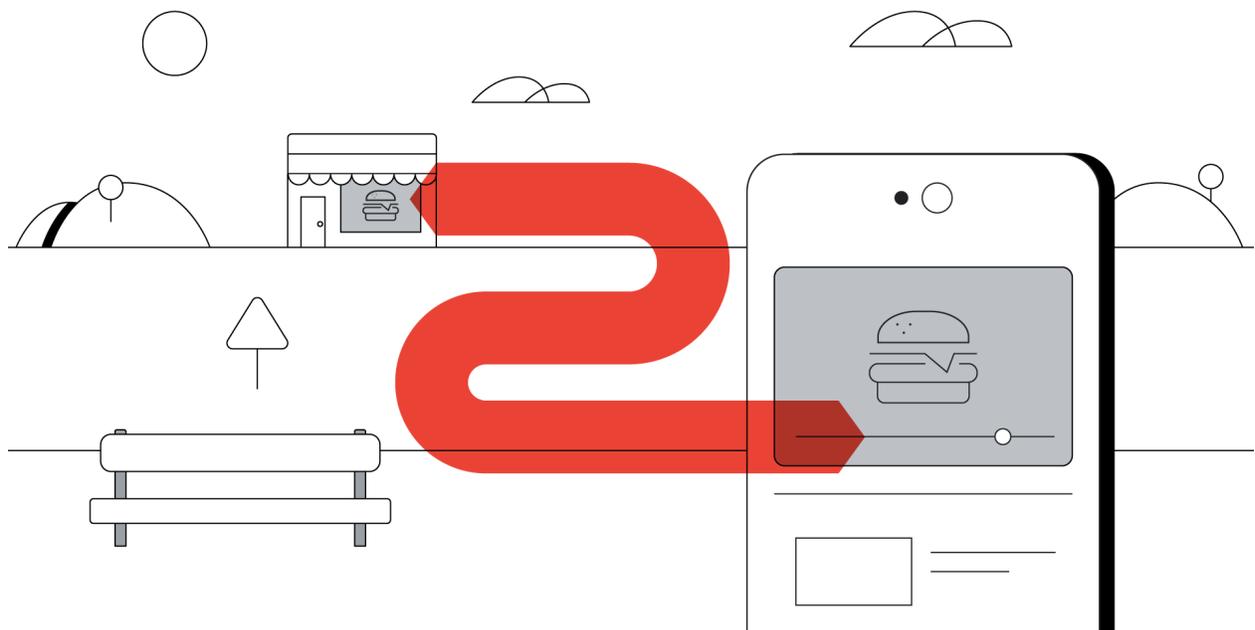


Video action campaigns



Make your call-to-action, part of the action.

YouTube is great for branding and building consideration. And thanks to TrueView for action, you can connect those amazing stories with a compelling, digital call-to-action.

In a nutshell, Video action is a skippable video ad optimized for conversions with Smart Bidding (Maximize Conversions or Target CPA) and a custom call-to-action accompanied by a companion banner, end card and overlay – perfect for any action, conversion and lead generation: Buy Now, Learn More, Watch More, Download, etc.

And when applied in a creative way, Video action is an exciting tool every maker can use to take advantage of the platform – helping every customer close the loop on their path to purchase in a frictionless, user-friendly way.

While Skippable in-stream is designed to engage your audience for as long as possible, Video action campaigns give them a chance to respond to your message as soon as possible – making the call-to-action (CTA) part of the action on every ad, on every device.

How do Video action campaigns work?

Video action campaigns are skippable video ads optimized for conversions with smart bidding (Maximize Conversions or Target CPA) that help you reach those with intent to purchase, capture their attention, and convert them into customers through a prominent call-to-action. This includes a call-to-action overlay, which appears after the first five seconds as well as at the end of the film, and companion banner (in mobile orientation this appears below the video player).

When you combine these smarts with good creative, the right audience signals, and a compelling CTA, great results are sure to follow.

It's also worth noting, if you run multiple creative variations you can use Video Experiments to learn even more about which creative is best to reach your conversion goals. Variations can be anything from different CTAs, video length, graphics or aspect ratios.

Video action campaigns are built for bespoke creative, bespoke targeting and retargeting, and are a powerful maker tool when it comes to bringing compelling, unexpected and interactive ideas to life. The key is to measure and optimize throughout the campaign.

Some things to consider:

We know every execution is different – so we're not about to hit you with a bunch of rules that limit your creativity. But there are a few things we've learnt along the way that have worked their socks off – no help keeping them to ourselves.

Build bespoke creative for the campaign.

Executions perform better when they're built with action in mind. Utilize all the platform has to offer – explore the geography of the format with interesting graphics and in-camera techniques.

Utilize the interactive call-to-action button.

Lead your message with clear, unmistakable branding and use your CTA button to make it obvious what you want your audience to do.

Take advantage of the first 5 seconds.

Try to hook your audience's attention with it in the first 5-10 seconds. This can be done through the use of dialog, voiceover, sound effects graphics or a combination of techniques.

Prioritize your messaging.

Experiment with structuring your message in various ways to make it work harder for your action. For example, front-load your offer/benefit/product or service vs leaving it until the end.

Think mobile and smaller, dimmer screens.

This is where a majority of your creative work will be seen – tighter framing, bright footage, large text and faster pacing help hold viewers attention and stand out on smaller, dimmer screens.

Consider sound design and voiceovers.

YouTube is a sound-on platform, which means you can use voiceover, sound effects and sound design to your advantage to make every execution that much more exciting.

Make your CTA bespoke to your audience or action.

Experiment with multiple CTAs to test their effectiveness with different audiences. And it's always good to remember; CTAs which mention a specific action to take (e.g., "Test Drive") perform better than more generic actions (e.g., "Learn More").

Creative Juice

Some things to think about as you kick off.

- Can you write it or dramatize it in a more interesting or compelling way?
- Is your call-to-action time specific?
- Have you explored the link between video advertising and your performance on search?
- Are there any customer insights or behaviours you've found that drive better customer acquisition?
- Are there any specific targets you need to hit in terms of numbers of leads, sign-ups or purchases?
- Are there more interesting ways to make your brand more visible?
- Consider how brand advertising can work with the performance side of the business.

The final note:

Video action campaigns are an advantage to every maker and every marketer – bridging the gap between compelling creative and the all-important call-to-action.

It fits seamlessly into a world where we are looking to meet the needs and expectations of a consumer – using tracking, targeting and retargeting to keep the consideration alive until a customer converts.

Video action campaigns provide a different way for creatives to inspire their audiences, provoking them to act in the moment, resulting in direct actions to path of purchase and website visits – as well as indirect action such as a shift in search behaviour and brand lift studies.