



Your TrueView for action playbook

Southeast Asia Edition



Google's video solutions are optimized to your desired marketing objective, including driving action.

AWARENESS



Goal: Impressions
Bid: CPM

CONSIDERATION

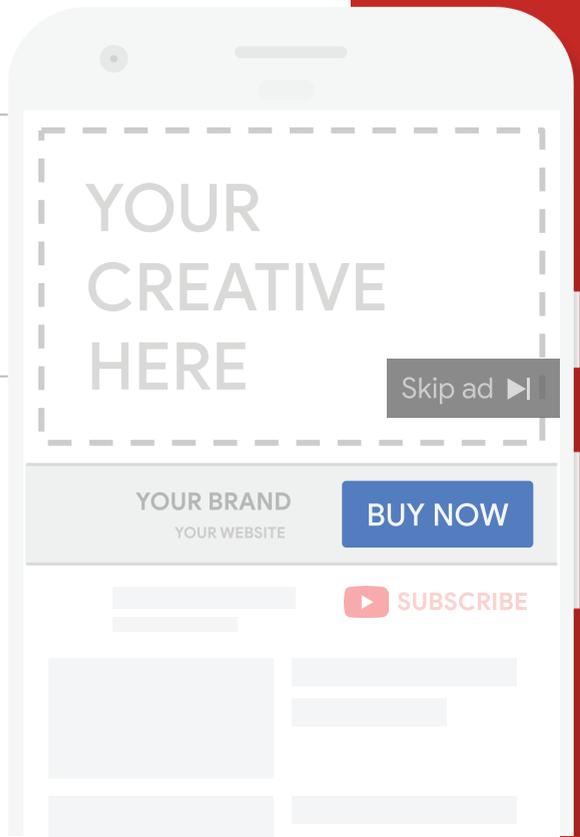


Goal: Views
Bid: CPV

ACTION



Goal: Action
Bid: CPA



Video empowers people to take action.

- ✓ People come onto YouTube for content suited to their needs. And when content is relatable, it motivates people to go from watching to doing.
- ✓ Whether it's to learn new skills or get product reviews, the authentic experiences reflected online - mistakes included - make learning or buying less intimidating and empower people to take action.

Intent is everywhere on YouTube.

- ✓ As people use online video at different purchase stages - from discovery and research to taking action - their intent is captured everywhere on YouTube.
- ✓ For instance, over half of shoppers say online video has helped them decide which specific brand or product to buy. * By using these intent signals, brands can influence decision making at key moments.



90%

of people say they discover new products on YouTube **



Over 40%

of global shoppers say they have purchased products they discovered on YouTube *

Similar to Search, people go to YouTube with a purpose.

✔ 80% of shoppers switch between search and online video when researching which product to buy. **

✔ While video can drive great results on its own, brands looking to turbocharge bottom-line growth should run search and video in tandem.

The top 3 reasons people
**watch a video after
a search**



See how others
have used it



Learn more
about a product



See credible and
authentic reviews

The top 3 reasons people
**search after watching
a video**



Compare prices
or brands



Find out where
to buy a product



Learn more
about a product

* 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.

** Google/Magid Advisors, "The Role of Digital Video in People's Lives", Global (US, CA, BR, UK, DE, FR, JP, IN, KR, AU), August 2018, n=20,000, A18-64 general online population.



Advertising on YouTube can
fuel your brand's success.

Here's a play-by-play guide to
creating winning campaigns.



First things first:



Before you begin, remember to create your **Video** campaign in the same account as your Search and Display campaigns to prevent double-counting conversions.



Enable **conversion tracking** on your website to understand how people interact with your ad and what their path to conversion looks like.



Select a campaign type

Search



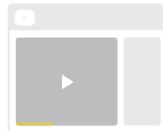
Display



Shopping



Video



Conversion tracking

compact cars



fuel-efficient cars



best new cars



LEARN MORE



5k



120



REACH PEOPLE WITH INTENT

Find the people with the highest potential to convert.

Start with campaigns for **custom intent** and **remarketing** audiences. Custom intent audiences help you reach people on YouTube after they've recently searched for specific keywords on Google - meaning they're already looking for products or services like yours.

When setting up custom intent, don't forget to:



USE WHAT YOU HAVE

Repurpose 300-500 of your best-performing keywords from your Search campaigns.

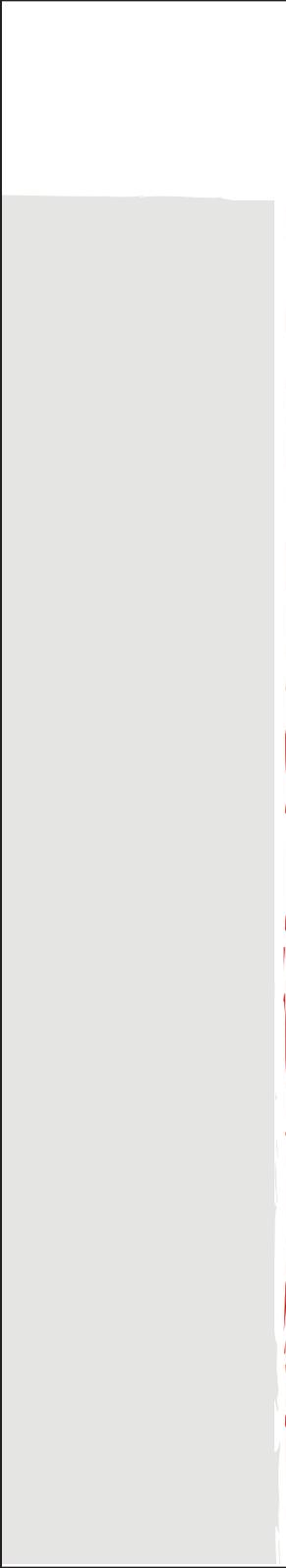


KEEP IT SIMPLE

Refrain from layering audiences within the same ad group because it will reduce your reach volume.

TrueView for action
campaigns that
use custom intent
audiences generate
30% higher
conversion rates.*

** Compared to campaigns that use other audiences. YouTube Internal
Data, Global, June 2018–July 2018*



BIDDING STRATEGIES

Once you've found the people most likely to convert, make it easy for them to take action.





FORMAT

TrueView for action is a video ad format that seamlessly connects people with your brand and drives them to convert. To enable in Google Ads, select your campaign objective and “Video” as your campaign type.



BID STRATEGY

Start with Maximize conversions to automatically capture the most conversions within a specific budget. This bidding strategy will continuously optimize to lower your campaign CPA.



BUDGET

To unlock the best results from machine learning you need to optimize for enough traffic within a given budget. Make sure your daily budget is at least 10x your video CPA, 20x your Display CPA, or 30x your Search CPA.

UNDERSTANDING YOUR CONVERSIONS

Make sure conversion tracking is set up to optimize for a “light” conversion event so you can establish a performance baseline



“Light” conversion events can include visiting a product or service detail page or adding an item to their cart. Start with CTAs like “sign up” or “learn more.”

Call-to-action

7/10

SIGN UP



Call-to-action

10/10

LEARN MORE





Congratulations,
your campaign is
up and running.
Time to start
monitoring your
performance.

It can take a few days
for the algorithm to work
its magic and show results.



IN A WEEK:



Double-check to ensure your daily budget and conversion tracking are set up properly.



Reach more audiences by adding new campaigns for customer match or in-market.



Extend the conversion window to better align with your conversion time frame.

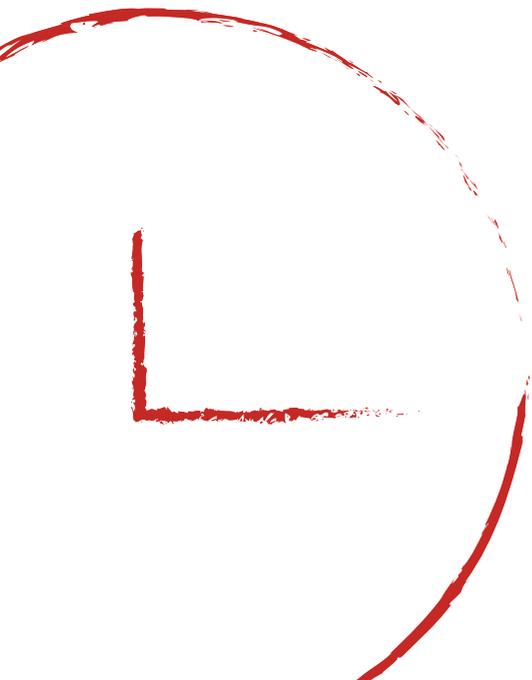


Test new ad variants by changing the headline, calls-to-action, or even the video itself.



WHAT DO I DO NEXT?

So, it's been a couple of weeks and you're hoping to score more points with your campaign.



Switching to a Target CPA (tCPA) bidding strategy can help you capture more conversions. Here's how to tell if you're ready to switch.



DURATION

Your campaign has been running for at least 14 days



VOLUME

It's generating at least 5 conversions per day for the last 7 days



STABILITY

Your daily CPAs haven't varied by more than 20% over the last 7 days

Switching to a tCPA bidding strategy is simple.

tCPA helps you capture even more conversions at your current campaign's CPA. Simply bring the same CPA you have from your current campaign and use it as your new tCPA bid.

Bidding strategy

- Maximum CPM
- Target CPM
- Viewable CPM
- Target CPA**
- Maximize conversions

Budget

Type

Daily ▾

\$

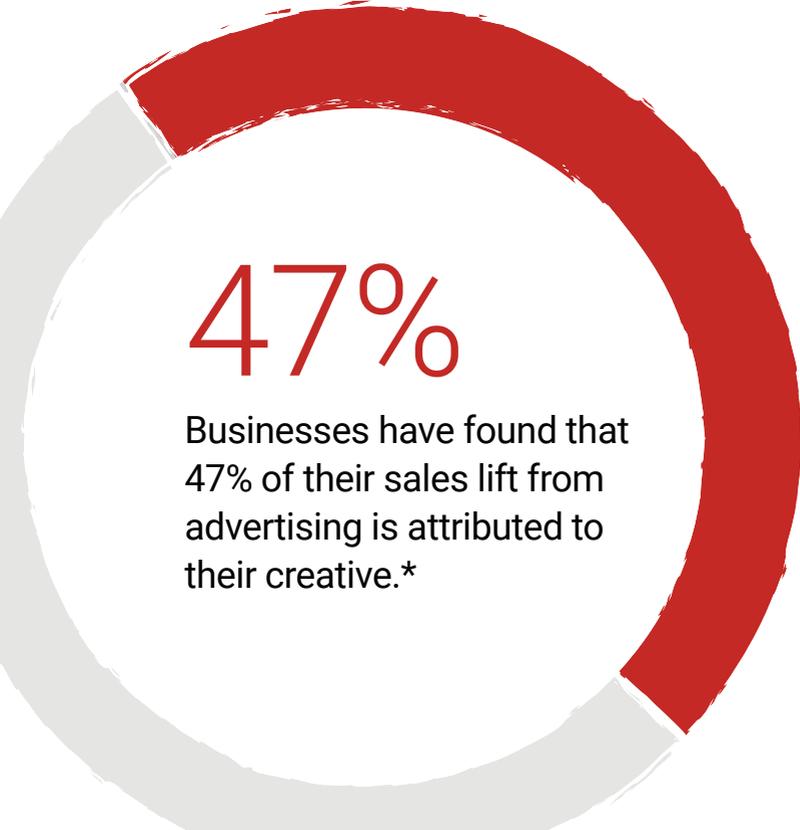
20x



Make sure your daily campaign budget is now at least 20x your tCPA bid.

THE RIGHT CREATIVE GAME PLAN

With your media plan optimized to bring home results, let's focus on your creative.



47%

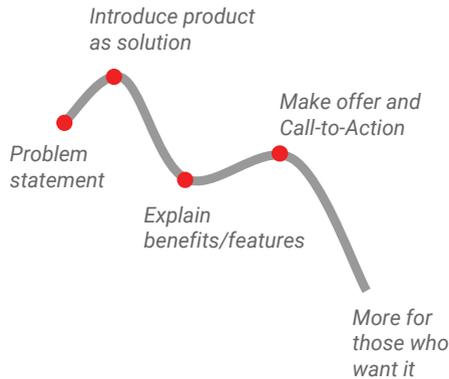
Businesses have found that 47% of their sales lift from advertising is attributed to their creative.*



** Nielsen Catalina Solutions, 2017*

3 Story Arcs built to **Drive Action**

'THE EXPLAINER'



The classic approach relies on a strong problem statement to set up the product as the solution and explain its benefits.

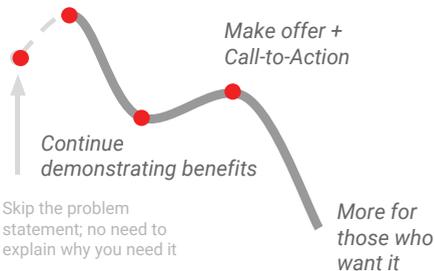
'THE STRAIGHT OFFER'



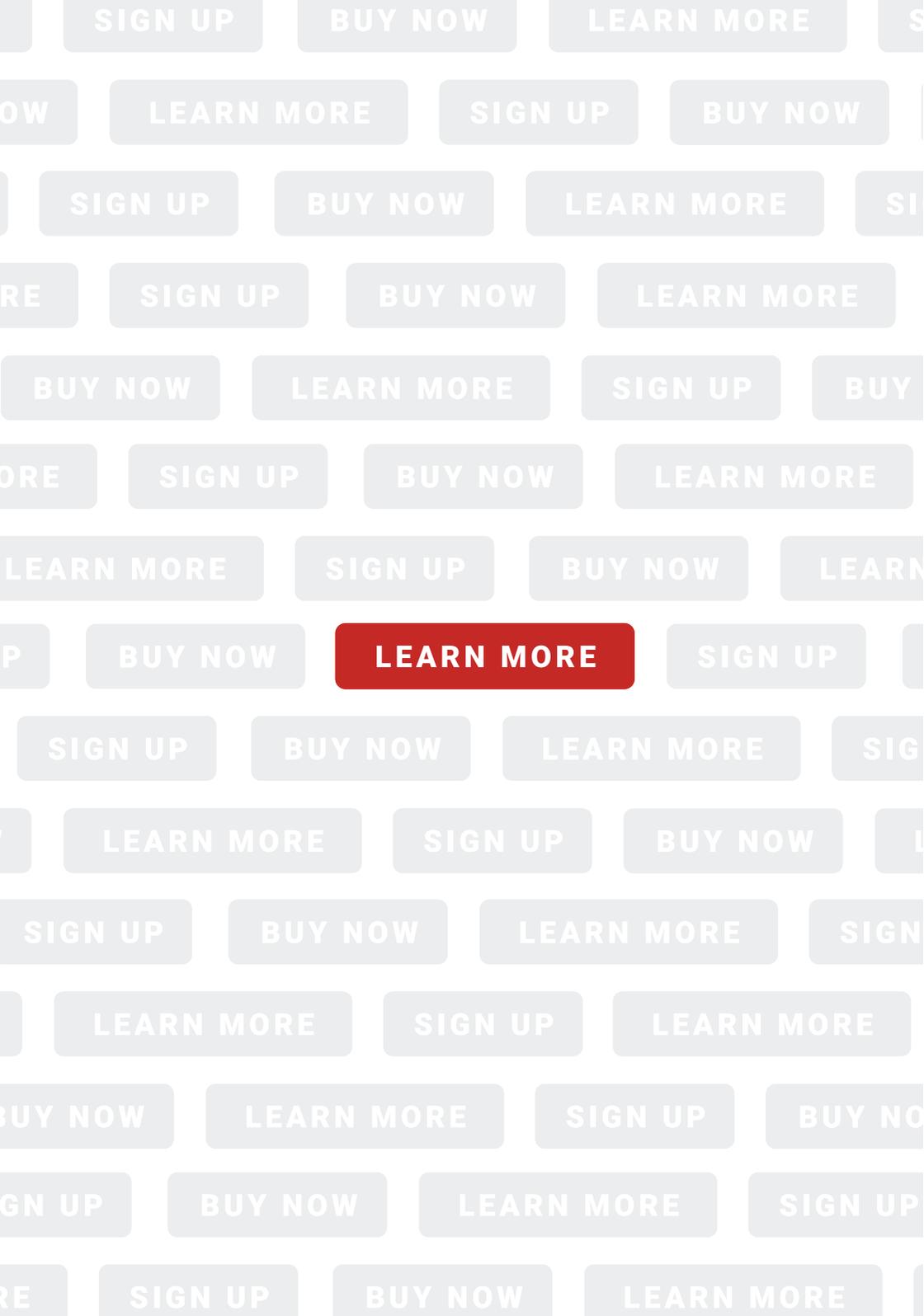
The 'all offer' approach. The product doesn't need much introduction -- make people click with a compelling offer/deal.

'THE PRODUCT DEMO'

Lead by showing off product heroically



Skip the problem statement and attract attention by showing off the product from the start.



SIGN UP

BUY NOW

LEARN MORE

S

OW

LEARN MORE

SIGN UP

BUY NOW

SIGN UP

BUY NOW

LEARN MORE

SI

RE

SIGN UP

BUY NOW

LEARN MORE

BUY NOW

LEARN MORE

SIGN UP

BUY

DRE

SIGN UP

BUY NOW

LEARN MORE

LEARN MORE

SIGN UP

BUY NOW

LEARN

P

BUY NOW

LEARN MORE

SIGN UP

SIGN UP

BUY NOW

LEARN MORE

SIG

Y

LEARN MORE

SIGN UP

BUY NOW

L

SIGN UP

BUY NOW

LEARN MORE

SIGN

LEARN MORE

SIGN UP

LEARN MORE

BUY NOW

LEARN MORE

SIGN UP

BUY NO

GN UP

BUY NOW

LEARN MORE

SIGN UP

RE

SIGN UP

BUY NOW

LEARN MORE

The right creative game plan:



EXPERIMENT WITH CREATIVE VARIATIONS

Try 5+ variants using different CTAs & headlines.



HAVE A CLEAR CALL-TO-ACTION

Like “Click to learn more,” “Sign up,” or “Buy now.” Consider repeating in voiceover, baked-in graphics, and ad overlays.



WIN THE FIRST :05

Viewers can skip. Don’t make them wait for the good stuff. Solve a problem in the first 5-10 seconds. And remember to use sight AND sound.

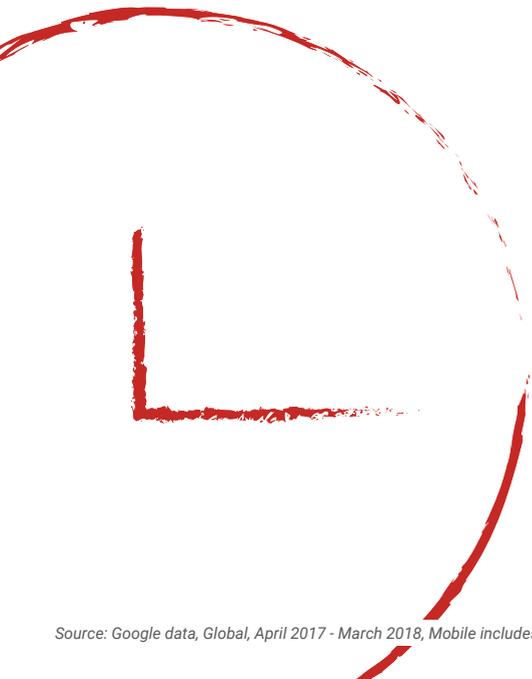


REPEAT YOUR OFFERING

Reiterate the value of your product or service. Repeat the call-to-action and make sure it’s echoed in the voiceover and graphics.

Globally, more than 70% of watchtime happens on mobile devices

Always remember to build for small
mobile screens



Simple edits can yield significant increase in performance:



Fast cuts & pacing (can a :30 become a :20 or :15?)



Bright footage (show up on dim phone screens)



Close cropping (zoom in on faces & key details)



Big text/graphics (stand out on small screens)

Challenge

Mindvalley is an education technology company that produces some of the world's top video training courses. They wanted to move beyond using YouTube for awareness building to driving sales and subscriptions.

Approach

After seeing consistently high completion rates on their most popular YouTube videos, the team embraced the mindset of a YouTube creator to develop a series of TrueView for action teaser ads that offered viewers a small taste of the full courses and provided clear direction throughout the entire video.

Results

+112%

ROAS Improvement

+500%

YouTube Subscriptions
in 1 year (+400k)





Challenge

Decathlon is the world's largest sporting goods retailer covering >60 sports. Search ads always had helped them reach new potential customers, but they wanted to grow business by personalizing the ad experience for their diverse customer base. So they turned to video in a two phase campaign that leveraged customization and targeting tools.

Approach

First, they leveraged a TrueView for action campaign with tCPA bidding across a suite of advanced audience targeting options. Then, Decathlon used Director Mix with Trueview for action to develop personalization at scale via a 'video catalogue' of 110+ creatives that were surfaced to users based on recent Google searches or viewed YouTube videos.

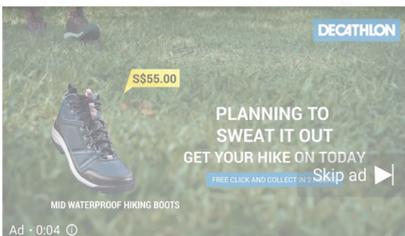
Results

+175%

Online Conversions & **+28%**
Stores visits at -63% cost

+51%

ROAS Improvement





GOAL: LEADS

Challenge

As a new campaign for its newly launched car, All New C-HR Hybrid, Toyota wanted to focus on the consideration and purchase phase, getting leads for test drives and sales prospecting. Acquiring massive leads is one thing, but efficient Cost per Lead was how Toyota planned on measuring the campaign's success.

Approach

Toyota decided to combine affinity targeting of Auto Enthusiasts and Business Professionals with Form ads, a new TrueView for action format optimized for lead generation. On top of reaching and showing the video ad to the right targeted user, it also gathered data for leads through the auto-generated form.

Results (Within first 20 days)

+ 40 k

Leads Collected

+ 9 %

Conversion Rate

Avg. Cost Per Lead

was **20x** cheaper
than avg. benchmark

17:45 71%
Visit advertiser
Skip ad
Ad 1:51
Learn More
All New C-HR with Rio Haryanto
Toyota Indonesia
Pembalap Rio Haryanto memilih berkendara dengan Toyota C-HR Hybrid karena mewakili karakter Rio yang aktif dan dinamis. Giliran Anda untuk merasakan sensasi berkendara bersama Toyota C-HR Hybrid.
All fields are required.
Full name
ichsan aminuddin
Email
ichsan711@gmail.com
Country code Phone number
ID +62 0812-1003-495
Please read and acknowledge the disclaimer below.

Skippable

Challenge

Security Bank was looking to drive applications for their newest business loan product targeted towards Small and Medium-sized Enterprises (SMEs). They did not have video assets but wanted to test if video ads can effectively generate incremental leads at scale.

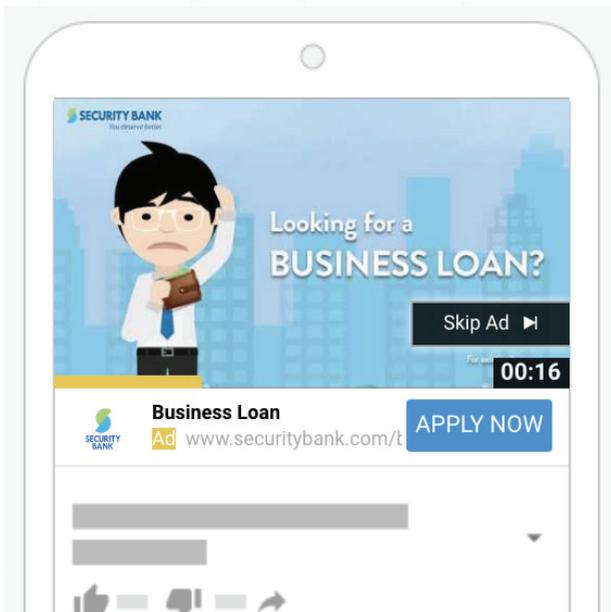
Approach

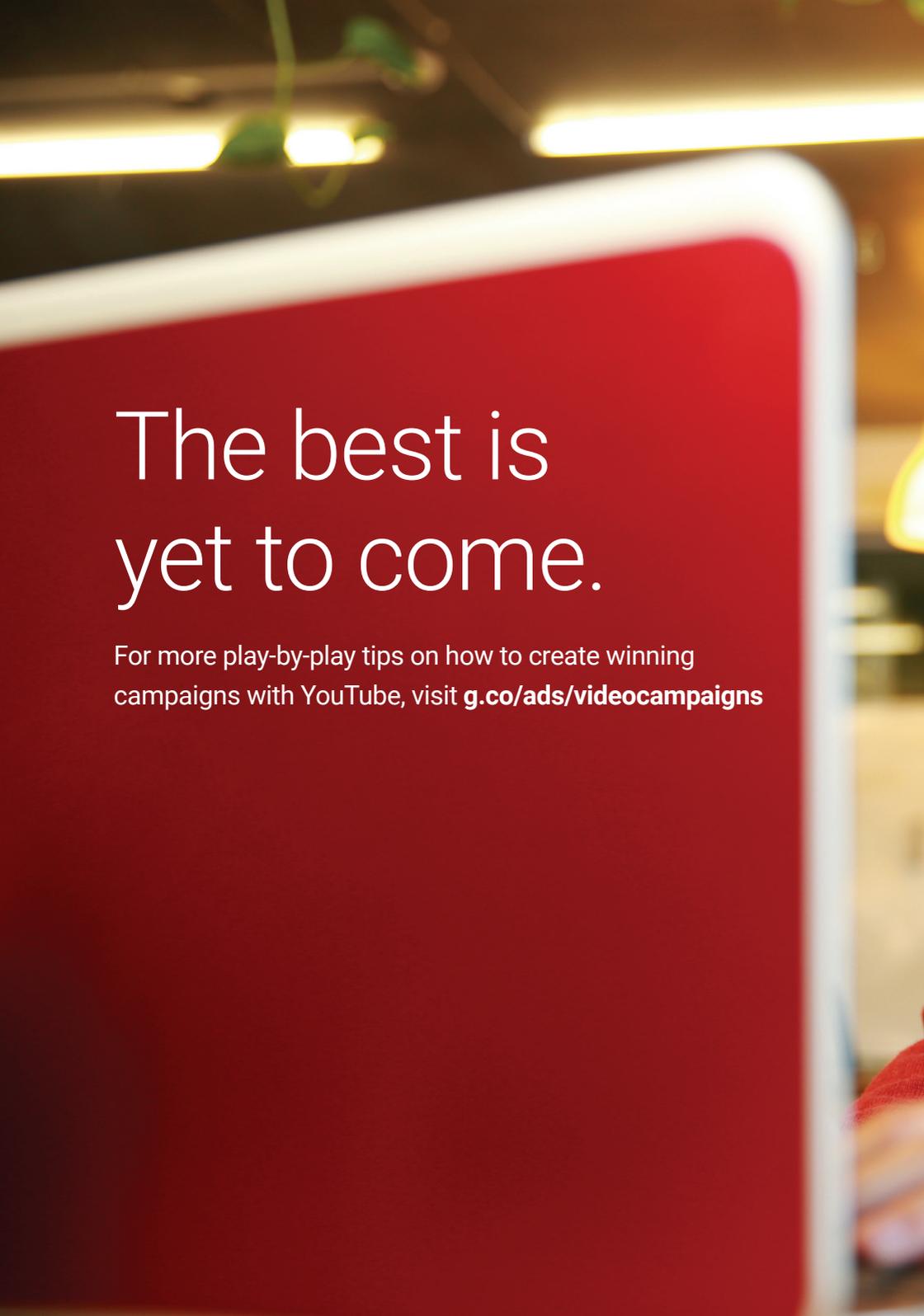
Security Bank created a grounds-up video highlighting the product's value proposition: no collateral required, low interest rates, flexible terms, and fast approval. Their strategy utilized advance audience targeting, like Life-Event, and Max Conversions bidding to quickly optimize towards the right goal. The team went a step further by creating an AMP version of the landing page to bring down loading time from 7.7 to 2.9 seconds.

Results

Reached **22%**
of the total YouTube
population

Campaign generated
85% of Leads
and reduced CPA by 70%
(Week 6 vs Week 1)



A red sign with white text is the central focus, set against a blurred background of a store interior with warm lighting and hanging plants. The sign has rounded corners and a white border.

The best is yet to come.

For more play-by-play tips on how to create winning campaigns with YouTube, visit g.co/ads/videocampaigns



NOTES



A game plan for success on YouTube

For more play-by-play tips on how to create winning TrueView for action campaigns, visit g.co/ads/videocampaigns

CAMPAIGN TYPE



TrueView for action

Choose your campaign objective: sales, website traffic, or leads. Then select “Video” as the campaign type.

AUDIENCES



Custom intent & remarketing audiences

Reach people who are actively searching for your product or service on Google or are already engaged with your company.

BIDDING



Maximize conversions

Capture the most conversions within a specific budget. Set your daily budget to at least 10x your video CPA.

MEASUREMENT



Conversion tracking

Get started with conversion tracking by creating a light conversion event such as a search or page visit.

DETACH AND SAVE FOR LATER.



YouTube Creative Scorecard

Does your creative function as a direct-response ad?

Establishes need for the product (problem statement) *If necessary*

Introduces the product heroically as a desirable solution

Explains and/or demonstrates key features & benefits of the product

Has a direct, specific call-to-action and offer/deal/promotion

Is your creative optimized for a leaned-in mobile environment?

Wins the first 5 seconds; attracts attention from the start

Branding is authentic and natural

Fast pacing/rhythm/cuts; appropriate length

Close cropping & bright footage

Super-graphics/text are big and well-positioned in the frame



DETACH AND SAVE FOR LATER.



