Google Video Ads - YouTube

Terminology, Definitions, & Bidding Strategies

Skippable In-Stream Ads

- This type of ad plays before, during, or after other videos. After 5 seconds, the viewer has an option to skip the ad.

- Best to use when video content should be promoted before other videos on YouTube and across the GDN.

- Ads can appear on YouTube watch pages, videos on partner sites, and apps in the GDN.

- Platforms: Desktop, mobile devices, TV, and game consoles

- Bidding Options:
  - ❖ CPV Bidding: you pay when a viewer watches 30 seconds of your video (or the duration if it's shorter than 30 seconds) **OR** interacts with your video, whichever comes first.
  - ❖ CPM Bidding: you pay based on impressions.

- Campaign Goals Accepted:
  - ❖ Leads
  - ❖ Website Traffic
  - ❖ Brand Awareness and Reach
  - ❖ Product & Brand Consideration (all)
  - ❖ Campaigns created without a goal

- Format:
  - ❖ Video must be uploaded to YouTube. YouTube URL is required for ads
  - ❖ Companion Banner: Optional (300x60 jpg, gif, or png. Max file size is 150 KB If no banner is provided a 300x250 video wall will show on YouTube)
  - ❖ Display URL: Required
  - ❖ Final URL: Required (can be website or YouTube video / channel)
  - ❖ Video Length: Minimum of 12 seconds recommended; Maximum video length of less than 3 minutes recommended
  - ❖ CTA: 10 characters
  - ❖ Headline: 15 characters

Non-Skippable In-Stream Ads

- This type of ad plays before, during, or after other videos. Only 15 seconds long or shorter; the viewer does not have the option to skip the ad.

- Best to use when you would like to reach viewers with the entire message.

- Ads can appear on YouTube watch pages, videos on partner sites, and apps in the GDN.

- Platforms: Desktop, mobile devices

- Bidding Options:
  - ❖ CPM Bidding: you pay based on impressions.

- Campaign Goals Accepted:
  - ❖ Brand Awareness and Reach

- Format:
  - ❖ Video must be uploaded to YouTube. YouTube URL is required for ads
  - ❖ Companion Banner: Optional (300x60 jpg, gif, or png. Max file size is 150 KB If no banner is provided a 300x250 video wall will show on YouTube)
  - ❖ Display URL: Required
  - ❖ Final URL: Required (can be website or YouTube video / channel)
  - ❖ Video Length: Minimum of 12 seconds recommended; Maximum video length of less than 3 minutes recommended
  - ❖ CTA: 10 characters
  - ❖ Headline: 15 characters

Discovery Ads

- Ad consists of a thumbnail image from the video with some text. Depending on where the ad appears (see below), the video is played on the YouTube Watch page.

- Best to use to reach people in places of discovery to encourage viewers to consider brand and/or products.

- Ads can appear on YouTube search results pages, YouTube mobile homepage, alongside related YouTube videos.

- Platforms: Desktop, mobile devices

- Bidding Options:
  - ❖ CPV Bidding: you pay when a viewer chooses to watch the ad by clicking the thumbnail.

- Campaign Goals Accepted:
  - ❖ Product and Brand Consideration
  - ❖ Campaigns created without a goal

- Format:
  - ❖ Video must be uploaded to YouTube. YouTube URL is required for ads
  - ❖ Choose from 4 auto-generated thumbnails (to use custom thumbnails - we must contact Google rep every time)
  - ❖ Headline: 25 characters
  - ❖ Description: Two lines of 35 characters each. (Description will not be shown in Suggestions)
  - ❖ Video Ad Settings:

File format: AVI, ASF, Quicktime, Windows Media, MP4, or MPEG
    Preferred video codec: H.264, MPEG-2, or MPEG-4
    Preferred audio codec: MP3 or AAC
Resolution:640x360 (16:9) or 480x360 (4:3) recommended
Frame rate: 30 FPS
Aspect ratio: Native aspect ratio without letter-boxing (examples: 4:3, 16:9)
Maximum file size: 1 GB

NOTE: We rarely (if ever) use this type of video ad.

Bumper Ads

- This type of ad plays before, during, or after other videos. A short 6 second (or less) video ad format designed to reach more viewers and create brand awareness. Viewers do not have the option to skip the ad.

- It is recommended to use this type of ad when you want to reach viewers broadly with a short, memorable message.

- Ads can appear on YouTube videos, videos on partner sites, and apps in the GDN.

- Platforms: Desktop, mobile devices

- Bidding Options:
  - ❖ CPM Bidding: you pay based on impressions.

- Campaign Goals Accepted:
  - ❖ Brand Awareness and Reach
  - ❖ Campaigns created without a goal

- Format:
  - ❖ Video must be uploaded to YouTube. YouTube URL is required for ads
  - ❖ Companion Banner: Optional (300x60 jpg, gif, or png. Max file size is 150 KB If no banner is provided a 300x250 video wall will show on YouTube) Auto-generated is recommended by Google.
  - ❖ Display URL: Required
  - ❖ Final URL: Required (YouTube video / channel)
  - ❖ Video Length: Maximum of 6 seconds

Outstream Ads

- These types of ads are mobile-only (phones and tablet devices) video ads that play on partner websites and within apps.

- It is recommended to use this type of ad when you want to expand the reach via mobile. Ads begins playing with muted sound. Users tap the ad to unmute. Advertisers are only charged when more than half of the ad screen space is shown for two seconds or more.

- Ads can appear on partner sites and apps on the GDN. This ad type is not yet available on YouTube.

- Platforms: Mobile devices

- Bidding Options:
  - ❖ vCPM Bidding: you pay only if the ad is viewable; an ad counts as viewable when 50% of the ad screen space is visible for two seconds or more of continuous video play.

- Campaign Goals Accepted:
  - ❖ Brand Awareness and Reach
  - ❖ Campaigns created without a goal

- Format:
  - ❖ Video must be uploaded to YouTube. YouTube URL is required for ads
  - ❖ Logo Image: Format in jpg, gif, or png. Recommended aspect ratio is square of at least 200 x 200 pixels, transparent background. Max size 200KB
  - ❖ Final URL: Required YouTube video / channel
  - ❖ Headline: 80 characters maximum
  - ❖ Description: 100 characters maximum
  - ❖ CTA: 15 characters maximum
  - ❖ Final URL