



Video Advertising





Phases:

Phase I - Overview of Video

Phase II - Campaign Creation and Management

Phase III - Performance Measurement and Optimization



Phase I: Overview of Video

- ❖ About Advertising on Youtube
- ❖ Your Channel and Google+
- ❖ Youtube Video Editor
- ❖ Glossary



Phase I: Overview of Video

About Advertising on Youtube

Between the end of 2013 and the end of 2014, the amount of time that people spent watching video on the Internet grew 38.5%

Every month, more than 1 billion people watch more than 6 billion hours of YouTube video. In addition, more than 50% of YouTube video views come from mobile devices.

Benefits of Advertising on Youtube

Here are some benefits of running video ads on YouTube:

- ❖ **Connect with your audience.**
- ❖ **Reach just the right audience.**
- ❖ **Create a video campaign in only a few minutes.**
- ❖ **Measure your success.**

On YouTube, viewers can discover videos in various ways, for example, by searching on the YouTube search page, clicking suggested videos on the watch page, or choosing a video from the homepage feed.



Phase I: Overview of Video

About Advertising on Youtube

Youtube and Audience Engagement

YouTube's unique combination of video access, sharing, and community creates an unmatched opportunity for audience engagement. Sight, sound, and motion can elicit emotional involvement with content that you don't get with other forms of media.

You can facilitate discovery of and engagement (shares, comments, and likes) with your video ads by promoting them via YouTube advertising and hosting them in a YouTube curated profile page.

Video creators can learn an enormous amount about their viewers through a sophisticated set of measurement tools, including

- YouTube Analytics
- Audience demographics
- levels of engagement and
- performance compared to similar videos are just some of the data available.



Phase I: Overview of Video

About Advertising on Youtube

About TrueView Video ad Formats

Each TrueView ad format appears in a different context, so viewers can interact with each format in a different way. Here's what you need to know:

➤ TrueView in-stream Ads

❖ **When to use this ad format:**

Use this format when you want your video ad to appear before, during, or after other videos on YouTube and the Display Network.

❖ **How you're charged:**

You pay when a viewer watches 30 seconds of your video (or the duration if it's shorter than 30 seconds) or engages in other video interactions, such as clicks on the call-to-action overlays (CTAs), cards, and companion banners.

❖ **Where the ads appear:**

TrueView in-stream ads can appear on videos across YouTube and on video publisher sites, games, and apps on the Display Network.



Phase I: Overview of Video

About Advertising on Youtube

➤ TrueView in-display ads

★ When to use this ad format:

For an ad (of any length) when people are searching on YouTube or browsing videos on YouTube and across the web.

★ How you're charged:

You'll be charged when a viewer clicks your ad and begins watching your video.

★ Where the ads appear:

TrueView in-display ads can appear next to YouTube videos, on YouTube search results, on

video plays on YouTube channels and Watch pages, and on publisher sites across the Display Network.



Phase I: Overview of Video

Your Channel and Google+


Reasons Why You Need Google+ Connected to Your Youtube Channel

- If you want to use a different name and photo on YouTube than the name and photo you've chosen for your Google account, your channel should be connected to a Google+ page.

When connected to a Google+ page, your YouTube channel gets its name and channel icon from the connected page, instead of from your Google account. Any [name and photo changes](#) will apply to both the Google+ page and the YouTube channel.

- If you want multiple managers to have access to your channel without sharing passwords, you can use admin features with a Google+ page.

Comment Notification

If you want to get comment notifications through the notification bell , your account needs to have an associated Google+ profile or page.

What If I Never Connected My Channel to Google+?

If you'd like to use the same name and photo that you've selected for your Google account on YouTube, consider [confirming your name](#) so you can regain some features on YouTube, like commenting.



Phase I: Overview of Video

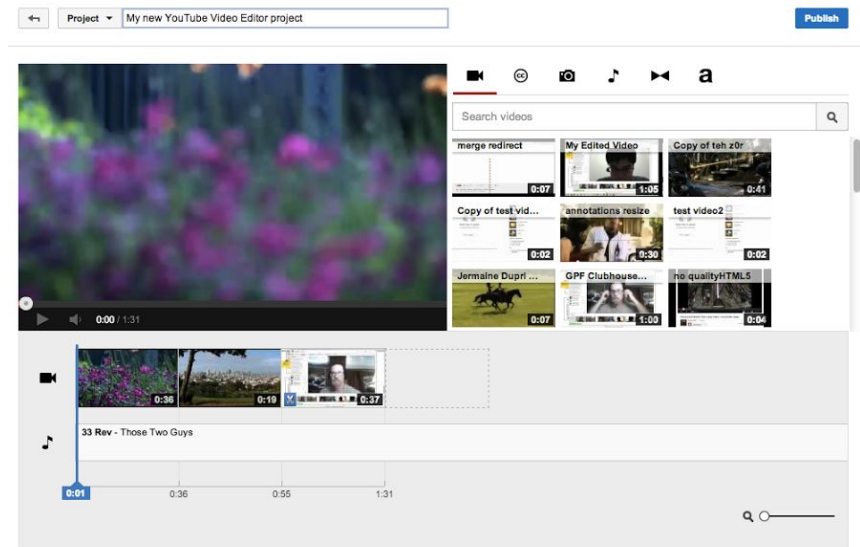
Youtube Video Editor

With the Video Editor, you can

- ❖ **Combine** multiple videos and images you've uploaded to create a new video
- ❖ **Trim** your clips to custom lengths
- ❖ **Add** music to your video from a library of approved tracks
- ❖ **Customize** clips with special tools and effects

You can get to the Editor at <http://www.youtube.com/editor>.

Using these tools, you can put together clips to create new videos and publish them to YouTube with one click.





Phase I: Overview of Video

Glossary - Language Targeting

Your ads are targeted to reach a certain audience, based on your chosen language targeting options. With this information, AdWords works to ensure that your ad appears to your chosen audience.

The language preference set on the YouTube homepage determines in which language a user prefers to view YouTube.

In addition, other signals such as the user's browser language, location, and viewing history are also used to determine which languages the user is familiar with.

For example, users who choose Spanish as their language preference will see ads targeted to Spanish speakers. However if an English speaking user is located in Spain and doesn't specify a language preference, then they will still see ads targeted to Spanish speakers based on their location.



Phase I: Overview of Video

Glossary - Language Targeting

Targeting by Language

Language targeting lets you reach an audience that speaks one or multiple languages, allowing you to reach your users even if they're physically located in non-native areas.

We recommend that you target the language in which your ad is written. . If you are running an In-Stream ad or Promoted Video ad, we recommend targeting the language in which your video is produced

For example, if your ad is written in English, target English-speaking users. Similarly, if your video contains Spanish dialogue, target Spanish-speaking users. Remember that Google won't translate your ad for you.

If you wish to target more than one language or location, it's important to organize your campaigns and ad groups in a way that supports this strategy.

Consider organizing and naming your campaigns by country (such as "Spain") and your ad groups within each campaign by product lines (such as "coffee products" and "tea products").

Then, tailor your keywords and ads to the intended audience. Make sure that your keyword list and ads for each ad group is in one language.



Phase I: Overview of Video

Glossary - Location Targeting

Location based targeting, or geo-targeting, functions exactly the same way for YouTube as with a normal AdWords campaign. For each YouTube campaign, you can select the countries or regions for your campaign in the campaign Settings tab.

A campaign's ads will appear only to users located in those areas. If an advertiser would like to target only YouTube users in France who speak French, then they would select "France" as the country they wish to target under Campaign Settings, and "French" as the language.



Phase I: Overview of Video

Glossary - Ad Format

YouTube supports a wide range of ad formats and targeting options. Advertisers don't have to have video inventory to advertise on YouTube.

★ Display Assets

- Standard banner/Multi Purpose Unit (MPU)
- InVideo

★ Video Assets

- Standard In-stream
- TrueView

★ Other Assets

- Homepage Masthead and Expandable
- Rich Media



Phase I: Overview of Video

Glossary - Average View Frequency

The typical number of times that someone viewed your ad over a given time period.

- ❖ Use this metric to better understand if your video ad is engaging enough to viewers.
- ❖ For example, if your video ad's average view frequency is 1.49, it means that someone viewed your ad about one and a half times during a specific period. Ideally, the average view frequency should be closer to 1 because, typically, people don't want to view ads more than once.



Phase I: Overview of Video

Glossary - View Rate

A ratio showing the number of paid views of a video ad to the number of impressions.

For example, if you had 5 clicks and 1000 impressions, then your view rate would be 0.5%. Here's how it's calculated:

$$\frac{5}{1000} = \frac{0.5}{100} = 0.5\%$$

- ❖ View rate is similar to click-through rate (CTR), but instead of measuring clicks, it counts people who viewed your video ad after seeing it on YouTube or the Display Network.
- ❖ You can use View rate to track the value of your video campaigns on YouTube and the Display Network.



Phase I: Overview of Video

Glossary - Companion Banner

A clickable thumbnail image that accompanies a TrueView in-stream ad. On a YouTube page, it appears next to the ad, in the top right corner (on a desktop computer).

A companion banner provides continued brand presence after a video ends, and the viewer can click on it anytime.

There are two kinds of companion banners: **image** and **video wall**.

Companion banners are optional. They're also displayed only in certain cases, for example, in the context of a YouTube watch page. They don't show on embedded players, connected TVs, or game consoles.

A click on a companion banner:

- can direct to an external URL or a YouTube channel
- counts as a view, even if the viewer hasn't watched 30 seconds of the ad



Phase I: Overview of Video

Glossary - Frequency Capping

A feature that limits the number of times your ads appear to the same person on the Display Network.

- ★ **Frequency** is the average number of times a unique user sees your ad over a given time period. Use frequency capping to help control the maximum number of times that you'd like each person to see your ad on the Display Network.
- ★ When you turn on frequency capping for a campaign, you set a limit for the number of impressions you will allow an individual user to have per day, per week, or per month. You also choose whether the limit applies to each ad, ad group, or campaign.
- ★ To get started, go to your campaign's Settings tab. Under "Advanced settings," click Edit next to "Frequency capping."



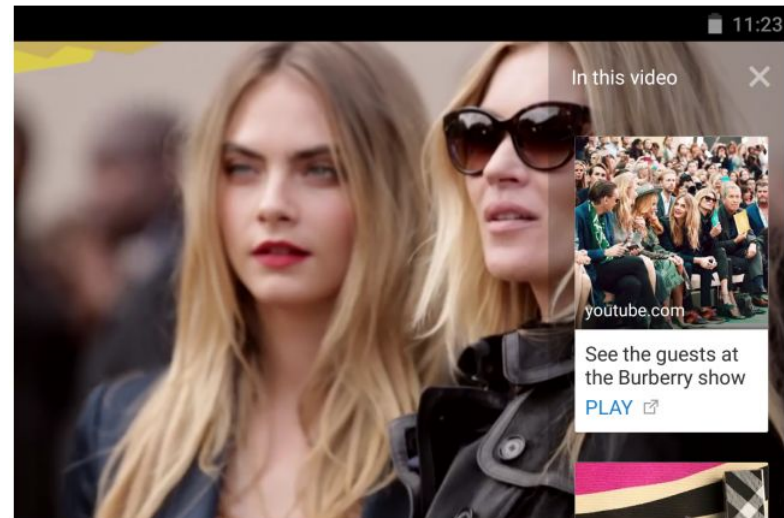
Phase I: Overview of Video

Glossary - Card

Those mini icons are known as “cards,” which essentially allow viewers to gain more information on the right side panel of the video.

As you can see, the in-stream cards do take up a good chunk of real-estate on the video screen, but the viewer is given the option to open the cards with a “teaser”

This makes it so the cards don’t just display, but the viewer chooses to expand and view them.





Phase II: Campaign Creation and Management

- ❖ Video ad Formats
- ❖ Targeting your Video ads
- ❖ Remarketing to Youtube viewers with Adwords
- ❖ About reserved media placement on Youtube



Phase II: Campaign Creation and Management

Create a TrueView Video Campaign and Video Ad

TrueView video ads are an exciting and interactive way to engage your customers on YouTube and across the web.

You can create and manage your TrueView campaigns right in Google AdWords, and have control over where your TrueView ads show up, when they run, and who sees them.

The beauty of TrueView ads is you pay when a viewer watches 30 seconds of your video (or the duration if it's shorter than 30 seconds) or engages in other video interactions, such as clicks on the call-to-action overlays (CTAs), cards, and companion banners. A "Skip ad" button lets viewers opt out of watching the video.



Phase II: Campaign Creation and Management

Create a TrueView Video Campaign and Video Ad

Advertising with TrueView provides these added benefits:

- **Tell your story.** You're the expert of your business, so share your expertise with the world. Be personal. Put the camera on yourself and explain how your product or service can benefit your audience. Show them why they should care about your product or brand.
- **Reach just the right audience.** Every month, more than 1 billion people visit YouTube and watch over 6 billion hours of YouTube videos. Reach your customers on YouTube by topics, keywords, or demographics like "women under 35."
- **Create a video campaign in only a few minutes.** Create your account, create or upload your video ad, reach your audience, and you're on your way to telling your story to the world.
- **Measure your success. Figure out if you're reaching the right audience.** Check your AdWords account to track views, costs, and budget details. Visit the "Analytics" tab in your YouTube account to learn more about your viewers. For example, you can tell which videos your customers are watching and for how long.



Phase II: Campaign Creation and Management

Video Ad Formats

In AdWords, you can create compelling video ads with TrueView ad formats.

Viewers have to choose to watch your video or there's no charge.

- ★ **It's a win-win:** Viewers see videos they're curious about, and you get more views from an audience you know is interested.
- ★ **Freedom to customize:** You can also run videos longer than 30 seconds, so you can experiment with different formats. You can try longer product demos, customer testimonials, or a how-to video demonstrating your product in action.
- ★ **Broad reach:** TrueView ads can appear on both YouTube and other publisher sites in the Display Network for desktop computers and high-end mobile devices. Note that video content for TrueView ads must be hosted on YouTube.



Phase II: Campaign Creation and Management

Video Ad Formats

TrueView Video Formats

❖ TrueView in-Stream video ads

When should I use it?	How does it work?	Where will the ads appear?	How will I be charged?
Use this format when you have video content you'd like to promote before videos on YouTube and the Google Display Network.	After 5 seconds, the viewer has an option to skip the ad.	TrueView in-stream videos can appear on YouTube Watch pages and on video publisher pages on the Google Display Network (includes YouTube).	You pay when a viewer watches 30 seconds of your video (or the duration if it's shorter than 30 seconds) or engages with your video, whichever comes first.



Phase II: Campaign Creation and Management

Video Ad Formats

TrueView Video Formats

❖ TrueView in-Display video ads

When should I use it?	How does it work?	Where will the ads appear?	How will I be charged?
Use this format to promote a video next to YouTube videos, as part of a YouTube search result or within other website content across the Google Display Network.	The appearance of the ad format will vary, depending on which ad sizes and ad formats that content publishers support. For example, YouTube is a key content publisher within the network, and these ads will function and appear in the same way across the YouTube site.	<ul style="list-style-type: none">❖ On YouTube search results❖ On YouTube-related videos❖ As a YouTube overlay❖ On partner websites	You'll be charged only when viewers choose to watch your ad by clicking a thumbnail.



Phase II: Campaign Creation and Management

Targeting Your Video Ad

TrueView video ads run on YouTube and across the web through the Google Display Network

- ❖ With more than 1 billion users,
- ❖ YouTube is available in 70+ countries and
- ❖ 60+ languages, and offers rich content from all over the world.

The Display Network reaches over 90% of Internet users worldwide through 2 million sites (source: Comscore).

Available Targeting Methods for Video ads

- Demographic Groups
- Interest
 - Affinity Audiences
 - Custom affinity Audiences
 - In-market audiences
- Video Remarketing
- Placement
- Topics
- Keyword



Phase II: Campaign Creation and Management

Remarketing on Youtube Viewers with Adwords

This is known as “video remarketing.” By reinforcing your message with people who have already seen your videos or channel, you’re more likely to succeed in increasing your return on investment.

These are some key Benefits:

- **Improved ROI:** Advertisers who use remarketing on YouTube have improved their return on investment (ROI) by showing video ads to people interested in their product or service.
- **Broader scope:** With YouTube's vast network, your video ad can reach potential customers on your remarketing list.
- **Efficient pricing:** The AdWords auction model offers competitive rates that meet your target ROI. With CPV bidding, you'll pay for video views and other video interactions, such as clicks on the call-to-action overlays (CTAs), cards, and companion banners.
- **Flexibility:** Usually, remarketing (also known as "remessaging" or "retargeting") is based on visitors' actions on a website. With AdWords and YouTube, you can remarket based on actions specific to your YouTube videos, including when viewers like, dislike, comment on, and share your video.



Phase II: Campaign Creation and Management

Remarketing on Youtube Viewers with Adwords

How Video Marketing Works

Remarketing lists are created by linking your YouTube account to your AdWords account. Once you link accounts, you can create remarketing lists that reach people who have done the following YouTube-related actions:

- ❖ People who watch any of your videos
- ❖ People who take an action (like, dislike, comment, or share) on any of your videos
- ❖ People who view your video as a TrueView in-stream video ad
- ❖ People who visit or subscribe to your YouTube channel

You can then use these lists in your targeting settings for new or existing video campaigns. Manage your lists anytime in the "Audiences" section of the AdWords shared library.



Phase II: Campaign Creation and Management

Remarketing on Youtube Viewers with Adwords

Create video Remarketing List:

1. If you haven't already, [link your YouTube and AdWords accounts](#).
2. Sign in to your [AdWords account](#).
3. Click Shared library in the left navigation pane, and then click Audiences.
4. Under "YouTube users," click Create list.
5. Select a list type and a YouTube channel.
6. Fill out the rest of the form.
7. Click Create list.

Once your remarketing list has gained interactions from at least 100 viewers, you can use it for your ads and campaigns. Select the remarketing list you want to use while creating a new campaign or as a target for an existing video campaign.



Phase II: Campaign Creation and Management

Remarketing on Youtube Viewers with Adwords

Targeting a Video Remarketing List in a Standard Adwords Campaign

You can add this remarketing list to an ad group with standard text ads. These are ads using cost-per-click (CPC) pricing. To do this, use the "Display Network" tab in your standard AdWords campaign view to target the remarketing lists you just created.

Best Practices

Make the most of your video remarketing lists by exploring these features:

- ★ **Refined targeting:** Remarket to your potential customers by using specific categories, such as topics, interests, keywords, demographics, etc.
- ★ **Various ad formats:** Build and target your remarketing campaign with the TrueView family of video ads and other creative formats (text, image, and rich media ads on the Google Display Network).
- ★ **Detailed reports:** Optimize your remarketing campaign based on performance metrics. For example, raise bids on specific topics or channels that generate the greatest ad response.
- ★ **Ease of use:** Easily create, manage, and target your remarketing lists.
- ★ **Custom audiences:** Customize your targeting by combining your remarketing lists. For example, you can reach audiences who viewed your movie trailer but haven't yet viewed your ad promoting the DVD release.



Phase II: Campaign Creation and Management

About the ad Approval Process

All ads go through an approval process to make sure they're safe and appropriate for users. We review your active and paused ads, keywords, and website according to our [advertising policies](#). Some ads won't run during this review.

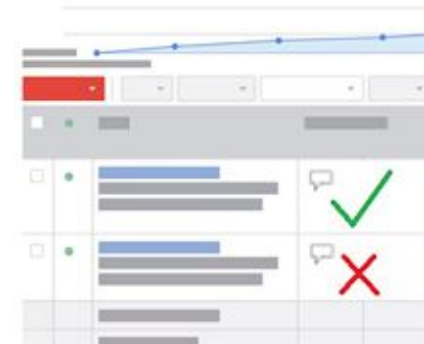
1. Create or edit your ad, then save it.



2. We review your ad, usually within 1 business day.



3. Your ad's status is updated in your account.





Phase II: Campaign Creation and Management

About the ad Approval Process

Get Your ads Reviewed

Whenever you create a new ad or make changes to an existing ad, your ad automatically gets submitted to us for review.

Once you save your ad, it will typically appear with the status **Under review** or **Eligible**.

- ❖ While "eligible" ads are allowed to run on certain pages before they're approved,
- ❖ "under review" ads can't run anywhere until they're reviewed and approved because they need a closer look to make sure that they follow our policies.

How Long a Review Takes

We work hard to review your ads as quickly as possible, and we review most ads within 1 business day. Some reviews may take longer because some ads require more complex review.

If your ad is under review for more than 1 full business day, please know that we're working on it and will complete your review as soon as we can.

You can also contact us after 1 business day and we'll be happy to help you



Phase II: Campaign Creation and Management

About the ad Approval Process

What Each Status Mean

We give your ad an approval status both before and after our review:

Before review:

- ★ **Eligible** -- Ad is still being reviewed. In the meantime, it can show on Google search pages and YouTube search results (TrueView ads), but not on the Google Display Network.
- ★ **Under review** -- Ad is still being reviewed and can't show until it's been approved.
- ★ **Not yet serving (video ads)** -- A video ad is not yet approved to appear on YouTube but is under review.

Ater Review - ads can run

- ★ **Approved** -- Ad complies with our policies, so it's allowed to show for all audiences.
- ★ **Approved (limited)** -- Ad can run, but not in all situations due to policy restrictions such as those around trademark use and gambling ads.
- ★ **Approved (non-family)** -- Ad can run, but not in all situations due to restrictions on content that we consider "non-family safe."
- ★ **Approved (adult)** -- Ad can run, but not in all situations due to restrictions on adult content.
- ★ **Serving (video ads)** -- A video ad is approved to appear on YouTube.



Phase II: Campaign Creation and Management

About the ad Approval Process

After review - ads cannot run

- ★ **Disapproved** -- Ad cannot run as it is now because it violates AdWords policy.
- ★ **Site suspended** -- Ad cannot run because its website violates AdWords policy.
- ★ **Not serving (video ads)** -- All formats (headline, description, video, etc.) of the video ad have been disapproved.
- ★ **With issues (video ads)** -- One or more of a video ad's formats are marked as "Disapproved" or "Approved (limited)."

There are also [other statuses](#) that are not related to ad approval, such as Paused, Ended, and Pending.



Phase II: Campaign Creation and Management

About Reserved Media Placements on Youtube

As an advertiser or ad agency, you can buy placements on a reservation basis--instead of through the AdWords auction--when you want to pay based on the number of impressions (also known as cost-per-thousand impressions) or per day (cost-per-day). Reservation campaigns also let you buy impressions at a fixed rate.

Advertising on a reservation basis is best for promoting brand awareness, for instance, if you're trying to enter a new market, offering a new product or service, or re-branding a product or service.

About Reservation Campaigns

Google's advertising team implements reservation campaigns.

Here are a few things to keep in mind:

- ❑ Reservation campaigns have minimum spend requirements.
- ❑ Advertisers booking Masthead ads are encouraged to participate in a kick-off call with our technical team to get specs, turnaround times, and campaign expectations.
- ❑ Our advertising team sends weekly campaign performance reports for your review. You can then request targeting changes to help improve ad performance.



Phase II: Campaign Creation and Management

About Reserved Media Placements on Youtube

Benefits of Advertising on a Reservation Basis

- ❑ **More control:** You can buy impressions at a fixed rate.
- ❑ **High visibility:** You can run ads on the YouTube homepage.
- ❑ **Brand awareness:** You can reach a wide audience. For example, if your client is changing its image or slogan, or targeting a different audience, you can launch a campaign to more people than you might reach via an auction-based campaign.

Buying Reservation Advertising

Advertisers and agencies can buy reservation advertising on a fixed, cost-per-thousand-impressions (CPM) or fixed cost-per-day (CPD) basis. You can work with the Google advertising team to get a rate estimate and campaign impression goals.

Here are a few things to keep in mind:

- ❑ A **CPM campaign** has to be booked at least six business days in advance, and creative assets need to be delivered for implementation at least four business days before the campaign start date.
- ❑ A **CPD campaign** has to be booked a couple weeks in advance, and creative assets need to be delivered nine business days in advance.



Phase II: Campaign Creation and Management

About Reserved Media Placements on Youtube

Here are the ad formats you can buy on a CPM basis

- ❖ **Standard in-stream:** This is a non-skippable format that plays before a video. It's ideal if you want to communicate a simple, powerful message and get visibility. It forces the impression and won't accrue views on the video. Standard in-stream ads can be a maximum of 15 or 30 seconds. Those that are a maximum of 30 seconds can run only on long-form videos (10 minutes or longer).
- ❖ **In-stream Select:** This skippable ad appears when someone starts a video (pre-roll). It can be up to 60 seconds long, and it's skippable after 5 seconds. This format increments the view count on the YouTube video ad. Whether or not the ad is skipped, the advertiser pays on a CPM basis.

Here are the ad formats you can buy on a CPD basis:

- ❖ **Desktop custom Masthead:** This is a 970 x 250 pixel, in-page unit that spans the full width of the YouTube homepage below the navigation bar.
- ❖ **Desktop universal video Masthead:** This is a 780 x 195 that runs on the YouTube homepage.
- ❖ **Mobile video Masthead:** This unit appears on the homepage of all YouTube mobile and tablet properties, including the Android native mobile app, the iOS app, and m.youtube.com for smartphones and tablets.



Phase II: Campaign Creation and Management

About Reserved Media Placements on Youtube

Targeting Ads

Here are the content and audience targeting options for reservation ads that you can buy on a CPM basis:

- **Topics:** Advertisers can choose among YouTube video topics. For example, you can run reservation CPM ads on family-oriented content.
- **Interests:** Advertisers can target viewers interested in particular things, like sports and hobbies, as evidenced by their browsing patterns and watched content.
- **Affinity audiences:** You can reach people who've demonstrated interest in subjects and who are likely to view related content again. This type of targeting also facilitates connection with audiences that are similar to those targeted by offline campaigns.
- **Demographics:** You can reach customers who are likely to be within the demographic groups you choose. These groups include age, gender, and parental status.
- **First position:** This layer of targeting can be added to in-stream ads (there's a CPM up-charge). It lets you reserve the first video ad someone sees in a session. This is similar to what happens in TV advertising, when an advertiser pays more to run the first ad of a commercial break.



Phase III: Performance Measurement & Optimization

- ❖ Tips for Optimizing your Video Campaign
- ❖ Optimization Strategies & Best Practices for Video Content on Youtube
- ❖ Measuring Image and Video ad Performance
- ❖ Measuring Brand Awareness
- ❖ Tips for Creating Effective Video ads
- ❖ Youtube Analysis Basis
- ❖ Measuring Your Video ads Performance



Phase III: Performance Measurement & Optimization

Tips for Optimizing your Video Campaign

Video ads provide a range of viewer actions that can be measured and tracked so you can better achieve your advertising goals. For example:

- ❖ If you find that your video ad's view rate is lower than ads in your other campaigns, you can adjust your campaigns for a higher view rate.
- ❖ If your cost-per-view (CPV) is higher than your target CPV and you're willing to reach a broader audience, try adjusting to a lower CPV.
- ❖ If you're not achieving your clickthrough rate (CTR) or CPV goals (and are paying much less), you can consider increasing your CPV or CTR.

Making the most of your cost-per-view (CPV)

Average **cost-per-view (CPV)** is the average amount an advertiser pays for a view of their video ad. CPV fluctuates based on ad length, creative quality, targeting, and auction dynamics among other factors.



Phase III: Performance Measurement & Optimization

Tips for Optimizing your Video Campaign

Evaluating CPV

- Cost per view is a valuable signal about the competitiveness of your ad in the auction ecosystem. Are you paying more for views than you wanted or expected? Are you seeing CPVs increase over-time?
- By tracking and adjusting your CPV, you'll be set up to deliver your message more efficiently. Rising CPVs could be a sign of creative fatigue if your ad has been live for a couple of weeks.
- Rising CPVs can also be a sign of increased pressure in the auctions that you compete to win.
- Conversely, declining CPVs could indicate that there's less competition in the market and that you may have a chance to gain some views at a lower cost.

Making the most of your View Rate

Your view rate is the total number of views of your video ad divided by the number of people the ad was served to.

The view rate is a good indicator of how compelling viewers find your video. The higher the view rate, the more engaged viewers are with your content.



Phase III: Performance Measurement & Optimization

Tips for Optimizing your Video Campaign

Evaluating View Rate

View rate is the primary metric for understanding the health of a video ad. A video ad with a high view rate will generally win more auctions and pay a lower CPV than a video ad with a low view rate.

If you're interested in driving the most views for the lowest cost, you might want to identify ad assets and targeting methods that can help increase your ad's view rate.

Similar to CPV, a view rate point-in-time analysis can be useful to understand if you're doing well or poor, but it's more critical to understand the trends.

Tips to meet your View rate goal

→ Improve Your Ads

- Shorter ads have higher view rates; if your ad can convey the same message in 20 seconds than in 30, consider editing a shorter version.
- If you create several ads as part of a campaign, each will provide you a chance to better connect with your audience. Even small differences in your ad's text or video can mean large improvements in view rate and cost over the course of a campaign.
- Minor tweaks like changing the introduction, or adding or removing call-to-actions can help shift viewer behavior and improve view rate.
- Try rotating 2 or 3 different ads in and out of the auction to avoid "ad fatigue."



Phase III: Performance Measurement & Optimization

Tips for Optimizing your Video Campaign

Tips to meet your View Rate Goal

- **Improve Your Targeting:** The following are a few ways that targeting can affect view rate:
 - Wrong targeting: If you identified the wrong target audience, you might see more skipping of your video ad. You'll want to adjust your targeting methods as you figure out who is responding best to your ad.
 - Missed audience: You might also be restricting where your ad shows, and therefore may be "hiding" ads from some viewers who may want to view them. Some advertisers think any views outside a specific target demographic group are "wasted." But, remember that TrueView video ads are billed only when someone chooses to watch the video, so it may be possible to find a receptive audience by expanding your targeting. This will often have the added benefit of reducing your average CPV

Making The most of your Clickthrough rate (CTR)

Your clickthrough rate (CTR) is the total number of clicks on your video ad divided by the number of people that the ad was served to.

The higher the CTR, the more engaged viewers are with your content and the more interested they are in learning about your business.



Phase III: Performance Measurement & Optimization

Tips for Optimizing your Video Campaign

Tips to meet your View Rate Goal

- **Improve Your Targeting:** The following are a few ways that targeting can affect view rate:
 - Wrong targeting: If you identified the wrong target audience, you might see more skipping of your video ad. You'll want to adjust your targeting methods as you figure out who is responding best to your ad.
 - Missed audience: You might also be restricting where your ad shows, and therefore may be "hiding" ads from some viewers who may want to view them. Some advertisers think any views outside a specific target demographic group are "wasted." But, remember that TrueView video ads are billed only when someone chooses to watch the video, so it may be possible to find a receptive audience by expanding your targeting. This will often have the added benefit of reducing your average CPV

Making The most of your Clickthrough rate (CTR)

Your clickthrough rate (CTR) is the total number of clicks on your video ad divided by the number of people that the ad was served to.

The higher the CTR, the more engaged viewers are with your content and the more interested they are in learning about your business.



Phase III: Performance Measurement & Optimization

Tips for Optimizing your Video Campaign

Evaluating CTR

If your goal is to drive more people to your website, YouTube channel, or Watch page with your video ad, CTR is the right metric to look at and optimize for. Looking at your CTR over time will tell you how well your video ad is doing to drive customers from your ad to your website.

Tips to meet your CTR goal

Here are some tips for increasing your CTR over time:

- ❑ Add a clear call-to-action (CTA) overlay within your video.
 - ❑ CTA overlays are eligible to show on TrueView in-display and in-stream video ads on YouTube. This feature is available at no extra cost to you, can increase viewer engagement, and adds an interesting element to your ads.
 - ❑ For example, you can mention a specific selling point about your business to put you above your competitors, or mention what visitors can find if they click to your website.
- ❑ Remove low-performing inventory or placements.
 - ❑ You can find information about the placements of your ads by navigating to the “Targets” tab, and then clicking Placements under the “Where my ads were shown” label. As with placements in AdWords display ads, try to edit any inefficiently performing placements.



Phase III: Performance Measurement & Optimization

Tips for Optimizing your Video Campaign

Narrowing Your Targeting

The ability to show your ads online to people with specific interests can help you make sure you're reaching the right customers. You can show your ads to specific audiences according to their interests, whether they're gamers, pet lovers, or are interested in purchasing a car or home.

By narrowing your targeting, you can show your video ads to a more relevant audience, where it makes sense contextually.

Improve your Bidding

Consider changing your bids on your TrueView in-display ads to increase the likelihood of your ads showing to interested viewers.

In general, because viewers who choose to watch your in-display video ad reflect a desire to engage with your brand, it may make sense for you to increase your bids on these formats.

Conversely, if you're more interested in views, traffic to your website, or increasing awareness of your brand, consider increasing your bid on the in-stream format to increase the likelihood of viewers seeing at least part of your ad.



Phase III: Performance Measurement & Optimization

Tips for Optimizing your Video Campaign

Using Video Remarketing

Video remarketing is a powerful tool that takes viewers' activity on your YouTube channel to create highly specific lists to retarget your ads to.

After linking your YouTube account to your AdWords account, you can create these lists based on various ways people interact with your videos, such as watching a video, subscribing to your channel, or even liking.

Using Advanced Campaign Setting

Consider using advanced settings to optimize your campaigns. Use the schedule setting to specify certain hours or days of the week when you want your ads to appear and to control how long your campaign runs.

It's important to keep your content fresh so people will keep coming back, so you might consider scheduling your in-stream ad so that it runs for one month.

You can use the ad delivery setting to specify how often we deliver your active ads in relation to one another within an ad group.

You can target your video ads to people located in, or who show interest in, a geographic location. Choose one or more geographic locations that are relevant to your ads. By advertising to the right customers, you can hopefully increase your return on investment (ROI).



Phase III: Performance Measurement & Optimization

Optimization Strategies & Best Practices for Video Content on Youtube

Video is a powerful medium to reach users through sight, sound and motion. In order to optimize the performance of your video on YouTube, consider the following best practices:

- Understand that users come to YouTube to learn, watch and be entertained. As such, create videos that feature original content.
- You are the expert on your industry, product or service. Try creating videos that teach and engage the YouTube community on your expertise.
- Keep your message simple and concise. A good benchmark is to try to keep your video to two minutes or less.
- Use the [Audience retention report](#) to see which parts of videos keep your users most engaged. Based upon user engagement data, optimize your video content to keep users watching.
- Update your content on a regular basis. The YouTube users who have been successful keep their message fresh with regular updates to their channel.
- Read user comments on your own and similar video and channel pages for ideas.



Phase III: Performance Measurement & Optimization

Audience Retention Report

You can use the Audience retention report to get an overall measure of how well your video keeps its audience. Use the report to see:

- Average view duration for all videos on your channel
- Top videos or channels listed by watch time
- Audience retention data for a specific video for different timeframes
- Relative audience retention for a video compared to the YouTube average for similar videos



Phase III: Performance Measurement & Optimization

Measuring Image and Video ad Performance

Once your image and video ads are live, you'll want to monitor how they're doing across the Google Display Network.

You can use your campaign statistics tables on the Ads and Dimensions tabs to review standard performance information for image and video ads

You can also monitor free clicks interactions to monitor how customers engage with special interactive ad formats.

Learn more about display ad performance reporting for the following:

- Standalone image ads (image ads built outside of the Ad gallery)
- Image ads built with the Ad gallery
- Video ads built with the Ad gallery

See how your display ads are performing

You can view most of your image ads performance statistics on the Ads tab of your AdWords account. You can also try out the following reporting options:

- ★ Use the "Free clicks" view on the [Dimensions](#) tab to see several additional statistics for your image and video ads (including those built with the Ad gallery).
- ★ Customize your ads [statistics table](#) to show specific placement metrics for your [ads performance on the Display Network](#). The available performance metrics will vary depending on the image ad format you've chosen.



Phase III: Performance Measurement & Optimization

Measuring Image and Video ad Performance

Track Customer Interactions with Free Clicks Data

Display ad formats come in all shapes and sizes. There are various ways to interact with image and video ads, and depending on the format and pricing you choose, you may have some interactions with a display ad format that are free.

These won't appear in your statistics tables alongside your normal reporting, but you can run and download the free clicks report to better understand how your ads are doing. Here are some examples of free clicks statistics:

- **Display ad mouseover (at least one second)**

See instances where customers place their cursors over your display ad for a second or more. This can help highlight ads that may keep customers' attention without an actual clickthrough to your website. This usually demonstrates an ad that needs a stronger call-to-action for the customer.

- **Display ad interaction**

Depending on the type of ad you build with the Ad gallery, there may be additional variations of customer interactions available in your report.

- **Video play 25, 50, 75, and 100% (Quartiles)**

Learn how much of your video ads customers actually see. Video ads with low **play rates** or early viewer drop-off may indicate a creative change that needs to take place to keep people engaged with the video content.



Phase III: Performance Measurement & Optimization

Measuring Image and Video ad Performance

Tracking viewer conversions for video ads

❖ Conversion tracking

You can use AdWords [conversion tracking](#) to track the number of people who click on a video ad and ultimately perform the desired conversion action.

Since video advertising doesn't always drive immediate conversions, we recommend that you look at view-through conversion data, which shows the number of online conversions that happened within 30 days after a viewer saw, but did not click, your video ad.

❖ Using third-party tracking pixels (standard image ads only)

A tracking pixel is similar to AdWords' conversion tracking code. It's code that's inserted into the video ad itself (provided by a third-party ad server). This code tracks the IP address of the viewer. This pixel tracks cases when someone doesn't click on the ad, but comes back to the website in your final URL later. If you use third-party tracking pixels, you'll need to use your own external reporting tools to evaluate the data.

For display ads, you can get the same result with a "view-through conversion" (described in the section above) as opposed to a "click-through conversion."



Phase III: Performance Measurement & Optimization

Measuring Brand Awareness

Branding campaigns have a unique goal: to raise awareness and visibility of your product, service, or cause.

To help reach these objectives, you can use your AdWords campaigns to increase traffic to your website or encourage customers to interact with your brand.

Once you've established your branding campaign's goals, you can choose the best places to show your ads, and then measure success by monitoring impressions, conversions, and other statistics.

Most advertisers with branding goals are primarily concerned with creating brand awareness. They may want to track conversions like page views instead of purchases.

Networks for your Branding Campaign

Google has two networks where your ads can run: the Search Network and the Display Network.

While the Search Network primarily runs text ads, the Display Network runs text ads, colorful image ads, and multimedia ads (like video or animation) that can be particularly good for showing branding messages.

Display ads can create an emotional connection by using graphical, audio, and video elements to tell a story that's unique to your company.

On the Display Network, you can target your ads very effectively. By choosing exactly which websites and pages will show your ad and creating an ad with lots of visual impact, it's easy to catch the eye of people who're interested in what you sell.



Phase III: Performance Measurement & Optimization

Measuring Brand Awareness

What to measure for brand awareness

Here are some important metrics that show whether your branding campaign is successful:

- ★ **Impressions:** **Impressions** are important to track in any campaign, no matter what your goals are. But they can be especially important in branding campaigns, because they represent how many customers actually laid eyes on your ad.

One way to really prioritize impressions is to create a **cost-per-thousand impressions** campaign (rather than a cost-per-click campaign)

- ★ **Customer engagement:** If you're focused on branding, you can use **clickthrough rate (CTR)** to measure customer engagement for Search Network ads.

On the Display Network, though, user behavior is different, and CTR isn't as helpful. That's because customers on sites are browsing through information, not searching with keywords.

Conversions can help you see whether your ads are driving branding-related visitor behavior you think is valuable, such as sign-ups or page views.

- ★ **Reach and frequency:** Reach is the number of visitors exposed to an ad. Increased reach means that an ad is exposed to more potential customers, which may lead to increased awareness. Frequency is the average number of times a visitor was exposed to an ad over a period of time.



Phase III: Performance Measurement & Optimization

Tips for Creating Effective Video ads

There are several video ad formats to choose from in AdWords, and each offers unique opportunities for you to attract customers with creative messages.

That's why it's important to know your audience and think about the best way to reach them.

We'll give you some tips on the basic parts of any video ad: content and text.

Because there are multiple ad formats, we've organized our suggestions to build successful and relevant ads into the following groups:

- ❖ TrueView in-stream video ads
- ❖ TrueView in-display video ads



Phase III: Performance Measurement & Optimization

Tips for Creating Effective Video ads

❖ TrueView in-stream video ads

➤ Fine-tune your in-stream video ad campaign

In-stream video ads allow you to insert your ad into the beginning or middle of other video content. While this method is a great branding medium, it often has lower conversion rates than other online formats. Here are a few suggestions for ways to get the most out of your campaign:

- ❑ Direct traffic from your ads to your brand's YouTube channel or website with additional video content. By continuing a customer's video experience, you're more likely to get more viewer engagement.
- ❑ Make sure your landing page is relevant to the content of your ad. For YouTube landing pages, consider directing customers to a page or brand channel tagged with an AdWords [remarketing code](#) to increase your brand exposure and how often your message is shown to viewers.
- ❑ Have a clear call-to-action within your ad, and select colors and fonts to match your brand.
- ❑ Avoid using keyword targeting for your campaign, since this could significantly limit how often your ads are shown.



Phase III: Performance Measurement & Optimization

Tips for Creating Effective Video ads

❖ TrueView in-stream video ads

➤ Be creative with your in-stream video ad content

Make sure the video you create for your ad is engaging. Remember, you don't have a captive audience because viewers can skip a video after 5 seconds. To keep viewers' attention during the video, try these tips:

- ❑ Keep your video short and sweet. Deliver your most important messages early in the video, in case viewers stop watching before it's over. **Play rates** drop off significantly after 45 seconds.
- ❑ Be clear about what your business offers, since the video may be your sole communication with a site's viewers.
- ❑ Provide clear next steps for customers to take after finishing the video. That could be making a purchase, or visiting your website or store.

❖ TrueView In-Display Ads

YouTube is a powerful way to gain new customers through video content on the web, but it's also a community-driven social media network that values meaningful content and genuine community engagement with real people and stories.

For you to get the most out of YouTube, you'll need to create video content that builds a relationship with YouTube users above and beyond the traditional advertiser-customer relationship.



Phase III: Performance Measurement & Optimization

Tips for Creating Effective Video ads

❖ TrueView In-Display Ads

Here are some guidelines to help you create effective TrueView promotions for YouTube that contribute positively to the YouTube community.

➤ What to promote

Before creating your promotion, make sure to review [YouTube's advertising policies](#) and the Google [AdWords editorial policy for standard text ads](#) for placements on the Google Display Network.

➤ Ad Text

Avoid using general themes in your ad text and focus your text instead on why a person who sees your promotion should click on it to watch the content you're featuring.

- If you want people to perform an action, have them perform an action that's possible on YouTube, such as: Subscribe, Watch, Record a Video Response, or Comment.
- Do some market research to see what people are saying about related content. Take a look at comments for similar videos and channel pages.
- Use [YouTube Analytics](#) to see which parts of videos keep your viewers most engaged. This can help you come up with more ideas.



Phase III: Performance Measurement & Optimization

Tips for Creating Effective Video ads

❖ TrueView In-Display Ads

➤ Video Still

When you create your TrueView in-display ad, you'll see a number of video stills or "thumbnail images" to choose from.

These stills are the first thing YouTube users see before they click on your promotion. Choose the video still that highlights your content best. You can also try to match this image to the content in your promotional text or keywords.

For example, if your video features someone surfing, choose the video still that actually has this moment captured. When you create your promotional text and choose your keywords, you should mention surfing. That way, you'll have a well-packaged promotion that makes sense to anyone who searches for surfing-related videos, sees your corresponding promotion, and clicks on it to watch your surfing video.



Phase III: Performance Measurement & Optimization

Youtube Analytics Basics

You can monitor the performance of your channel and videos with up-to-date metrics and reports in YouTube Analytics. There's a ton of data available in different reports, like the Watch time, Traffic sources, and Demographics reports.

Ways to View Data in Youtube Analytics

Click below to learn some basic ways to view and understand the different types of data you'll find in YouTube Analytics reports.

→ View Reports on Desktop

◆ Filter your data

At the top of many reports, use the filters to get the information you want:

- ★ Content
- ★ Geography or location
- ★ Date or time frame
- ★ All uploaded video content or just playlists
- ★ Subscriber status
- ★ Playback type (live or on demand), if available
- ★ Traffic by YouTube product, if available



Phase III: Performance Measurement & Optimization

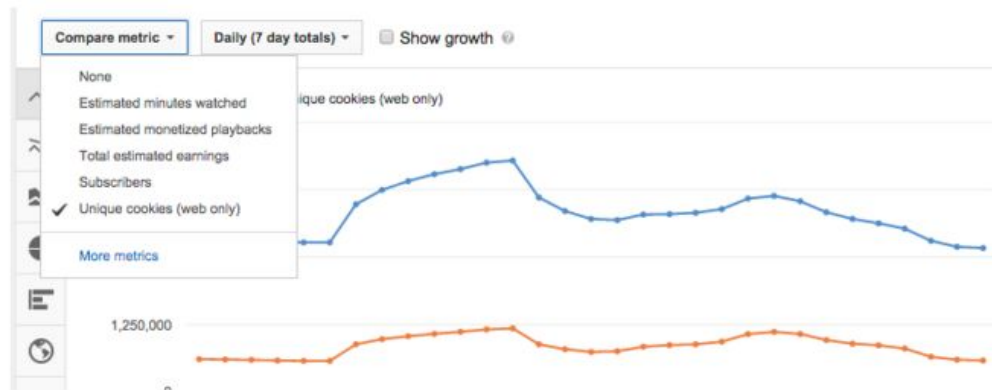
Youtube Analytics Basics

→ View Reports on Desktop

◆ Line Charts

Line charts show how your video data has changed over time. You can customize the following options:

- ★ Date granularity: Charts can be displayed with data points in daily, weekly, or monthly increments.
- ★ Compare metric: Select a second metric for comparison, which will be displayed on the graph. For example, you can plot "Unique Cookies" next to "Views."





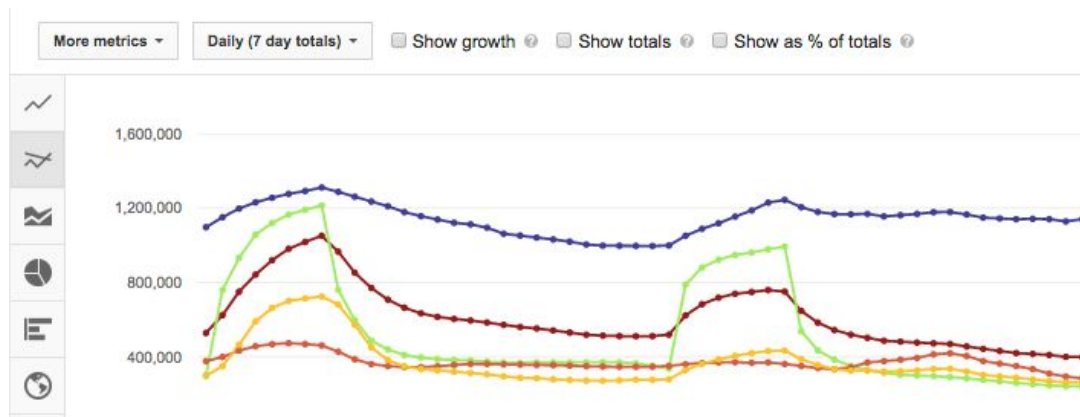
Phase III: Performance Measurement & Optimization

Youtube Analytics Basics

→ View Reports on Desktop

◆ Multi-Line chart

- Multi-line graphs allow you to compare the performance of up to 25 items (like videos, channels, geographies) and other information from different reports over a specific time period to see at a glance.
- By default, the top five line items are selected and displayed in differently colored lines, but you can customize your selection to view all the content you're interested in.
- You can compare your selected items to the total value by selecting Show totals in the top right.





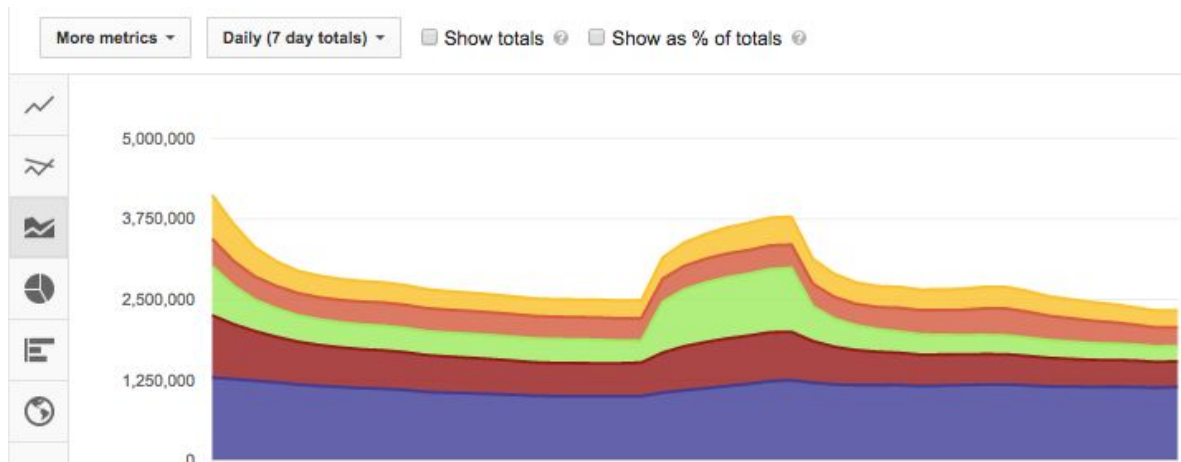
Phase III: Performance Measurement & Optimization

Youtube Analytics Basics

→ View Reports on Desktop

◆ Stacked Area

- The stacked area view shows how data you select relates to the total. This lets you easily compare performance and determine trends.
- By default, the top five line items are selected and displayed in different colors, but you can customize your selection for up to 25 items to view all the content you're interested in.





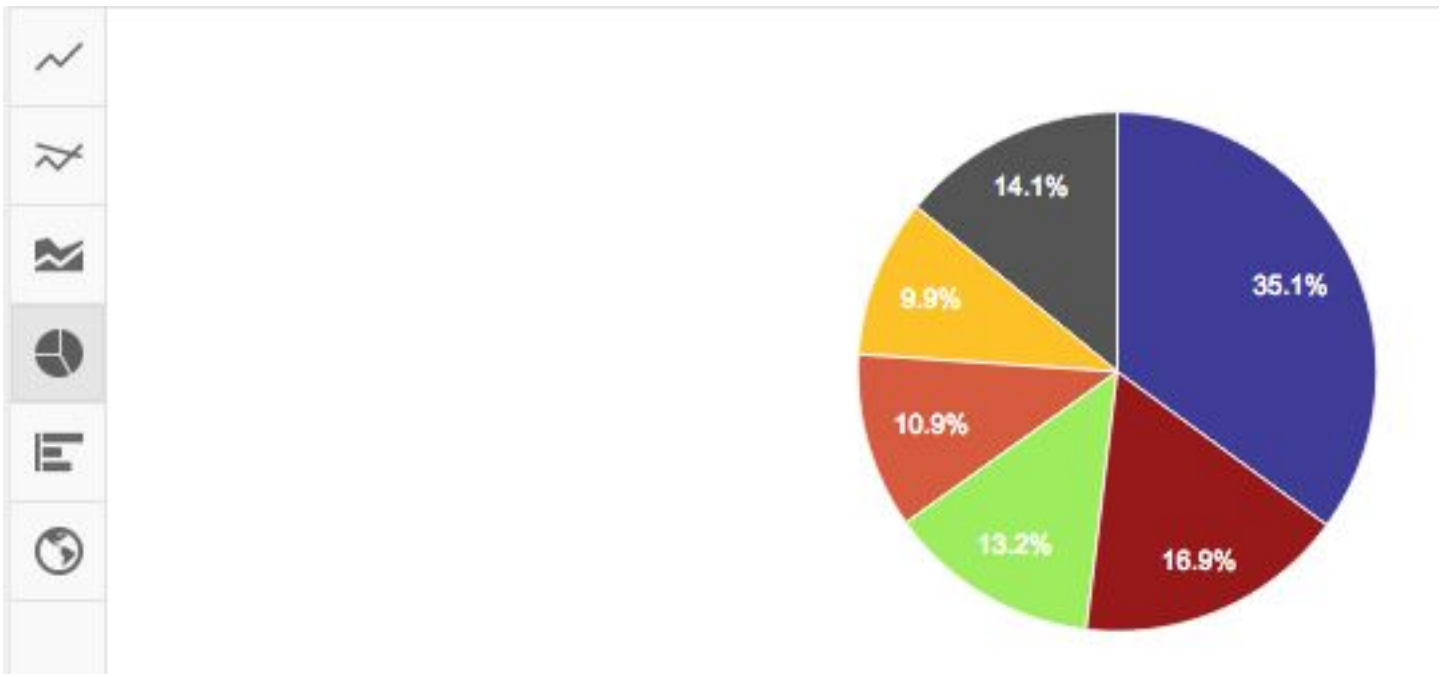
Phase III: Performance Measurement & Optimization

Youtube Analytics Basics

→ View Reports on Desktop

◆ Pie Chart

- Pie charts let you visualize up to 25 items in their relative size or impact. You can hover over each sector to see which item it corresponds to.





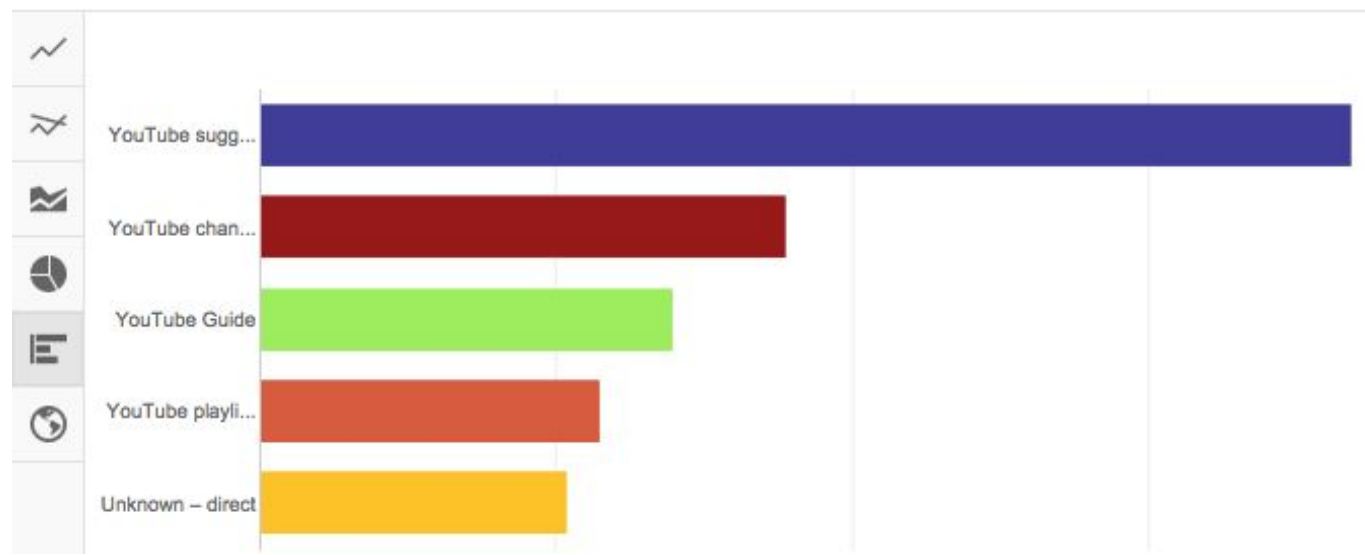
Phase III: Performance Measurement & Optimization

Youtube Analytics Basics

→ View Reports on Desktop

◆ Bar Chart

- You can use a bar chart to display the data you choose in horizontal bars that represent their values by length. If you select the date as a dimension, the bar chart will show as a line graph.





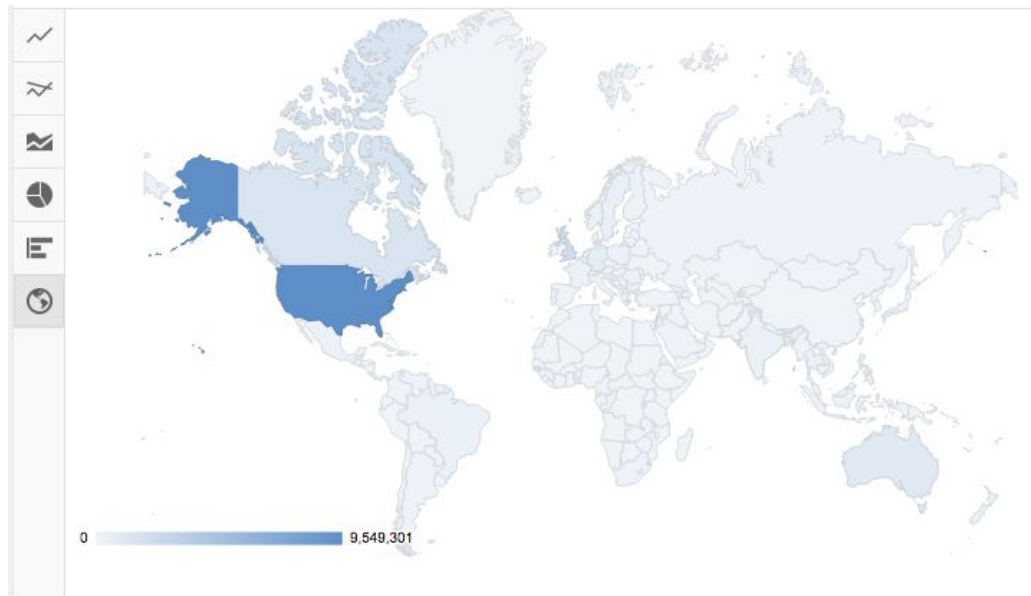
Phase III: Performance Measurement & Optimization

Youtube Analytics Basics

→ View Reports on Desktop

◆ Interactive Map

- Use the interactive maps to see where your video is being watched. Darker areas on the map mean that people are watching your video longer in that location. You can also hover your mouse over countries on the map to see detailed data for that country.






Phase III: Performance Measurement & Optimization

Youtube Analytics Basics

→ View Reports on Mobile Device

◆ Youtube Creator Studio App

- Get a quick snapshot of your channel analytics on mobile. Learn more about the YouTube Creator Studio app.
 1. In the top left, tap menu 
 2. Select Analytics.
 3. You'll see cards with the most important data organized in six themed tabs.

Download Report

You can download your reports on desktop. Click Export report at the top of the page. The report will include all information that's available for that report.

Note: "Unique cookies" data will only be included in the exported report if the "Date" dimension is also selected.



Phase III: Performance Measurement & Optimization

Measuring your Video ads Performance

Some key metrics for your TrueView campaigns include:

❑ Core Performance

- ❑ **Views** show you the number of times people watched or engaged with your video. For TrueView video ads, the number of views also counts towards your public YouTube account.
- ❑ **View rate** shows you the number of views or engagements your video ad receives divided by the number of times your ad is shown (video and thumbnail impressions).
- ❑ **Avg. CPV** is the average amount you pay when a viewer watches 30 seconds of your video (or the duration if it's shorter than 30 seconds) or engages with your video, whichever comes first. Note that your average CPV may not be the same as your maximum CPV. Your maximum CPV is the most you're willing to pay for an ad view.

❑ Click Performance

- ❑ **Clicks** show you the number of times people clicked on your video. Clicks can help you understand how well your ad is appealing to people who see it. Engaging ads are more likely to receive clicks.
- ❑ **Clickthrough rate** (CTR) is the number of clicks that your ad receives divided by the number of times your ad is shown, expressed as a percentage.



Phase III: Performance Measurement & Optimization

Measuring your Video ads Performance

Some key metrics for your TrueView campaigns include:

- ❑ **Engagement performance:**
 - ❑ **Engagements** show you the number of clicks on interactive elements such as teasers or icons to expand any cards that may be on your video.
 - ❑ **Engagement rate** is the number of engagements that your ad receives (for example, clicks on card teasers and icons) divided by the number of times your ad is shown, expressed as a percentage (engagements ÷ impressions = engagement rate).
- ❑ **Reach and Frequency**
 - ❑ **Unique cookies** is the number of cookies (which store preferences and other information that's used on webpages that they visit) specific to an individual browser on people's computers.
 - ❑ **Unique viewers** by cookie is the number of times your video ad was viewed by a unique cookie over a given time period.
 - ❑ **Avg. impr. freq. per cookie** is the average number of times your video ad is shown to a unique cookie over a given time period.
 - ❑ **Avg. view freq. per cookie** is the average number of times that a unique cookie viewed your video over a given time period.



Phase III: Performance Measurement & Optimization

Measuring your Video ads Performance

Some key metrics for your TrueView campaigns include:

- ❑ **Video Viewership (also known as “quartile reporting”)**
 - ❑ Video played to: 25% shows the number of times that a video plays to 25% of its length.
 - ❑ Video played to: 50% shows the number of times that a video is played until the middle of its view length.
 - ❑ Video played to: 75% shows the number of times that a video plays to 75% of its length. This metric applies only to in-stream videos.
 - ❑ Video played to: 100% shows the number of times that a video plays to its completion.
- ❑ **Youtube Engagement:** Earned actions happen when a viewer watches a TrueView video ad and then takes a related action on YouTube. The following are different types of earned actions:
 - ❑ **Earned views increment** if a YouTube viewer watches subsequent videos on your YouTube channel or Watch pages. This type of earned action increments whether or not someone chooses to watch the same video again or any other video on your channel.
 - ❑ **Earned subscribes** happen when a viewer subscribes to your channel. This type of earned action provides unique value because the content from these YouTube channels and the channel avatars themselves may be viewed on the YouTube home page.
 - ❑ **Earned playlist additions** happen when a viewer adds the video to a playlist.
 - ❑ **Earned likes** happen when a viewer likes the video.
 - ❑ **Earned shares** happen when a viewer shares the video.



Phase III: Performance Measurement & Optimization

Measuring your Video ads Performance

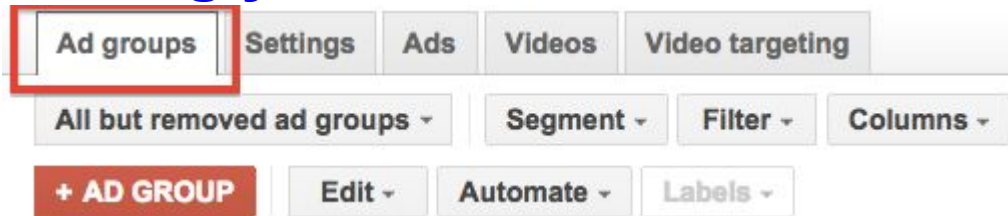
Many of the robust reporting features available for Search and Display campaigns are also available for TrueView video campaigns, such as:

- **Advanced filtering** - Filter your account statistics to search for the data that interests you the most.
- **Segments** - Use segments to split your data into rows based on the options that matter most to you, such as format, network, device, etc.
- **Automated reporting** - You can find specific performance data about your video campaigns that interest you, by customizing the statistics tables of your AdWords account using columns, segments, and filters. Once the tables look exactly how you want, you can download them as reports in a variety of formats and save them. You can also set up reports to run at specific intervals, and schedule them to be emailed to you or other people who have access to your account.
- **My Change History** - The My Change History tool lists the changes you've made to your account.
- **Modifying columns** - When you're viewing your AdWords account from the "All campaigns" view, some columns might be pre-populated with information not relevant to your TrueView campaigns, you'll see the following predefined types of columns:
 - **Views** - Use these columns to monitor your video views and audience engagement.
 - **Audience** - These metrics help you track the growth of your YouTube audience.
 - **Branding** - See how well your video ads are building brand awareness.
 - **Conversions** - Analyze clicks and conversions on your website.



Phase III: Performance Measurement & Optimization

Measuring your Video ads Performance



The “Ad Group” Tab

Use the "Ad groups" tab to see the overall results of your TrueView ad groups within a specific date range for metrics like impressions, clicks, viewthrough rate (VTR), cost-per-view (CPV), etc.

Keep in Mind:

- An ad group contains TrueView ads with common targeting criteria and bids.
- An ad group is defined by a specific TrueView ad format--either in-stream ads or in-display ads--and can contain only video ads of that format. However, in your TrueView campaigns, you can run multiple ad groups--some with in-stream ads and some with in-display ads. That is, a single ad group can contain only in-stream ads or only in-display ads, but it can't contain both ad formats.

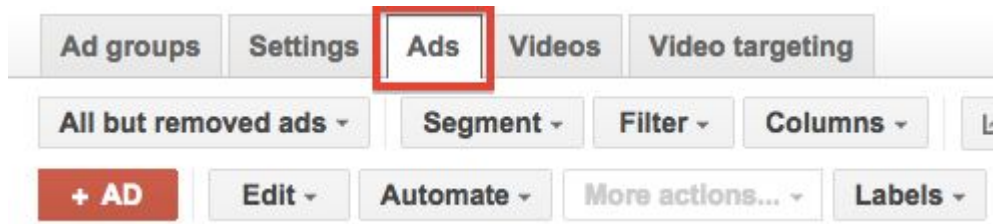
Once you've created a new ad group, you'll most likely want to fill it out with more ads and the right targeting to reach consumers at moments that matter. You can do this by clicking your ad group's name, and then click its [Ads tab](#) or [Video targeting tab](#).



Phase III: Performance Measurement & Optimization

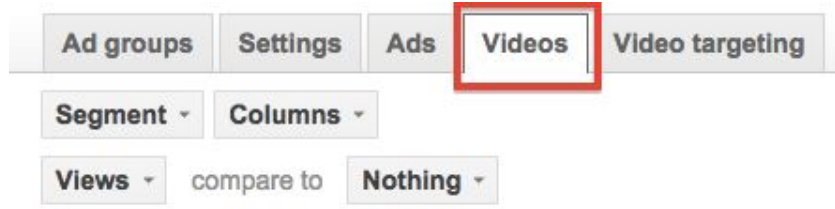
Measuring your Video ads Performance

The "Ads" tab



The "Ads" tab is where you go to create and manage your ads. Within this tab, you can create, edit, and preview your TrueView in-stream and in-display ads. You can also see and customize your ads' statistics, bids, and more.

The "Video Tab



The "Videos" tab shows your video performance in aggregate across all ads. By selecting from the "Views" drop-down menu, you can see charts that map the performance of all your video ads based on metric.

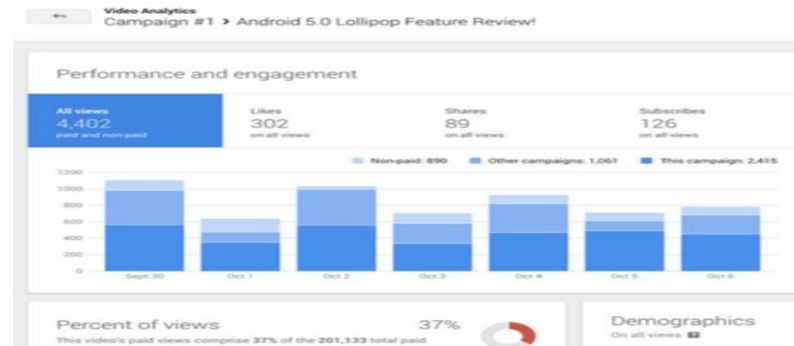


Phase III: Performance Measurement & Optimization

Measuring your Video ads Performance

The Video Analytics Tab

Discover performance metrics and audience insights for each of your videos by viewing its "Video Analytics" page. On the "Videos" tab, just click the video title or Analytics in the drop-down menu next to the video title.



The "Video Targeting" tab

The "Video targeting" tab has 2 purposes: to show performance metrics for each targeting method you're using and to allow you to add and exclude targeting methods directly to ad groups and campaigns.



Thank You



&



God Bless