

A blurred background image showing a group of people in a meeting or collaborative workspace. They are gathered around a table, and the background wall is covered with various colorful sticky notes and papers. The overall atmosphere is professional and creative.

Academy **ON AIR**

Google Partners

Trueview for Beginners



with Ely Rygier
Account Manager | Google Canada

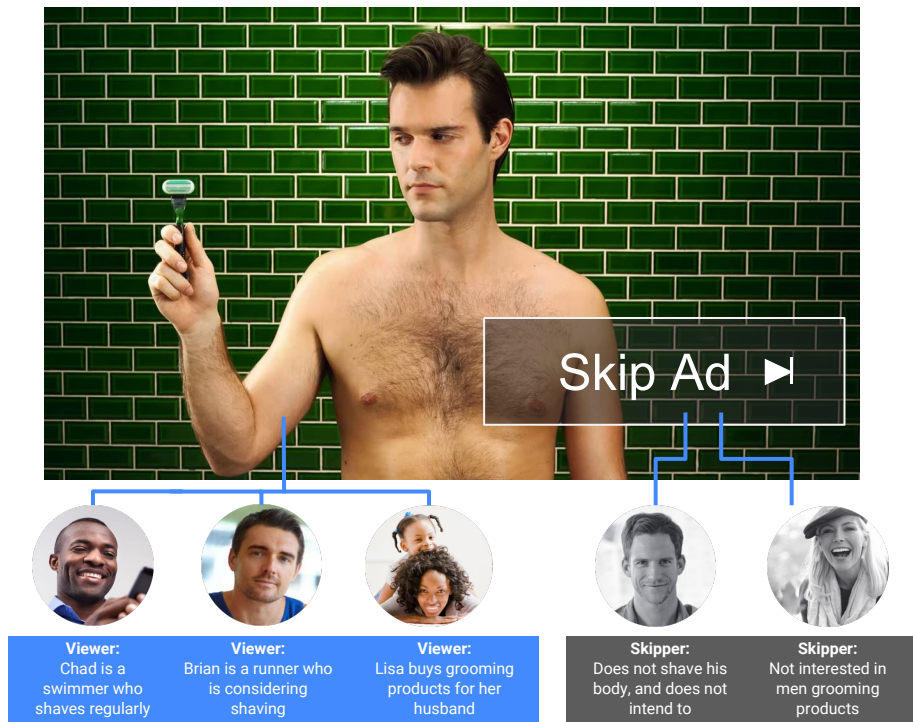
Google Partners

How does Trueview work?

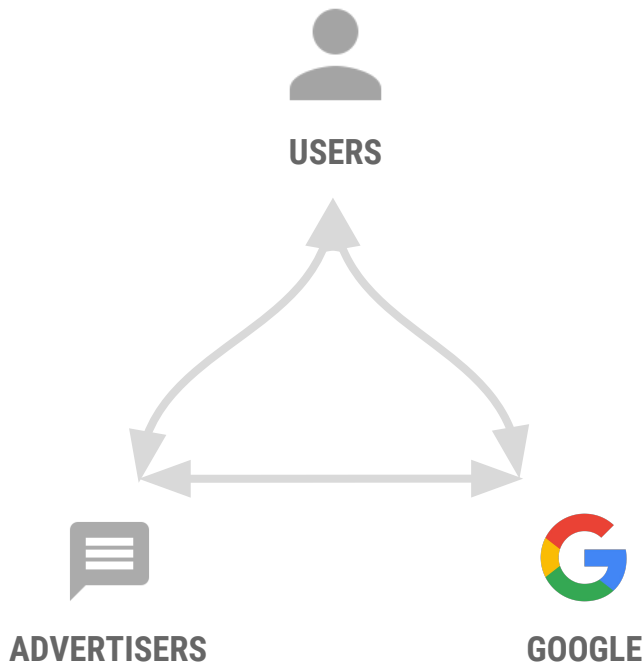
Trueview is YouTube's opt-in skippable ad format



Users are served an ad,
and advertisers only pay
when viewers watch for
:30 seconds (or the end
of the video for <:30)



This automatically optimizes the best **ad to a user**, the **best audience to an advertiser**, and the **best user experience**



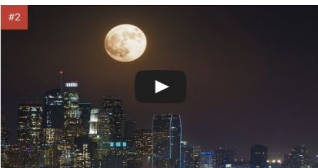
Seconds before an ad loads, YouTube will look at two factors;

1. A person's likelihood to view



$$30\% \text{ chance} \times \$0.10 \text{ max} = \$0.03$$

2. An advertiser's willingness to pay



$$25\% \text{ chance} \times \$0.12 \text{ max} = \$0.03$$

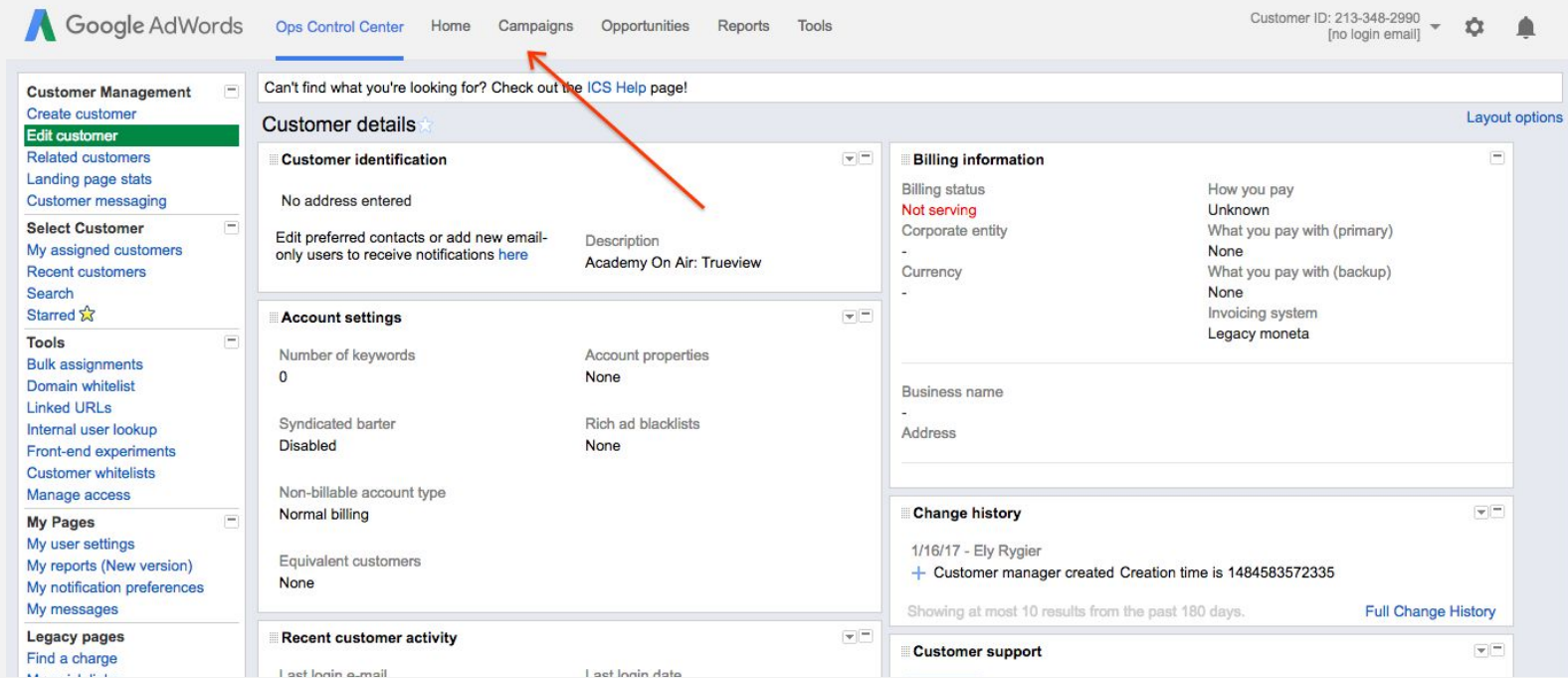


$$20\% \text{ chance} \times \$0.15 \text{ max} = \$0.03$$

**All 3 have
an equal
chance to
appear**

How should I set up my
trueview campaign?

Trueview campaigns are set up through the adwords interface in the campaigns tab



The screenshot displays the Google AdWords interface. At the top, the navigation bar includes the Google AdWords logo, a search bar, and tabs for 'Ops Control Center', 'Home', 'Campaigns', 'Opportunities', 'Reports', and 'Tools'. The 'Campaigns' tab is highlighted with a red arrow. On the right side of the navigation bar, the 'Customer ID: 213-348-2990' is shown, along with a '[no login email]' dropdown, a settings gear icon, and a notification bell icon.

The main content area is titled 'Customer details' and features a search bar with the text 'Can't find what you're looking for? Check out the ICS Help page!'. Below this, the interface is divided into several sections:

- Customer Management** (left sidebar): Includes links for 'Create customer', 'Edit customer' (highlighted), 'Related customers', 'Landing page stats', 'Customer messaging', 'Select Customer', 'My assigned customers', 'Recent customers', 'Search', and 'Starred'.
- Tools** (left sidebar): Includes links for 'Bulk assignments', 'Domain whitelist', 'Linked URLs', 'Internal user lookup', 'Front-end experiments', 'Customer whitelists', and 'Manage access'.
- My Pages** (left sidebar): Includes links for 'My user settings', 'My reports (New version)', 'My notification preferences', and 'My messages'.
- Legacy pages** (left sidebar): Includes a link for 'Find a charge'.
- Customer details** (main content area):
 - Customer identification**: Shows 'No address entered', 'Edit preferred contacts or add new email-only users to receive notifications here', and 'Description: Academy On Air: Trueview'.
 - Account settings**: Shows 'Number of keywords: 0', 'Syndicated barter: Disabled', 'Non-billable account type: Normal billing', 'Equivalent customers: None', and 'Account properties: None', 'Rich ad blacklists: None'.
 - Billing information**: Shows 'Billing status: Not serving', 'Corporate entity: -', 'Currency: -', 'How you pay: Unknown', 'What you pay with (primary): None', 'What you pay with (backup): None', 'Invoicing system: Legacy moneta', 'Business name: -', and 'Address: -'.
 - Change history**: Shows a log entry for '1/16/17 - Ely Rygier' with a '+' icon, 'Customer manager created', 'Creation time is 1484583572335', and a link to 'Full Change History'.
 - Customer support**: A section for customer support.

You want to set up the campaign as *video*

Google AdWords Ops Control Center Home **Campaigns** Opportunities Reports Tools Customer ID: 213-348-2990 [no login email] ⚙️ 🔔

⚠️ Your account isn't active - To activate your account and start running your ads, enter your billing information. [Fix it](#) | [Learn more](#)

Search «

All campaigns ▾

- Sample Display Campaign
- Shoe Shoppers
- Sample Search Campaign
- Brand Keywords
- Category Keywords

All drafts

All experiments

Campaign groups

Shared library

Bulk operations

All campaigns Last 30 days: Dec 17, 2016 - Jan 15, 2017 ▾

View History: all campaigns

Campaigns Ad groups Settings Ads Keywords Ad extensions Dimensions Display Network ▾

All but removed campaigns ▾ Segment ▾ Filter ▾ Columns ▾ ↺ ↻ Find campaigns 🔍 View Change History

Clicks ▾ VS None ▾ Daily ▾

1

Saturday, December 17, 2016 Sunday, January 15, 2017

+ CAMPAIGN ▾ Edit ▾ Details ▾ Bid strategy ▾ Automate ▾ Labels ▾

- Search Network with Display Select**
Best opportunity to reach the most customers
- Search Network only**
Google search and search partners
- Display Network only**
Google's network of partner websites
- Shopping**
Best way to create Shopping Ads
- Video**
Video ads on YouTube and across the web
- Universal app campaign**
Promote your app across Search, Display and YouTube

	Budget ?	Status ?	Impr. ?	Interactions ?	Interaction rate ?	Avg. cost ?	Cost ?
390	CA\$1.00/day	Eligible	0	--	--	--	CA\$0.00
582	CA\$1.00/day	Eligible	0	--	--	--	CA\$0.00
			0	--	--	--	CA\$0.00
	CA\$2.00/day		0	--	--	--	CA\$0.00
			0	--	--	--	CA\$0.00

Reporting is not real-time. Clicks and impressions received in the last three hours may not be included here.

Show rows: 100 ▾ 1 - 2 of 2

CPV = Cost Per View

The amount you are willing to pay for someone to watch your ad

Google AdWords Ops Control Center Home **Campaigns** Opportunities Reports Tools Customer ID: 213-348-2990 [no login email]

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1 Create campaign 2 Create an ad group and ad

Type: **Video - Standard**

Campaign name:

Type: ☒ **Standard** - Ads driving views, awareness and conversions [?](#)
☐ **Mobile app installs** - Ads encouraging people to install your mobile app [?](#)
☐ **Shopping** - Ads encouraging people to buy products listed in your Google Merchant Center account [?](#)
[Learn more about campaign types](#)

or load settings from [?](#)

Video ad formats ☒ **In-stream or video discovery ads** [?](#)
☐ **Bumper ads: 6-second video ads** [?](#)

Bidding [?](#) [?](#)
You set your own maximum cost-per-view (CPV) for your ads.

Budget [?](#) CA\$ per day
Daily budget represents your average spend over the month; actual spend on a given day may vary.

Your daily budget indicates how many people will see your ad per day
$$= \text{Budget} / \text{Max CPV}$$

Trueview has two formats: Discovery (search) and In-Stream (pre-roll)

Google AdWords Ops Control Center Home **Campaigns** Opportunities Reports Tools

Customer ID: 213-348-2990 [no login email] ⚙️ 🔔

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1 Create campaign ————— 2 Create an ad group and ad

⊞ Delivery method (advanced)

Networks ? ☐ YouTube Search
☒ YouTube Videos ←
☒ Video partners on the Display Network ?

Locations ? Which locations do you want to target (or exclude) in your campaign?

☐ All countries and territories
☐ United States, Canada
☐ United States
☒ Let me choose...

Targeted locations	Reach	Remove all
Canada - country	22,700,000	Remove Nearby

Enter a location to target or exclude. 🔍 [Advanced search](#)

For example, a country, city, region, or postal code.

Languages ? What languages do your customers speak?

English [Edit](#)

The most important settings for a flighted display campaign, date and frequency can be found under *advanced settings*

erygier@google.com Tier 0 CID 211397014 Team unassigned ... Find a customer

Google AdWords Ops Control Center Home Campaigns Opportunities Reports Tools Customer ID: 213-348-2990 [no login email]

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1 Create campaign 2 Create an ad group and ad

Advanced settings

☐ Schedule: start date, end date, ad scheduling

Start date ☐ As soon as ads are approved (usually within 1 business day)
☒ Mar 1, 2017

End date ☐ None
☒ Mar 31, 2017

Your ads will stop showing after this date, unless you change it later.

Ad scheduling ☐ Show ads all days and hours
[+ Create custom schedule](#)

☐ Ad delivery

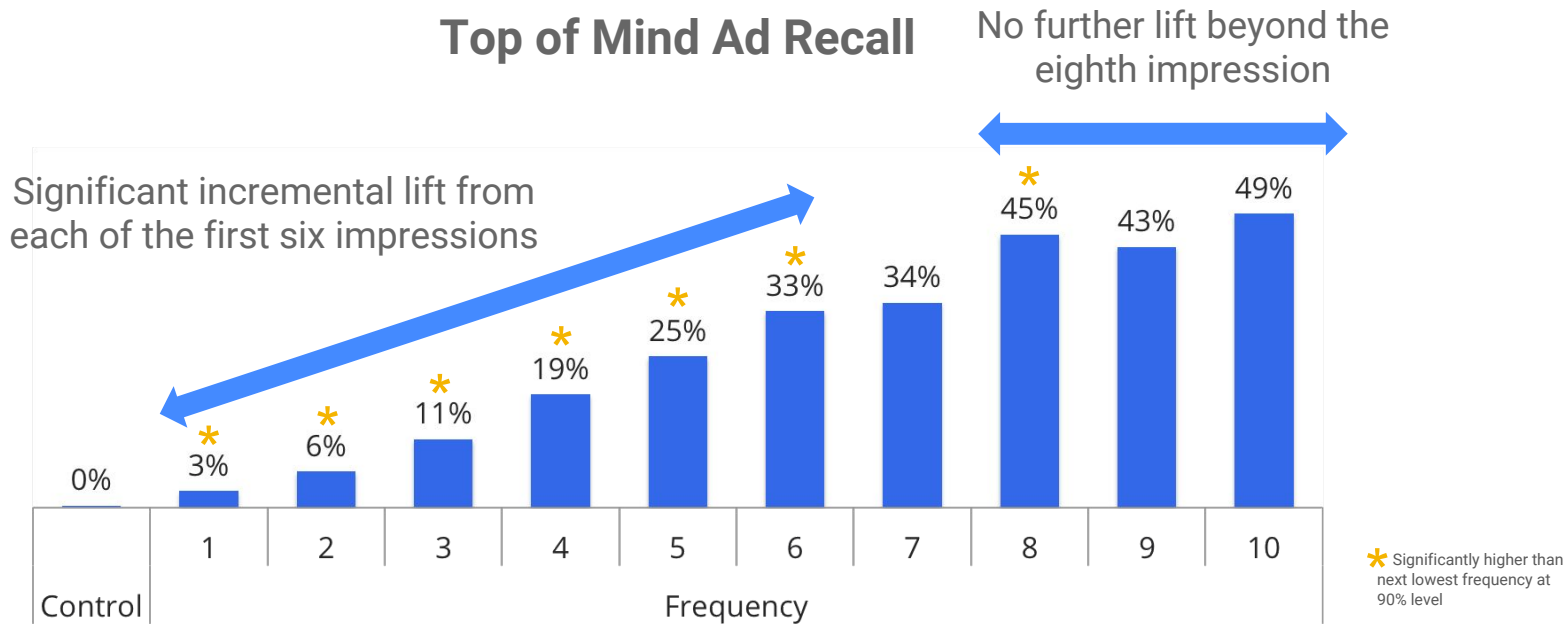
Frequency capping ☐ Set a limit to how many times your ads appear to the same user

☒ 1 impressions per day for this campaign
☐ views per day for this campaign


Content exclusions ☐ Standard (default) Edit

[Save and continue](#) [Cancel new campaign](#)

Internal research shows that you see significant awareness lift from the first 8 ad impressions



Your targeting should be the broadest audience that could presumably buy your products

 Google AdWords

Ops Control Center


Home


Campaigns


Opportunities


Reports


Tools

 **Your account isn't active** - To activate your account and start running your ads, enter your billing information. [Fix it](#) | [Learn more](#)

 Create campaign


 Create an ad group and ad

 Account linking

Bidding 

Maximum CPV **CAS** Typical: CAS\$0.05-CAS\$0.30


Maximum CPV is the highest amount you're willing to pay for someone to view your video ad.


Popular videos bid adjustment  %


Enter a number above to see an example.

Targeting

By default your ads will show to all viewers. Optionally you can refine your audience.

Demographics  **Any gender, Any age, Any parental status** [Edit](#)

Interests  **Any interest** [Edit](#)

Narrow your targeting (optional) 

Keywords
Target content related to your keywords

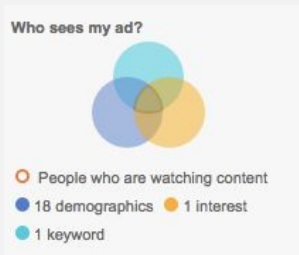
Placements
Target specific videos and websites

Remarketing
Target people who visit parts of your website

Topics
Target videos about specific topics

[Save ad group](#) [Cancel](#)

When you add targeting, you will serve to the intersection of targeting



Targeting

By default your ads will show to all viewers. Optionally you can refine your audience.

Demographics ☐ ● Any age, Any parental status, Female [Edit](#)

Interests ☐ ● Shoes [Edit](#)

Targeting

By default your ads will show to all viewers. Optionally you can refine your audience.

Demographics ☐ ● Any age, Any parental status, Female [Edit](#)

Interests ☐ ● Shoes [Edit](#)

Keywords ☐ ● Shoes [Edit](#) [Remove](#)

If you want to target different groups of audiences, make multiple ad groups. They are all under one frequency cap.

Remember to use the traffic estimator on the right hand side to guide whether your targeting and bid are too restrictive

Bidding [?](#)

Maximum CPV **CAS** Typical: CA\$0.07-CA\$0.34

Maximum CPV is the highest amount you're willing to pay for someone to view your video ad.

Popular videos bid
adjustment [?](#) %

Enter a number above to see an example.

Targeting

By default your ads will show to all viewers. Optionally you can refine your audience.

Demographics [?](#) ☒ Any age, Any parental status, Female [Edit](#)

Interests [?](#) Any interest [Edit](#)

Narrow your targeting (optional) ▼

Save ad group

Cancel

Per day

Per week

Predicted budget spent

0.00

CA\$1,000.00

18K - 19K

Views [?](#)

CA\$0.05

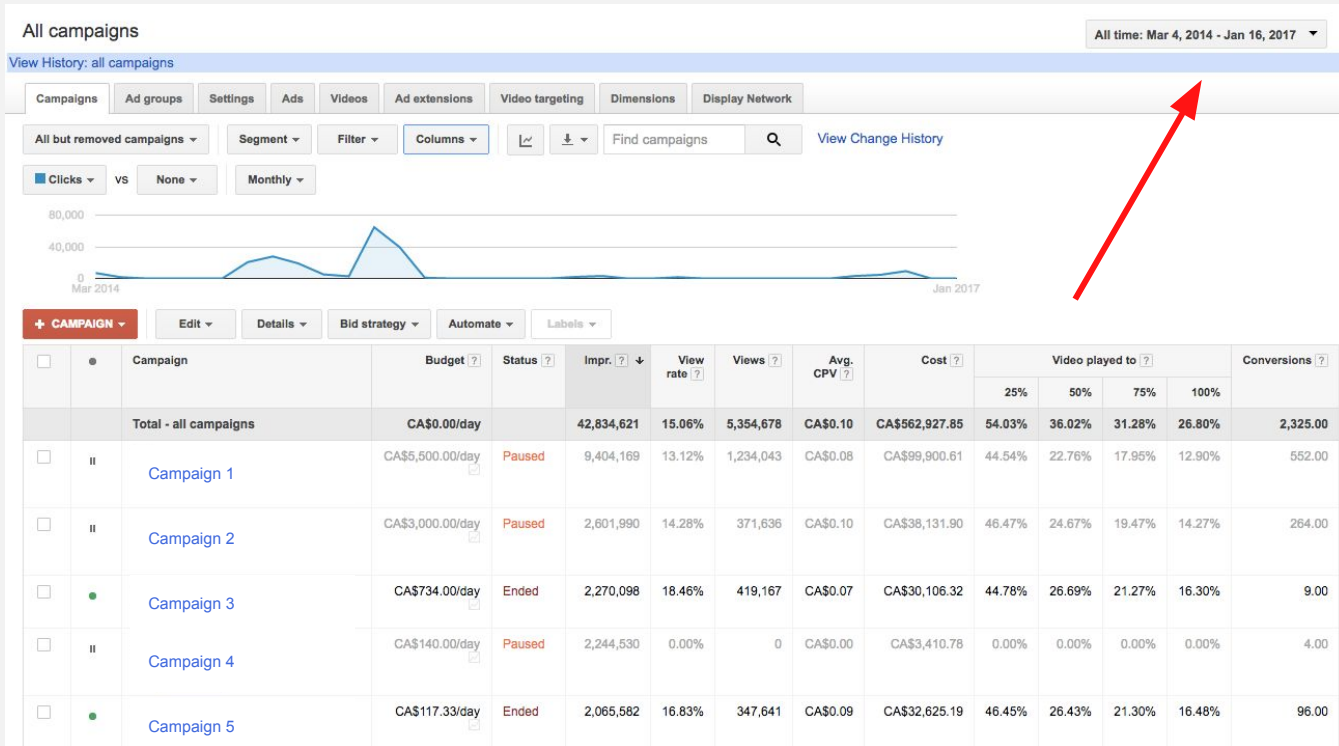
Average CPV [?](#)

[More options](#)

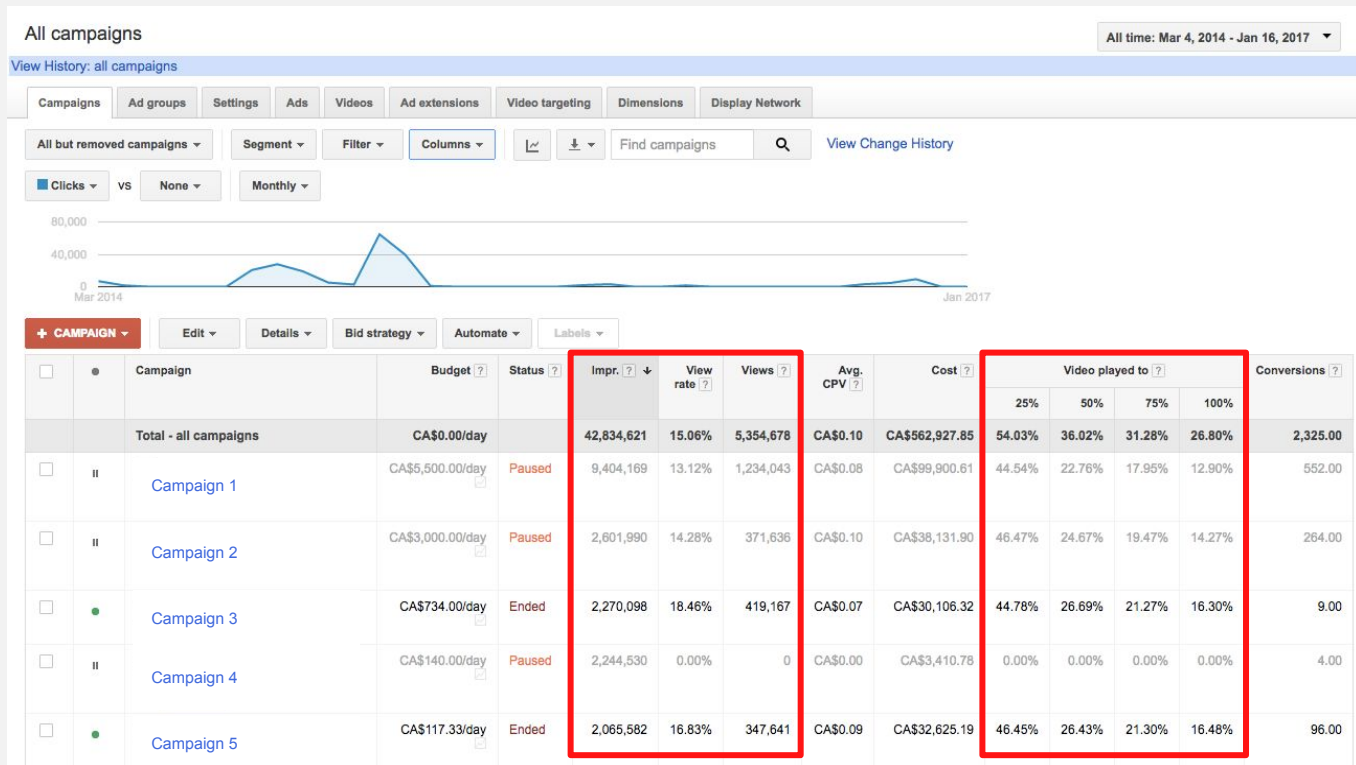
Raise your budget to get more views.

How do I track the
metrics that matter?

Most of the metrics that matter can be viewed in the campaigns tab of adwords



Impressions, views and view rate are a measure of 'how many people were shown your ad, chose to watch it, and at what rate'

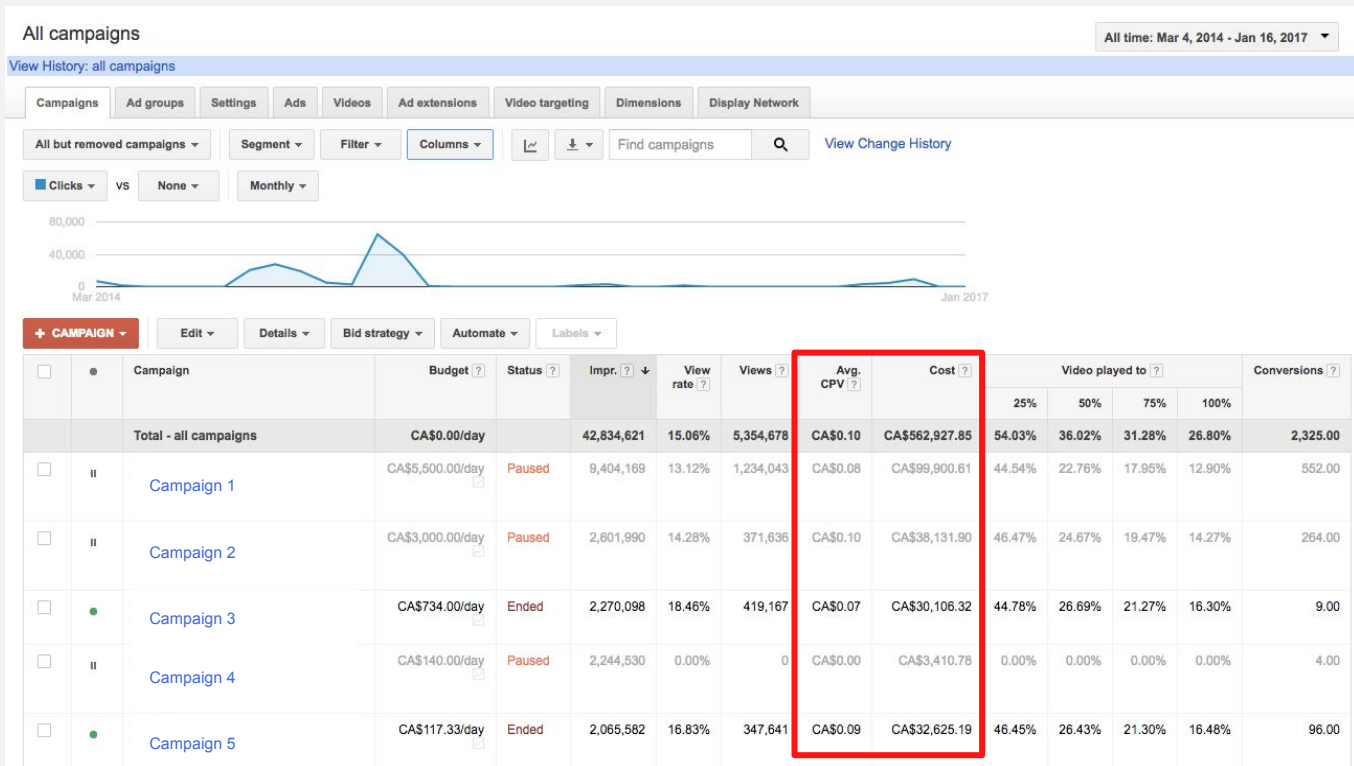


Benchmark for Canada is
12%-22%

The longer an ad is,
the lower the view rate tends
to be

Video played to gives you
a more granular look at
what % of impressions
people watched your
video until

Average CPV and Cost are determinants of how much it cost to reach your audience; you can control these factors

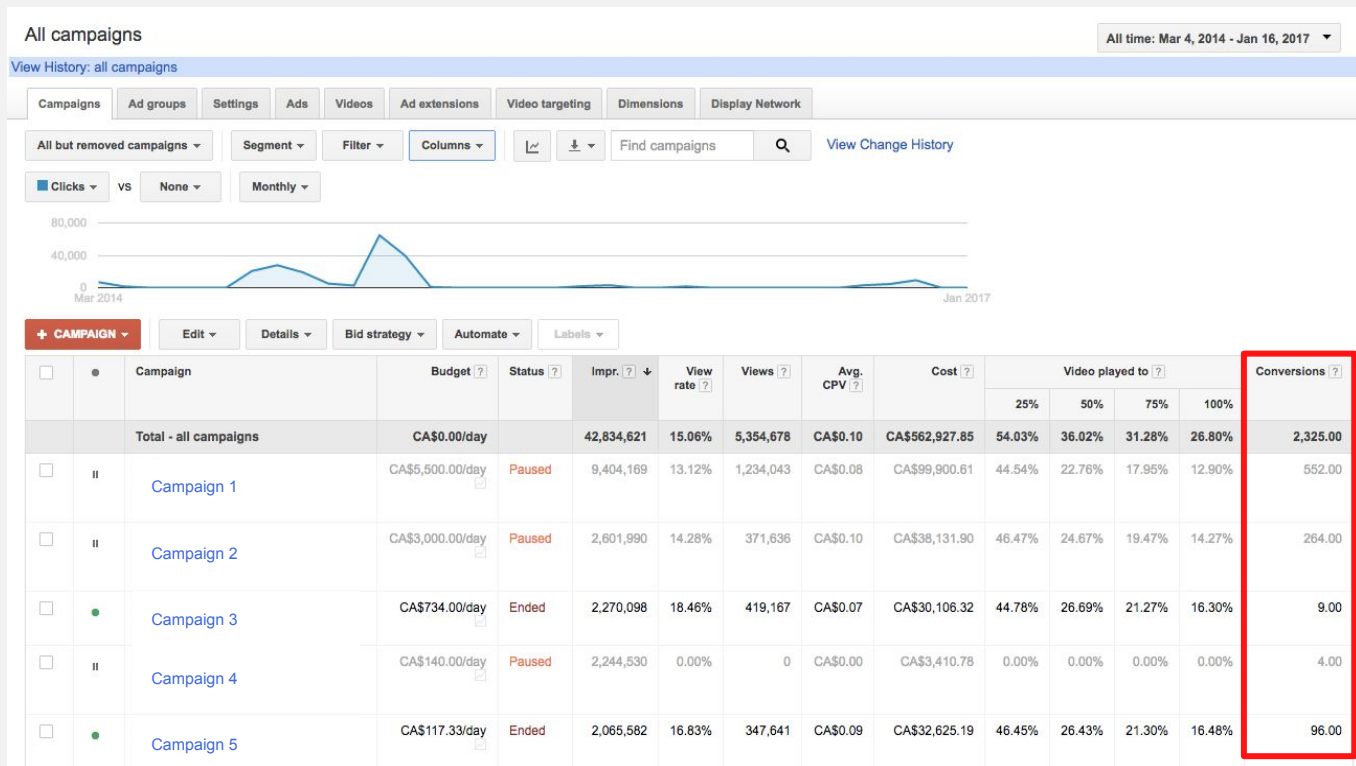


It is recommended to set your max CPV at \$0.15 and then adjust it up or downwards depending on your campaign delivery.

If your CPV appears too high, or your delivery is too low, you control it.

No averages, because CPV is dependant on the specificity of targeting

Finally, you can add traditional ad metrics like clicks and conversions to measure online conversion; view through conversion is the most accurate attributable direct metric



You should use 'view through conversion' as well as 'conversions' in order to properly credit the impact of brand campaigns.

Keep in mind that video is an *upper funnel* metric. It drives top of mind awareness and deeper consideration of your brand/product

What you need to create
with your advertising

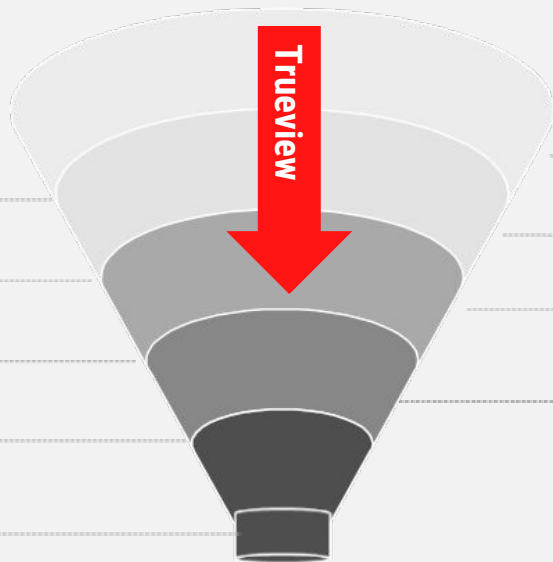
Attention

Interest

Desire

Action

Loyalty



What your potential clients are
saying about you

"I am not familiar with this
business or product..."

"I have heard of this product and
may be familiar with the brand..."

"I would consider buying products/
services from this brand..."

"I have bought products/services
from this brand..."

0.05% of people click through, on average, YouTube should
be used as part of a larger campaign.

Key Takeaways

Key Takeaways

- Trueview is Google's skippable video option where advertisers only pay when users watch the ad
- Whether your ads appear is a function of max CPV and view rate
- You control the targeting, the video, and the max CPV. Make sure traffic estimator is green so your campaign will serve.
- You can measure all standard metrics in the adwords interface, but remember that video influences minds and is more likely to increase brand equity than lead to immediate sales.

Still have questions on Trueview? See [here](#)

Interested in Trueview campaigns for mobile app installs? See [here](#)

Questions?

THANK YOU

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