

Google Academy on Air

Drive Action with YouTube

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Module 1

TrueView for action best practices

The right video solution for the right marketing goal

Marketing objective	Video format	Audience type	Bidding	Measure the impact
Maximize reach & increase awareness	Masthead TrueView for reach Bumper ads Non skips 15/20s	Detailed demo Affinity audiences Custom affinity	CPM vCPM CPD (reservation)	Impressions Frequency Reach/unique reach Awareness lift* Ad Recall lift* Brand Interest* *Not available for Masthead
Build consideration & interest	TrueView discovery TrueView in-stream	Life events In- market audiences Similar audiences	CPM CPV	Views, Website visits Consideration lift* Purchase intent lift* *Not available for TrueView Discovery
Drive online action & sales	TrueView for action	Custom intent Remarketing Customer match (Expand to mid-funnel audiences if needed)	CPA Max. conversions	Website conversions Micro conversions View-through conv.

Which clients are good pilot accounts for TrueView for action?

- ▶ Has video assets, or willing to create them
- ▶ Already maximizing search and display
- ▶ Need to grow by reaching new customers
- ▶ Willing to test and learn in the short-term to realize long-term gains
- ▶ Medium/high conversion rate (i.e. not selling really high-ticket item) -- we recommend at least 35 conversions per week

Business types for which we see the greatest success with TrueView for action

- ▶ "The Thriving Disruptors"
Disrupting an industry or creating a new niche (example verticals: Retail, Tech, Travel, Finance)
- ▶ "The Digital Storytellers"
Visual explanation is critical to consume understanding (example verticals: Tech, Fashion & beauty, services)
- ▶ "The Established Prospectors"
Clearly defined prospecting phase due to long buying cycle (example verticals: Auto, Education, Travel)

2 stages to your TrueView for action audience strategy



		
Detailed demo	Custom affinity	Affinity

“Thrill seekers” who might be interested in a non standard life insurance.



		
In-market	Similar audience	Life events

People who just moved to an apartment and might need home insurance.

2

Expand to



		
Remarketing	Customer match	Custom intent

People who searched on Google for “car insurance”.

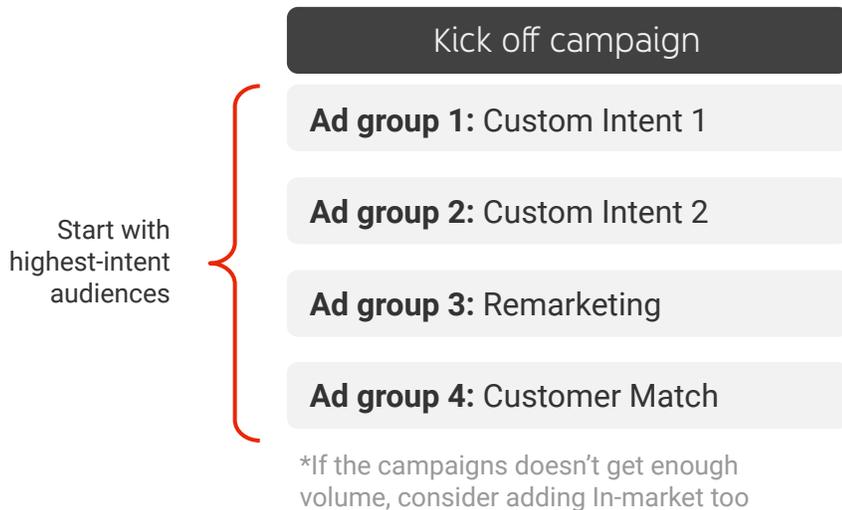
1

Start with

Note: Will not apply to people who've chosen not to see personalized ads

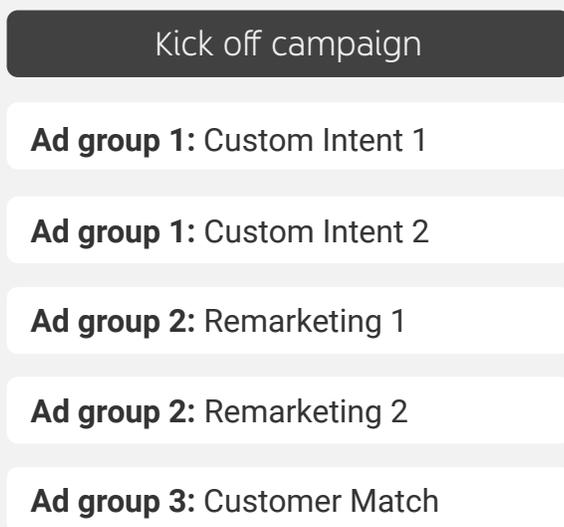
Campaign set-up: **Start with...**

1 Campaign, Separate ad groups for separate audiences



Advantage:
Get volume to scale your TrueView for action campaign and help the Smart bidding algorithm

Start with: 1 campaign



Expand to: more campaigns



Custom Intent best practices

Planning

Use **Keyword planner** to understand volume:

- Make sure to enter the country and language.
- Generally having at least 1M monthly searches (for all terms together) is a healthy size

Audience Category

- Keywords: **start with all converting** and assisting keywords from your search campaigns
- Keywords are treated as **broad-match**.
- **Separate brand / generic / competitor segments** to different ad groups.

Frequency

- **Increase frequency caps**: make sure you are there after someone is searching.

General video and companion banner specs:

Video creative

- AVI, ASF, Quicktime, Windows Media, MP4, MPEG (preferred video codec: H.264, MPEG-3, or MPEG-4)
- The video file must be uploaded to YouTube as 'public' or 'unlisted'
- 640x360 (16:9) or 480x360 (4:3) recommended (must be 16:9 or 4:3 native aspect ratio w/out letter-boxing)
- 30 FPS
- Max 1 GB file size

Optional custom companion banner

(for desktop only; auto-generated banner will show on mobile)

- 300x60
- Can be .JPG, .PNG (only image assets allowed; no 3rd party tags)
- 150KB max
- If no custom companion banner uploaded, auto-generated companion (same as mobile)
- Will be used for desktop only

<https://support.google.com/displayspecs/answer/6055025?hl=en>

Choose the right Smart Bidding Strategy and the right minimum budget

	Max. Conversions	tCPA
Use if:	If you don't have a strict CPA and care more about volume of conversions	If you have a strict CPA goal or if you ran TrueView for action campaigns in the past and know your target CPA
Set the right minimum daily budget:	Estimated CPA x 10	target CPA x 20

How to set the right tCPA?

New to video?

New to Video: Set a conservative CPA target (2-3x your generic Search CPA), and slowly bring it down.

Already running video?

Start with existing video CPA and slowly drop down CPA

How to optimize towards a lower CPA?

Allow **7- 14 days for tCPA** to learn and adjust to drive more conversions.

Slowly drop down CPA by **10% increments over time**

How to allow enough conversion data?

Set the budget to be

x20 your tCPA (with tCPA) or **x10** your estimated CPA (with Max. conversions)

Make sure to give the algorithm a few weeks with very few changes

**if you have high volume of conversions, time window could be shorter
(recommended: >35 conversions a week)*

**Any changes will start a new learning period for the algorithm*

Don't judge your campaign performance too early

Conversion lag for video is longer than Search and Display. Consider this when analyzing your campaign performance.

Allow 14+ days for conversions to come in due to conversion lag, before summarizing initial results

Troubleshooting



No conversions/too few conversions?

- Ensure **Google Ads conversion tracking** is setup properly
- **Ensure your tCPA is not too low:** 2-3 times your organic Search CPA.
- **Expand audiences** by adding new ad groups for customer match or in-market audiences
- **Consider a lighter conversion event** or extending the conversion window to better align with time from view to conversion



CPAs are too high?

Remember that it can take 7-14 days for auto-bidding to reach efficiency. If CPAs are still too high after 7-14 days:

- Consider a lighter conversion event or extend the conversion window to better align with time from view to conversion
- Create campaigns for different audiences to find users more likely to convert
- Test different ad variants changing up text (headline, call to action) or the video itself with the aim of increasing conversion rate



Not utilizing the entire budget?

Expand audiences by adding campaigns for customer match or in-market audiences

If you had to only remember 4 things from today, it would be these 4 best practices:

TrV4A minimum requirements

Conversion tracking

Use **Google ads conversion tracking** (website conversion tracking), and choose conversion events like 'page visit', 'form completion', or 'add to cart' along with 'checkout' to aim for **35 conv / week**.

Target CPA

For **tCPA** campaigns, set a target CPA of **at least 2X** your average **Search CPA**

Budget

For **tCPA** campaigns, ensure budget at least **20x tCPA bid** and for **Max Conversions** campaigns, at least **10x estimated CPA**

TrV4A additional best practices

Audience

Launch your campaigns with lower funnel audiences like **Custom intent** or **Remarketing**

Expand with Mid Funnel Audiences

Creative

Run **at least 5 ad variants** in each campaign (5 ad variants can include **different CTA's** and **headline text or even videos**)

Sitelinks

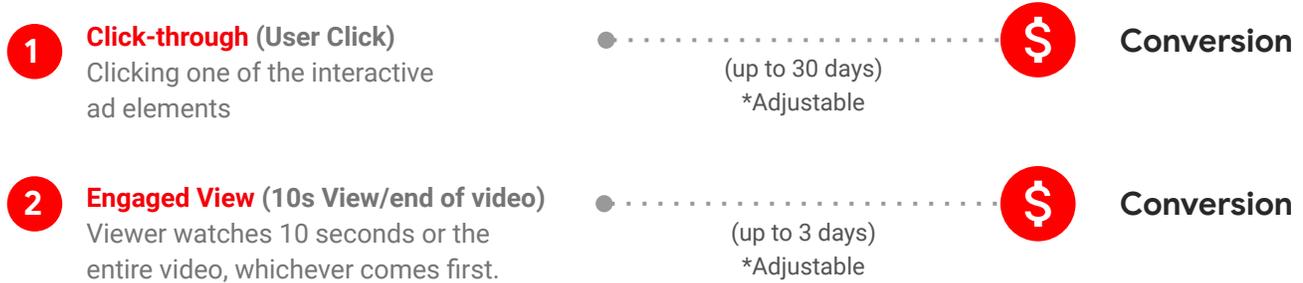
Add sitelinks to increase conversion rates. Adding Sitelinks to Trueview for Action campaigns can drive up to +40% conversions and -30% lower CPAs on mobile devices.*

Module 2

Measuring the full value of YouTube

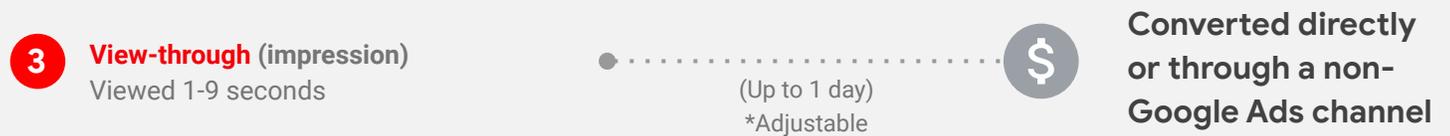
How are conversions measured in YouTube campaigns?

“Conversions” Column



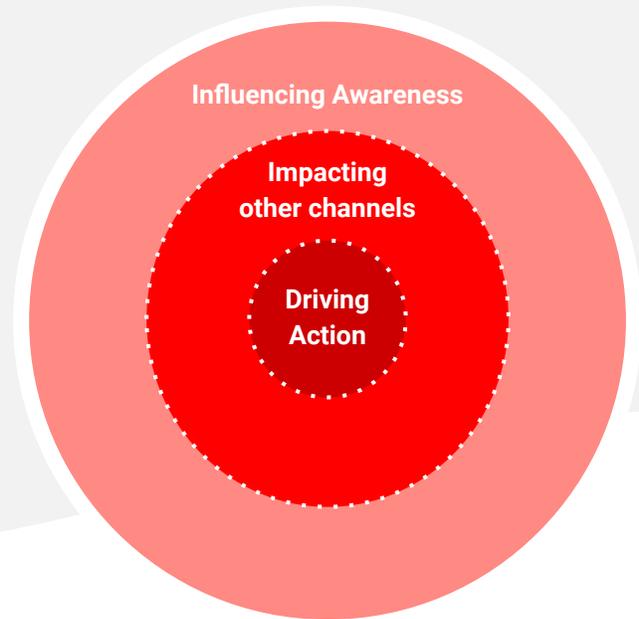
How are View-through conversions measured in YouTube campaigns?

“View-through conversions” Column.



*Consider including View-through conversions, especially when measuring against platforms that measure them by default

To measure the full value of your TrueView for action campaigns, measure **beyond conversions**



Driving action

Driving people to take action across the customer journey

- Conversions
- View-through conversions

Impacting other channels

Amplifying impact across platforms

- Assisted Conversions (Cross-network reports)
- Organic Search Lift

Influencing awareness

Influencing brand perception & Capturing audiences that are paying attention

- Brand Lift Survey
- Viewability report

Follow simple best practices to ensure ads are optimized for YouTube and for Action



Use sight and sound

YouTube ads are 95% viewable & 95% audible



Share functional benefits

Sharing product features/benefits drives lift across the buying funnel



Have a call-to-action

Give viewers a clear direction on what to do



Hook attention from the start

Front-load your message; use fast pacing, rhythm, and cut throughout



Introduce your brand early

Branding in the first 5 seconds helps viewers remember you



Build for small screens

Use close framing, big text, and bright footage to stand out

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Drive Action with YouTube