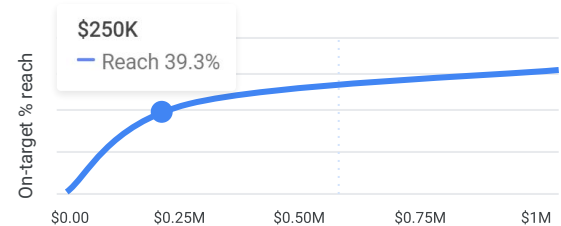


# Plan your video campaigns for Awareness and reach goals with **Reach Planner**

Size your reach campaign and review reach & frequency metrics

Your plan could reach **39.3%** of women 18–54 in France for **\$250K**



**7.94M**  
On-target reach

**5.19**  
Avg. Frequency

**\$8.12**  
CPM

**308**  
TRPs

**\$2.11K**  
CPP

**13.4M**  
W 18:54:  
Census pop.

\*This data is only given as an example.



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# What is Reach Planner?

Reach Planner is a Google Ads campaign planning tool designed to accurately plan for reach-based video campaigns across YouTube and video partners sites and apps.



## Important to know before starting

This guide will focus on using Reach Planner for awareness and reach goals. If you're aiming to increase the awareness of your brand, product or service, make sure to use the right metrics, formats, and audiences for your campaign:

### Awareness

Consideration

Action

#### The right metrics

Reach  
Awareness

#### The right video formats

TrueView for reach  
\*Bumpers  
\*15 sec Non skip  
Outstream ads, Masthead

#### The right audiences

Demographic  
Affinity audiences  
Custom Affinity

\*Formats that can also be bought through reservation campaigns. Turn to your Google POC if you want to learn more.



## Reach Planner benefits

### Validated reach of people (not cookies)

Reach Planner uses the Unique Reach methodology, corroborated by 3rd parties. Read more about Unique Reach on [page 8](#).

### Fresh data

Reach Planner uses the most recent data available, updated weekly. Data is up to date for the last 90 days, allowing a more accurate measurement of unique reach data.

### Media mix options

Either select which ad products you want to use, or get help finding the right ones.

\*TV data in Reach Planner is now launched in Japan and the United States. More markets to come. [Read more](#) about TV data in Reach Planner.

\*\* Reach Planner shows reach and frequency estimates, but doesn't guarantee performance. Actual campaign performance depends on other factors (such as ad quality, ad relevance, and campaign settings).



## Use cases for using Reach Planner

### Product mix Format & setup

"What is the right blend of **formats** to help me achieve my marketing objective, and what budget should I assign to each format"

#### Pro tip:

To find the right ad formats for your goals, select "Get help finding the right product mix". If you're not sure the system will start you off with TrueView for reach and bumpers to maximize reach.

### Tactical Audience sizing

"Given my budget, how many people can I **reach** on YouTube"

#### Pro tip:

Change the graph to show "On-target reach" instead of "On target % reach".

### Initial planning Budget determination

"How much budget should I invest on YouTube to **reach** my audience"

#### Pro tip:

On your media plan page, hover your cursor on your reach goal on the graph to see what budget estimate could get you there.

### Fine tuning Reach per format

"I know which formats I'd like to use and how much budget I have, what **reach** can I get?"

#### Pro tip:

You can edit the settings and budget for each format as well.

## How to use Reach Planner?

### 1. Create your media plan

#### ✓ Marketing objective

**Pro tip:** Match the right formats, audiences, bidding strategy and metrics to the marketing objective. For example, If your goal is increasing awareness make sure to use metrics like reach, impressions and CPMs, and have tCPM as your bidding strategy.

#### ✓ Location

**Pro tip:** Adjust currencies if needed before going into the details of your plan.

#### ✓ Google Audiences

**Available audiences:** Awareness Affinity, Custom Affinity. Consideration - In-market, Life events. (More audiences to come).

#### ✓ Demographics

**Pro tip:** Don't overlay demographics over your audiences unless it's necessary.

#### ✓ Dates

**Pro tip:** You can plan your campaign for up to 92 days.

### 2. Pick your own ad formats or get help with a suggested product mix



If you're picking your own ad formats, choose the format and budget per format.



If you're looking for **product mix recommendation**, supply your total budget, types of available creatives, and choose between any placement or only Google preferred.

#### Ad preferences

- ☐ Select your own product mix  
Choose ad formats and enter a budget for each
- ☒ Get help finding the right product mix  
Find recommended ad formats based on your budget and preferences

### 3. Click “View forecast” and find your media plan

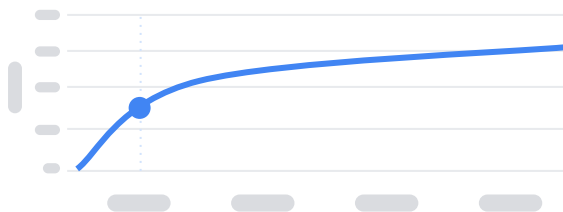
Now you can adjust each ad format separately, with different budgets, locations, demographics, dates, and audiences.



#### Pro Tip:

Ad format editing allows you to edit some features that aren't available in steps 1 & 2, like frequency caps, networks (including Google Video Partners or not), Custom tCPM, parental status, desired reach and devices.

#### View forecast



### 4. Export a CSV file



Download a CSV file of your plan for sharing or for future reference.

## Understanding your Reach Planner media plan

1

### What is the Reach curve?

Each point on the curve will show you what budget will be required for your desired reach, or vice versa - what could be your reach for a given budget. While planning your campaign you can hover the curve and understand the different scenarios for your reach and budget ratios. You can also change the Y axis to show on-target reach absolute numbers or on-target reach percentages.

2

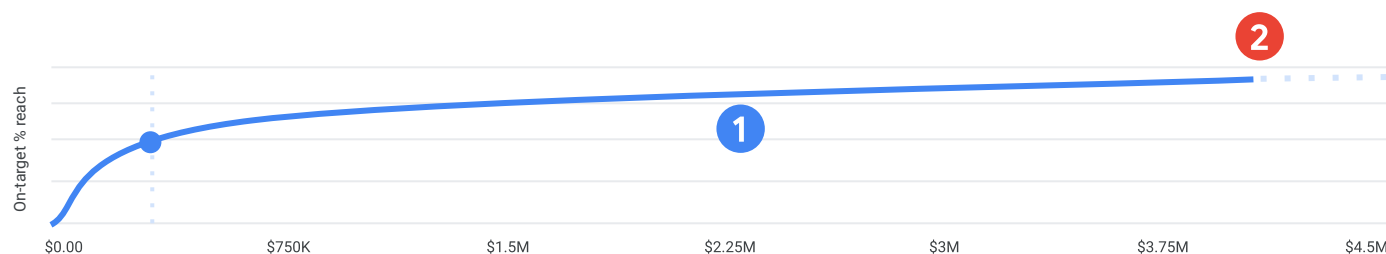
### What's the maximum reach point?

The highest point on the curve is often referred to as the maximum reach point, showing the maximum number of people that the system can confidently forecast you can reach given your media plan settings. It isn't the maximum reach of a particular audience on YouTube. From this point on, every new dollar spent begins adding more frequency than it does incremental reach.

5

Reach 27.9% of **women 25+** with \$250K

<b>3</b>	<b>4</b>	<b>6</b>				
<b>27.9%</b>	<b>12.61</b>	<b>\$2.06</b>	<b>352</b>	<b>\$710.59</b>	<b>24.5M</b>	<b>17.7M</b>
1+ On-target reach	Avg. Frequency	Total CPM	Census TRPs	Census CPP	Census Population	YouTube Population



\*This data is only given as an example.

3

### What's effective frequency?

The number you choose (from "1+" to "10+") signifies how many times you want your target audience to be exposed to your ad. The number that will appear underneath the "1+ On-target reach" drop-down menu indicates the number of people who have seen the ad that number of times. To get the most efficient reach, set your on-target reach to 1+, unless you want to make sure your viewers get to see the video more times. Changing the "1+ on-target reach" will impact your media plan reach numbers, but not the actual serving of your campaign that is only affected by the frequency cap setting in your campaign.

4

### What's the difference between "1+ on-target reach" vs. "Avg frequency"?

While changing the "1+ on-target reach" will impact your media plan reach numbers, the Average frequency in your media plan will remain unchanged, since it's always showing you the average frequency for a 1+ on-target reach ("minimum effective frequency"). Your Avg. frequency might be larger than 1 because Avg frequency also takes into account non-signed in user behavior which may result in a single person seeing your ad more times than the frequency cap you set. Keep in mind that none of these metrics will impact your campaign setting, so don't forget to set your frequency cap in your campaign.

5

### Why can't I see the reach percentage or total population of a plan?

The total population and reach percentage (Reach %) are removed if non-demographic targeting layers are included (such as parental status, affinities, and in-market segments). For example, Since there's no consensus on the number of people considered "Luxury shoppers" and because the number of people "in-market for appliances" constantly changes, Google Ads is left to highlight your absolute reach instead of your reach percentage of that population.

6

### What's the difference between on-target CPM and total CPM?

The on-target CPM metric will show you the CPM for the demographics and Google audience you chose, while the Total CPM will show you the CPM per your plan's total reach and not just within your target demographics. This difference might exist because while running your campaign you might target some people outside your chosen demographics, since the demographic models are not 100% precise due to cases like users that are sharing devices, Co-viewing, or even incorrect user declared



## Use best practices while building your campaigns and reporting on their results

### ⚙ While building your campaigns

- **Making changes to your original plan** - Today not all campaign settings are available as part of the Reach Planner settings. Building a campaign that doesn't match your plan settings will result in a mismatch between your media plan numbers and your campaign results. For example, if you're building a campaign with content exclusions or a specific sub-geo targeting, that wasn't available in the Reach Planner, expect the campaign results to be different than your media plan.
- **Include Google Video Partners** - The Reach Planner data includes by default impressions that will be shown on Google Video Partners (GVP) websites. To reach the full potential of unique users, include GVP in your campaign as well. It's important to know that ads on GVP drive similar lift as videos ads on YouTube, and they increase reach by over 50% for the same budget\*.
- **Define a frequency cap for your campaign** - Don't forget to define your campaign frequency cap, to ensure that your campaigns could achieve similar reach to what you see in your media plan

### 📊 While measuring your campaigns

- **Commit to the right metrics** - Measure your campaigns with the same metrics you defined in the tool.
- **Look at Unique Reach and frequency data** - To see your campaigns' Unique Reach data and frequency, add the columns for these metrics to your statistics table, and select a specific time period in the dropdown menu. These columns, found under "Reach metrics," are only available when you're on the Campaigns page.
- **Understand frequency data** - You may notice that the average frequency of your campaign is higher than the frequency cap they have set. This is happening since YouTube supports frequency caps on cookies. For example, each cookie can be capped to 3 impressions to account for people that browse YouTube on multiple devices. The model takes this cross-device exposure into account, and may sometimes account for more than 3 impressions per user. Reach Planner also applies a frequency cap per plan line item, so the reach of the campaign overall can be larger than the frequency cap.
- **Understand why your Reach Planner on-target reach isn't identical to your campaigns unique reach** - Reach Planner data and Google targeting are based on demographic models. These demographic models are not 100% precise due to cases like users that are sharing devices, co-viewing, or even incorrect user declared data. When ads are measured, research panels are being used by Google to correct the demographics data. It's important to note that waste is an industry-wide issue, and not an issue specific to Google .

\*Source: Internal planning tool. Weekly reach on 18-44 adults in US with campaign on YouTube and GVP (50% spend on TrueView on YouTube and GVP, 30% spend on Bumpers on YouTube and GVP and 20% spend on Outstream on GVP), vs. YouTube only (70% spend on TrueView on YouTube, 30% spend on Bumpers on YouTube)

# APPENDIX

## APPENDIX



### Glossary ([Help center article](#))

- **On-target reach:**  
The number of people within your campaign's defined age, gender and geography (also known as "target audience") that your plan is expected to reach.
- **On-target percentage reach:**  
The percentage of your campaign's defined target audience that your plan is expected to reach.
- **Average frequency:**  
The average number of times someone can be expected to view your ad during your campaign period.
- **Total CPM:**  
The cost-per-thousand (CPM) impressions across your plan's total reach, and not just within your target demographic (on-target reach).
- **On-target CPM:**  
The cost-per-thousand (CPM) impressions within your target audience (on-target reach).
- **Target rating point (TRP):**  
This is also known as on-target Gross Rating Points (GRP). TRP is calculated as the on-target reach percentage times the average frequency. For example, if your media plan reaches 10 percent of your target audience at a frequency of 1, your TRP is 10. This is calculated differently than GRPs because you're basing it on the people in your target audience, not everyone in that geography.
- **Cost per target rating point (CPP):**  
The amount of money spent in order to achieve a single TRP in a campaign. The CPP is calculated as the total cost divided by the TRP.
- **Census population:**  
The total number of people in your target demographics and location based on census data.
- **Digital population:**  
The total number of people in your target demographics and location who reported using the internet in the last 30 days.
- **TV population:**  
The total number of people in your target demographics and location who reported watching TV in the last 30 days.
- **YouTube population:**  
The total number of people in your target audience that can be reached by ads on YouTube and Google video partners during an average 28 day period.

## APPENDIX

### How unique reach is measured at Google

**Reach Planner's data is based on Google's Unique Reach methodology**, validated with third parties and consistent with actual reach and bids reported. Reach Planner is updated weekly to use the most up-to-date data available.

To calculate unique reach, Google Ads uses statistical models that account for user behavior across many browsers and devices. These models are created by observing anonymous user behavior across Google products to determine cross-device usage patterns. Google Ads combines behavior observations with other signals and local inputs (such as census and Gallup surveys) to deduplicate an audience across sessions, formats, networks, and devices. The result is the number of unique users (not cookies) who saw an ad.

1

**Demo labeled users**  
(declared + high quality inferred) -  
30 to 50% of the audience



**Non-demo labeled users**  
(remaining users)



2

**Panel calibration**  
(adjustment according to panels)



3

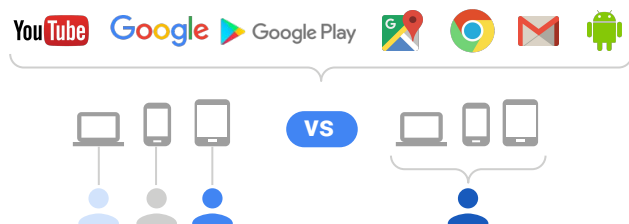
**Extrapolation of non-demo labeled users**  
(same proportion of tagged users)



**Audience (cookies)**

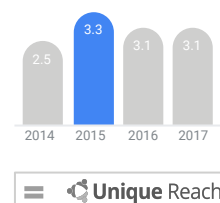
4

**Cross-Device Chart:**  
we analyze cross-device behavior on Google's 7 largest platforms (each with 1B+ users) to anonymously identify overlaps, while assuring user privacy and safety



5

**Cookie-to-user deduplication is also calibrated through Third Parties**  
(Gallup)



Ex: avg of connected devices per person