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# **MAKING THE MOST OF YOUR VIDEO BUDGET ON YOUTUBE**

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# What does it take to drive action on YouTube?

YouTube has always been the place viewers come to learn a new skill, discover new products, or get inspired to take action. They come to YouTube with intent and are actively engaged. As creators continue to develop engaging content people trust, YouTube's ad solutions help viewers make decisions more quickly. In fact, according to a recent Talk Shoppe study, **87% of viewers say that when they're shopping or browsing on YouTube, they feel like they can make a purchase decision faster.**<sup>1</sup>

As brands look to connect with audiences at scale — whether they're trying to generate leads, drive web traffic, or increase sales — with more than 2 billion monthly users, YouTube inspires action and drives results, by moving consumers from awareness towards purchase.

<sup>1</sup>Source: Google/Talk Shoppe, U.S., Shopping at the Speed of Culture 2021 study, n=2,000 A18-64 GenPop video users, Aug. 2021.

## Content

We'll take you through some best practices to help you drive action on YouTube. Click to jump to a section:



[Build captivating video creative for action](#)



[Invest in campaign types that drive action](#)



[Use media optimization strategies that turn viewers into consumers](#)



# **BUILD CAPTIVATING VIDEO CREATIVE FOR ACTION**





# Unlock the value of vertical video



To make sure your creative performs best across all of YouTube, include vertical video in your creative strategy.

**YouTube Shorts** is our mobile-optimized experience centered around vertical, full-screen videos that are 60 seconds or less. Shorts currently has 30B+ global daily views across more than 100 countries.<sup>1</sup> Going vertical is incremental, whether you're repurposing existing social assets or creating new vertical video.

## Action insight

Adding vertical video assets to your Video action campaign can deliver

# 10-20%

more conversions per dollar on YouTube Shorts than using landscape assets alone.<sup>2</sup>

<sup>1</sup>Source: YouTube Internal Data, Global, April 2022 vs. April 2021. <sup>2</sup>Source: Google Ads, May 1, 2022–June 1, 2022.

## Buying tips

### #1: Plug into easy templates

We've added new, customizable ad templates to the [video creation tool in Google Ads](#) to make it easy to create a vertical video ad from scratch. With only a few images and text, you can use these templates to create a vertical ad in minutes.

### #2: Flip video ads instantly

We're experimenting with a new tool that reformats landscape video ads into square or vertical formats based on how someone is watching YouTube.

### #3: Follow creative tips

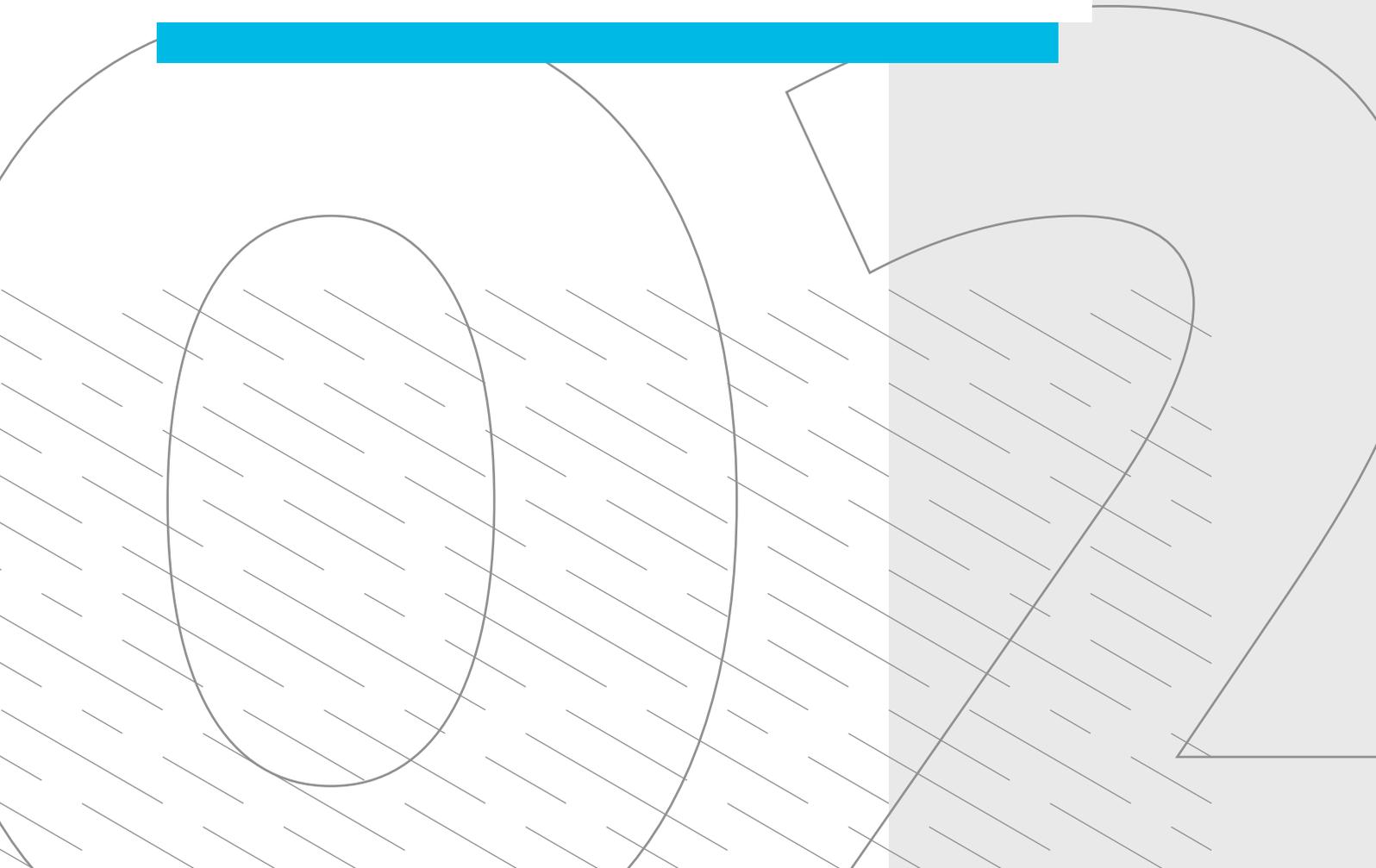
The [ABCDs](#) are still your guide to effective ads on YouTube – vertical or otherwise.



Read more about [new ways to make vertical video ads on YouTube](#)



# **INVEST IN CAMPAIGN TYPES THAT DRIVE ACTION ON YOUTUBE**





# Drive discovery and active consideration with Discovery ads and Video action campaigns

[Video action campaigns](#) make it easy to run your creative across YouTube, using skippable in-stream and in-feed video ads that are optimized to drive sales, leads, and web traffic.

You can maximize your campaign potential across all of YouTube and Google's visual and feed-based surfaces by adding [Discovery](#). This is a simple and cost-effective way to drive more conversions and inspire action, on and off YouTube, all in a single automated campaign.

## Action insight

More than

# 80%

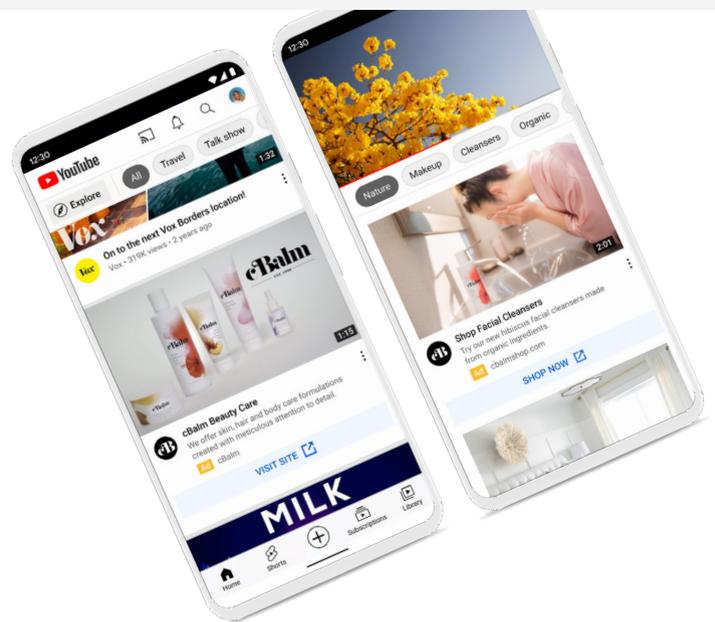
of advertisers who complement Video action campaigns with Discovery ads see incremental conversions at or below their original CPA.<sup>1</sup>

<sup>1</sup>Source: Google Data, Global, Feb. 2021–March 2021. Data from 350 Video action and Discovery campaigns adhering to budget best practices with a minimum of 20 conversions. Incremental conversions are defined as conversions earned at or below the marginal cost for a conversion.

## Buying tip

### Use Video action campaigns when:

- You want to use video to drive action to your business, service, or product.
- You're looking to increase scale or improve CPA performance/efficiency.
- You already use conversion tracking in your campaigns.

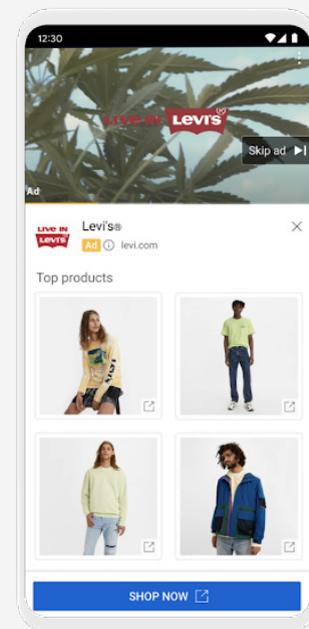




# YouTube: The world's biggest video storefront

YouTube is a prime destination for shopping, with 70% of YouTube viewers saying that they've bought from a brand as a result of seeing it on YouTube<sup>1</sup>.

Turn your Video action campaigns into a digital storefront by connecting your Google Merchant Center to increase shoppability with Product Feeds. These allow you to complement video ads with browsable product imagery and details to inspire purchase.



## Action insight

On average, Video action campaigns with Product Feeds saw over

# 80%

increase in conversions on video in-feed<sup>2</sup>, and over 70% increase in conversions on Shorts.<sup>3</sup>

<sup>1</sup>Source: Google/Talk Shoppe, U.S., whyVideo study, n=2000, A18-64 Genpop video users, Feb. 2020. <sup>2</sup>Source: Google Ads, May 26, 2022–June 27, 2022. <sup>3</sup>Source: Google Ads, July 2022. <sup>4</sup>Source: Google Ads, H1 2021.

## Levi's uses shoppable video to drive sales<sup>4</sup>



# 8:1

ROAS

# +11%

conversion lift



# Maximize your reach across Google with Performance Max campaigns

[Performance Max](#) is a goal-based campaign that allows you to access all of Google and YouTube's inventory from a single campaign. It uses machine learning and automation to deliver more conversions and value by optimizing performance in real time.

## ★ Buying tip

### Use Performance Max when:

- You want to maximize the performance of your campaign and aren't limited by which channel your ads appear on.
- You want to easily access all of Google's advertising channels using a single campaign.





# **USE MEDIA OPTIMIZATION STRATEGIES THAT TURN VIEWERS INTO CUSTOMERS**





## SECTION 03

USE MEDIA OPTIMIZATION STRATEGIES THAT TURN VIEWERS INTO CONSUMERS

# Increase performance with Optimization Score

Optimization Score is an estimate of how well your campaigns are set to perform. It's calculated in real time and runs from 0% to 100%, with 100% meaning it can perform at its full potential.

## Buying tip

**Check your Optimization Score to evaluate recommendations.**

Along with your score, you'll see accompanying optimization recommendations for each campaign that are personalized and tailored to your business objectives, such as maximizing conversions or conversion value.

## Action insight

In a recent case study, a global consumer retail brand saw a

**+102%**

increase in ROAS and a 37% decrease in CPA when implementing Optimization Score best practices.<sup>1</sup>

<sup>1</sup>Source: Google Ads



Read more about your [Optimization Score](#)



## SECTION 03

USE MEDIA OPTIMIZATION STRATEGIES THAT TURN VIEWERS INTO CONSUMERS

# Use Conversion Value Bidding in your portfolio

Value bidding enables your Video action campaigns to reach users who are likely to complete conversions with a monetary value associated. It optimizes your bids to maximize the total value of conversions generated by your Video action campaign to achieve more value rather than more conversions, with the goal to improve your overall campaign ROI.

**Bellroy AU**  
used Video action campaign with Product Feeds + tROAS bidding to achieve a **224% increase in return on ad spend<sup>1</sup>**



**+224%** Higher ROAS

**+385%** Higher conversion rate

**+23%** More conversions/sales

## Buying tip

### Know when to use it

- Video action campaigns with tROAS bidding allow you to set a target return on ad spend (tROAS) for your campaign.
- Video action campaigns with Max Conversion Value bidding allow you to maximize the total conversion value of their campaign within a specified budget.

<sup>1</sup>Source: Google Ads.





# Inspire action from audiences most likely to purchase

Today's consumer expects an easy, seamless path to purchase, from the search and discovery of a product to the moment they check out. So how can you make driving action a reality for your business?

We're rapidly rolling out new experiences and expert solutions to make it easier for you to plan, buy, and measure the impact of your action-packed strategy on YouTube.

