

Demand Gen line items in Display & Video 360

Implementation Guide



[Month], [Year]

Agenda

01

About Demand Gen

Engaging multi-format ads on Google's most visual surfaces.

02

Bidding & Optimization

Unified optimization & reporting with a deduped Floodlight methodology.

03

Campaign Creation

A step-by-step guide for creating Demand Gen line items.

04

Value Based Bidding

Adjust bids to maximize conversion value, not just number of conversions.

05

Measurement & Reporting

Analyze key metrics, run experiments, and identify top assets and audiences.

06

Upgrading VAC Line Items

Use SDF to upgrade existing YouTube video action line items aligned to goals.

07

Additional Resources

Tools empower your customers to optimize performance & efficiency.

01



Getting Started with Demand Gen line items

About Demand Gen line items

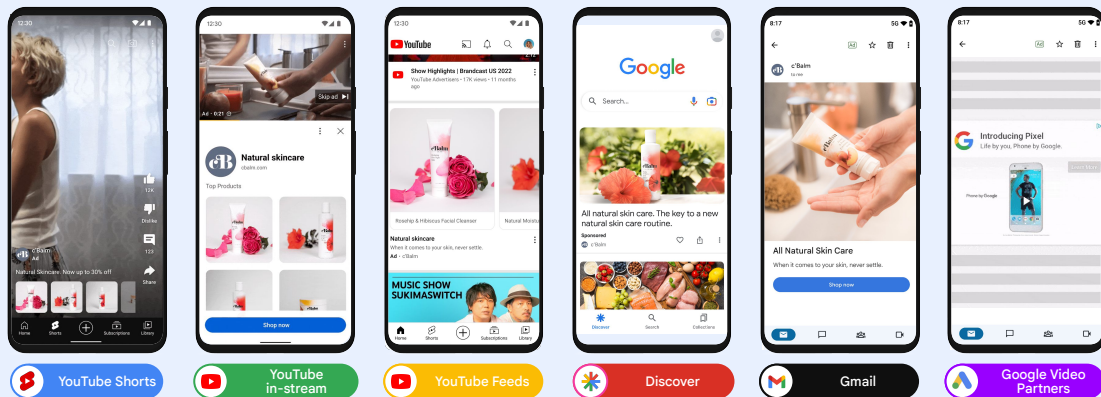
Let's talk about Demand Gen



Demand Gen campaigns help advertisers find and convert consumers with immersive, relevant, and visual creatives that grab attention and spur action in the right moment.

Key Benefits

1. **Expanded impact** with access to YouTube & Google's most immersive, visual touchpoints
2. **Tailored ad experiences** that use audience-first creative that drives demand
3. **AI-powered bidding & measurement** that fuels the funnel and measures the impact



Tailored ads
powered by Google
AI help advertisers
**find and convert
consumers with
dynamic, relevant,
and multi-format
creatives** that grab
attention and spur
action in the right
moment.

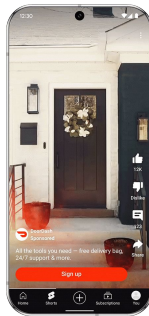
About Demand Gen line items

Drive deeper connections at scale with your audience

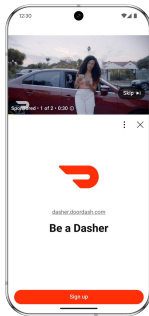
Demand Gen campaigns offer a wider audience and more diverse engagement opportunities than Video Action Campaigns. This allows the campaigns to optimize and drive increased performance



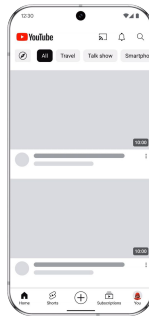
Drive **20%**
conversion boost
with no change
in CPA¹



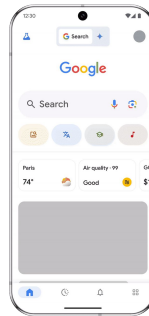
YouTube Shorts



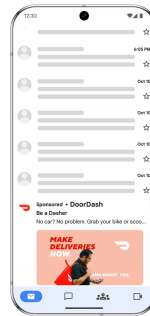
YouTube in-stream



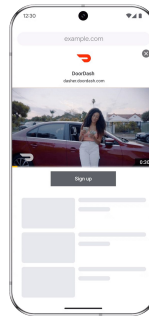
YouTube in-feed



Discover



Gmail

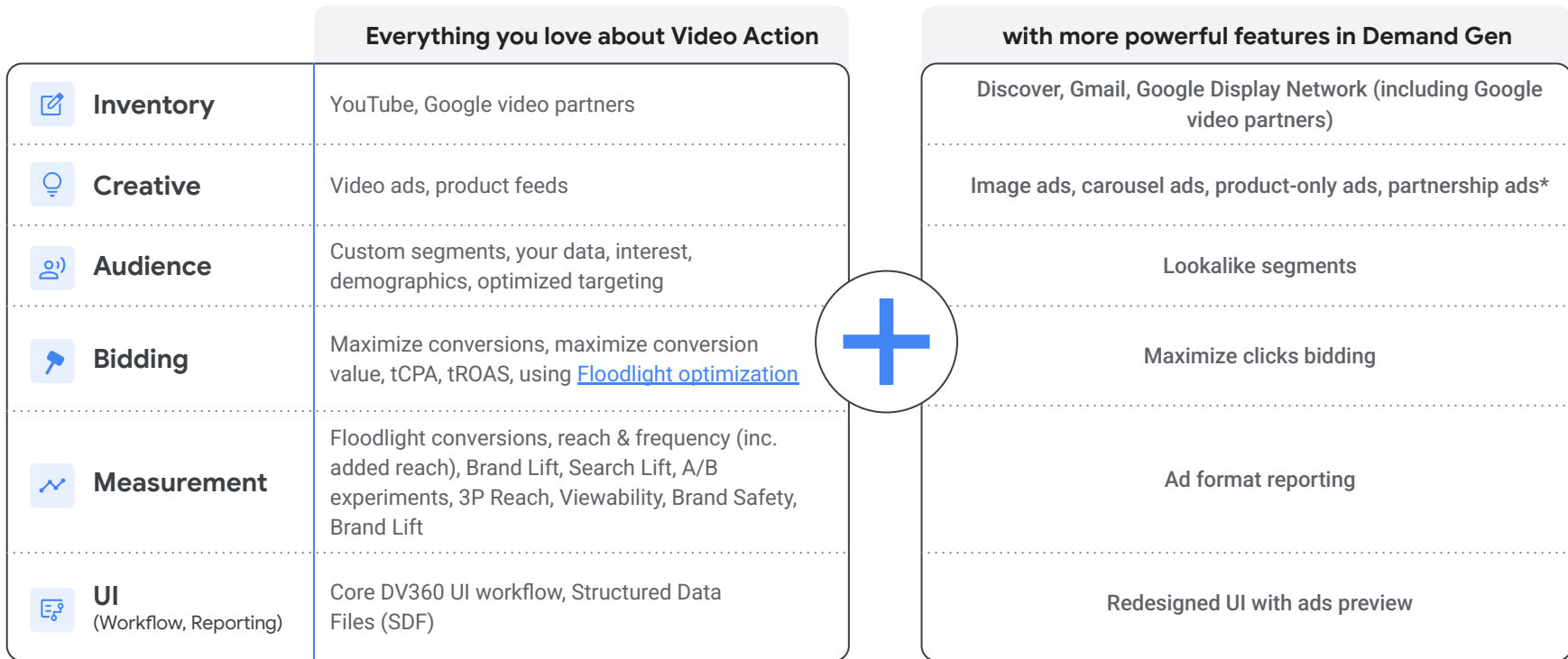


Google Display Network



Demand Gen campaigns using video and image assets saw a 20% conversion boost compared to those using video alone, with no change in CPA.

Access powerful new features in Demand Gen alongside those familiar to YouTube video action line items



02



Bidding & Optimization for Demand Gen line items

Understanding Bidding and Optimization for Demand Gen

It all starts with the Floodlight tag

Simplify conversion measurement with a single conversion tag measuring all paid media

01



Floodlight enables deduplicated conversion attribution across all paid media. It can be used just for measurement, but powering bidding unlocks results.



02



One set of Floodlight tags power multiple Google Marketing Platform solutions: Campaign Manager 360, Display & Video 360, Search Ads 360

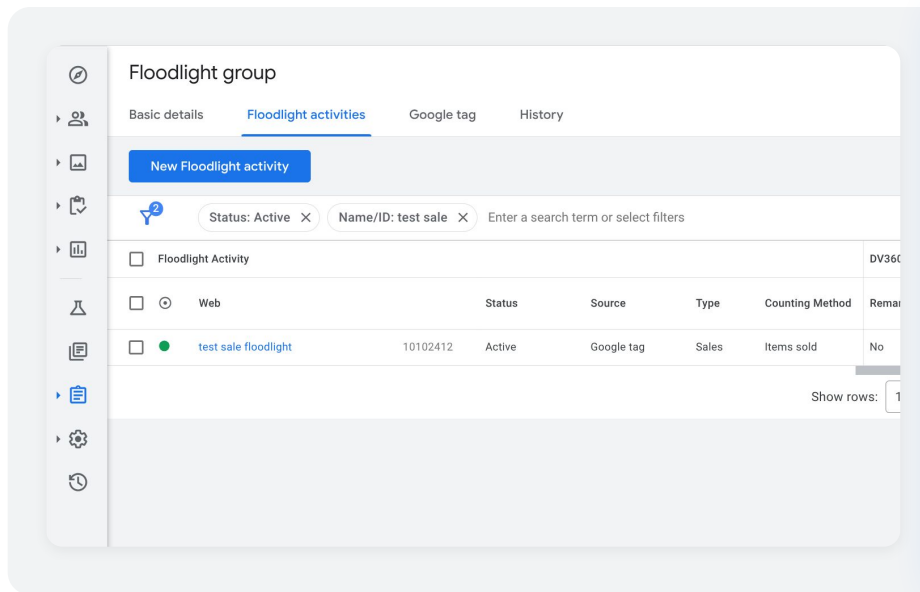
03



Enables measurement and audience creation across both web and app.

View & Manage Floodlight Activities

Guidance for Display & Video 360 and Campaign Manager 360 advertisers



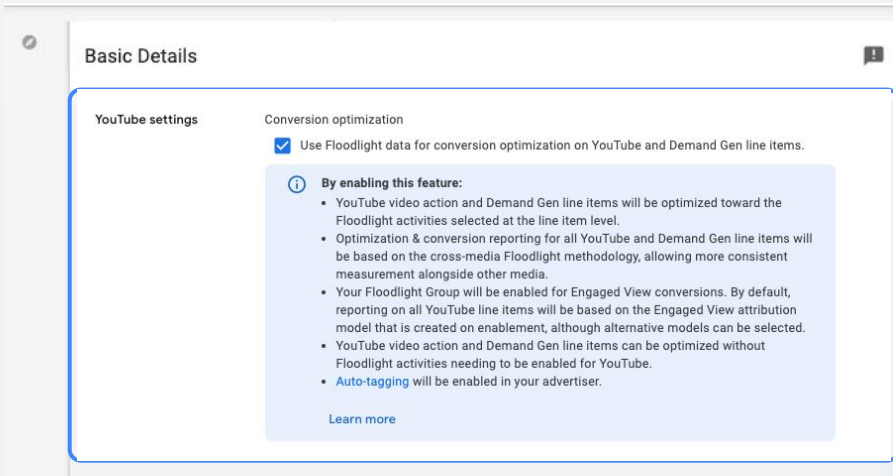
The screenshot shows the 'Floodlight group' interface in Google Ads. The left sidebar contains navigation icons for various tools. The main content area has tabs for 'Basic details', 'Floodlight activities' (selected), 'Google tag', and 'History'. Below the tabs is a 'New Floodlight activity' button. A search bar with filters 'Status: Active' and 'Name/ID: test sale' is present. A table lists floodlight activities, with one row visible: 'test sale floodlight' with ID '10102412', status 'Active', source 'Google tag', type 'Sales', counting method 'Items sold', and remaining 'No'. A 'Show rows: 1' dropdown is at the bottom right of the table.

		Status	Source	Type	Counting Method	Remain
☐	Floodlight Activity					DV360
☐	Web					
☐	test sale floodlight	Active	Google tag	Sales	Items sold	No



- Floodlight activities created in CM360 **or** DV360 can be found at the Advertiser level in DV360 by navigating to 'Resources' and 'Floodlight Group'.
- Need help creating and managing Floodlight activities? Refer to the guidance below:
 - [DV360 only users](#)
 - [CM360 and DV360 users](#)

How to enable Floodlight optimization for YouTube



• How to turn on Floodlight Optimization?

- Visit **Advertiser Settings > Basic Details > YouTube settings** and enable checkbox to “Use Floodlight data for conversion optimization on YouTube and Demand Gen line items.”

• When is this feature used?

- Advertisers that want to use Floodlight conversion attribution methodology for optimization, rather than the [Google Ads conversion attribution](#) methodology.
- Enabling this feature applies a unified, deduplicated Floodlight methodology across your entire advertiser for both optimization and reporting. This shared source of truth powers Google AI-powered bidding strategies to maximize returns, drive valuable conversions, and demonstrate impact.

Note: Floodlight Optimization is **required in order to run DemandGen in DV360*

03



Constructing Demand Gen line items

Setting Up Demand Gen Line Items: Step-by-Step

Constructing Demand Gen line items

Create a new “Demand Gen” line item

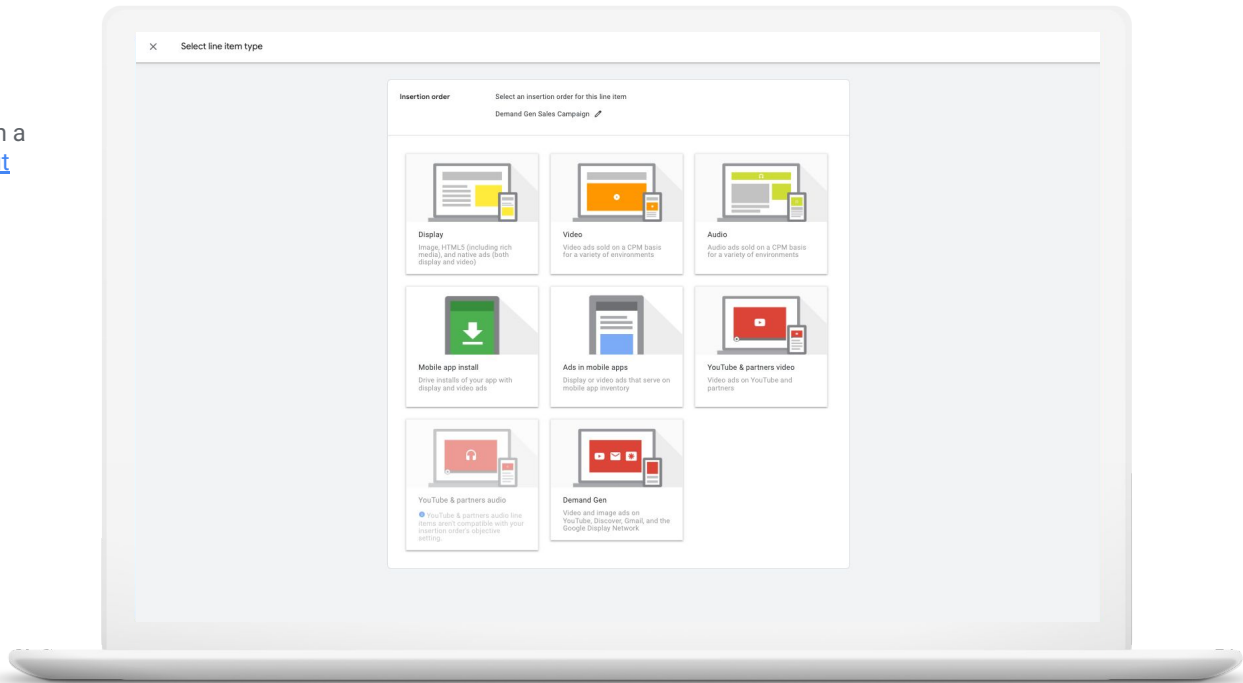
Start in an existing insertion order or create a new one.

Demand Gen is available within insertion orders with a “Clicks” or “Conversion” objective. [Learn more about insertion order objectives](#).

In your insertion order, click **New line item**.

Pick **Demand Gen** as the line item type.

[Automatic budget allocation](#) for Demand Gen line items only works within insertion orders (IOs) that contain exclusively Demand Gen items; it's incompatible with mixed IOs that also include YouTube video action line items.



Select line item-level targeting options

Name your line item.

Under the “Targeting” section, you'll see that the device targeting and category exclusions are set automatically. [Targeting set at the advertiser level](#) (e.g. content & keyword exclusions) will apply to all current and future Demand Gen line items contained within the advertiser.

Demand Gen now controls [inventory sources](#) at the ad group level, while offering [flexible geography and language targeting](#) at either the line item or ad group level.

As of March 2025, “[Google Video Partners](#)” is now “Google Display Network,” and its opt-in control is at the ad group level, not the line item level.

The screenshot displays the 'New Demand Gen line item' configuration interface. At the top, there's a title bar with a close button and the text 'New Demand Gen line item'. Below it, a dropdown indicates 'No targeting template applied'. The main form is divided into several sections: 'Line item name' with a text input field containing 'Test Line Item' and a 'Draft' button; 'Targeting' section which includes 'Category exclusions' (showing 'Content categories' as selected and 'Category exclusions' as not selected), 'Inventory sources' (with a note about ad group level control), 'Add targeting' (a link), 'Flight dates' (with 'Use same dates as insertion order' selected), 'Budget and pacing' (with 'Flight' selected, 'Even' frequency, and '\$100000' budget), 'Bid strategy' (with 'Maximize conversions' selected), and 'Product feed' (with an unchecked checkbox for Google Merchant Center).

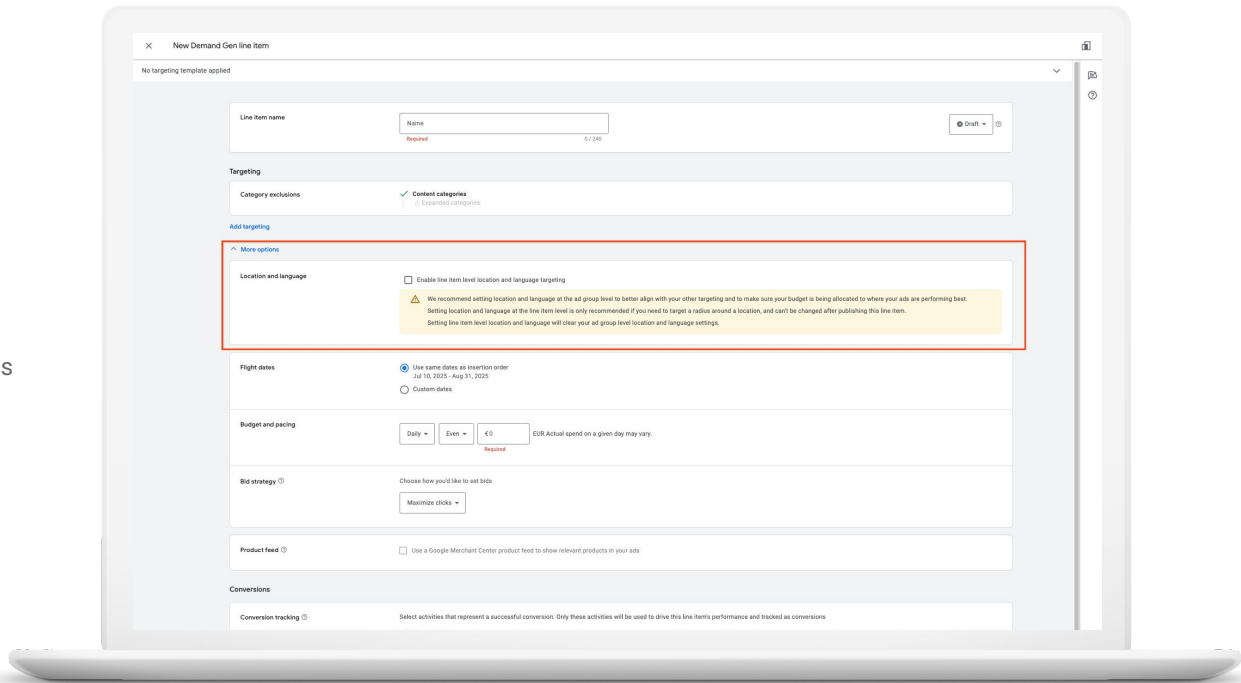
Opt into line item level location or language targeting, when desired

Demand Gen line items now support flexibility to apply [geography](#) and [language targeting](#) at the line item level or ad group levels, providing advertisers with more precise audience reach.

We recommend setting location and language at the ad group level to better align with your other targeting and to make sure your budget is being allocated to where your ads are performing best.

Setting location and language at the line item level is **only** recommended if you need to target a radius around a location, and **can't be changed after publishing this line item**.

Setting line item level location and language will clear your ad group level location and language settings.



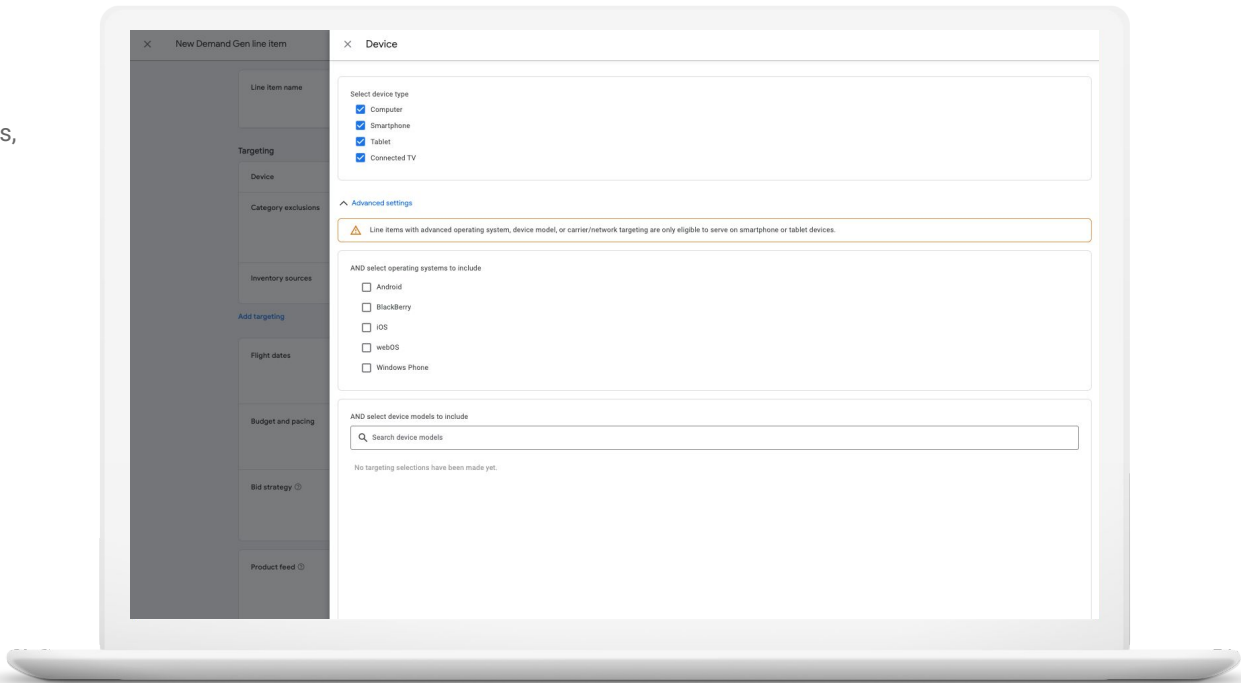
Select device and advanced operating system targeting

In the “**Targeting**” section, you'll see that the device targeting is set automatically by default.

To add more specific targeting for operating systems, device models, or carriers/networks, click “**Add targeting.**”

Please note that line items with this advanced targeting will exclusively serve on smartphones or tablet devices.

Additional targeting is available in the line item's ad groups.



Configure your line item's settings

Add additional line-item level settings:

- **Flight dates:** Pick custom dates or use the same dates as the parent insertion order.
- **Budget and pacing:** [Set your budget and how quickly it will be spent](#).
 - After you save the line item, you can't change between daily and flight, but you can update the amount.
- **Bid strategy:** Choose maximize conversions, maximize clicks, or target CPA as your bid strategy. If choosing target CPA, set target bid.
 - Once you've collected enough conversions, you can use [value based bidding strategies](#) (max conversion value or target ROAS).
- **Product feed:** Add a [product feed](#) to your line item to show browsable product imagery below your video ads.
- **Conversion tracking:** Select any [Floodlight activities](#) you want to use to count conversions.

The screenshot shows the 'New Demand Gen line item' configuration page. The 'Line item name' field contains 'Test Line Item' with a character count of 14 / 240. A 'Draft' button is visible. The 'Targeting' section includes 'Category exclusions' with a green checkmark for 'Content categories' and a red X for 'Category exclusions'. Below this is a blue banner stating: 'Inventory sources for Demand Gen line items are now controlled at the ad group level, providing greater flexibility and control.' The 'Add targeting' link is present. The 'Flight dates' section has two options: 'Use same dates as insertion order' (selected) with dates 'Feb 10, 2025 - Nov 30, 2026', and 'Custom dates'. The 'Budget and pacing' section shows 'Daily' selected for the budget type, 'Even' for the pacing type, and a budget of '\$0' with a 'Required' label. A note states: 'USD Actual spend on a given day may vary.' The 'Bid strategy' section has a dropdown menu set to 'Maximize conversions'. The 'Product feed' section has a checkbox for 'Use a Google Merchant Center product feed to show relevant products in your ads', which is currently unchecked. The 'Conversions' section at the bottom has a yellow banner with a warning icon and the text: 'Add a Floodlight activity to track conversions.'

Understanding frequency management for Demand Gen line items

Demand Gen line items in Display & Video 360 do not support line item-level frequency caps, unlike other line item types such as YouTube video action, reach, or view line items.

Demand Gen line items will respect and increment frequency caps set at the campaign or insertion order level, ensuring consistent frequency controls for all YouTube and Google Display Network ads.

The screenshot shows the 'New Demand Gen line item' form. At the top, there's a 'Line item name' field with 'Test Line Item' and a 'Draft' button. Below is the 'Targeting' section, which includes 'Category exclusions' (with 'Content categories' and 'Category exclusions' options) and 'Inventory sources' (with a note about ad group level control). The 'Flight dates' section has 'Use same dates as insertion order' selected, showing 'Feb 10, 2025 - Nov 30, 2025'. The 'Budget and pacing' section shows 'Daily' frequency, 'Even' pacing, and a '\$0' budget. The 'Bid strategy' section has 'Maximize conversions' selected. The 'Product feed' section has 'Use a Google Merchant Center product feed' checked, with a search bar showing '317378511 - animals-in-space.com'.

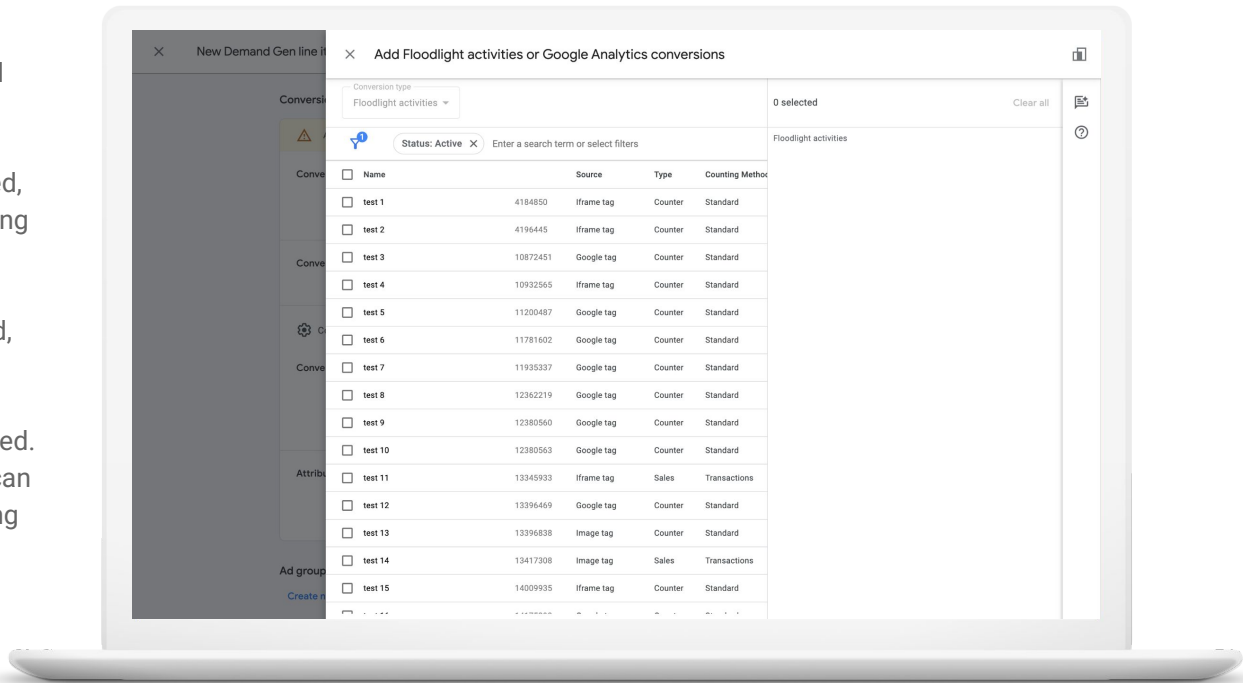
Unchecking this box will disable multi-format video ads and your line item's bid strategy will be maximum cost-per-view (Maximum CPV), rather than Target CPV. Your line item will not be able to use Shorts ads, and your average cost-per-view may be higher.

Specify which Floodlight activities you want to use for optimization and count as conversions

Select the Floodlight activities you want the Demand Gen line item to optimize towards and track as conversions.

At least one Floodlight activity must be selected, unless you're using the “maximize clicks” bidding strategy.

- With [Floodlight optimization](#) is enabled, the Engaged View (read only) model is used for default reporting and optimization and this cannot be changed.
- The post-click and post-view window can be customized, which impacts reporting and optimization if set to a shorter window than your Floodlight configuration. [Learn more about conversion counting for line items](#)



Enable desired third-party measurement settings

Navigate to **Additional settings > Third-party vendors** to enable 3rd-party measurement for the deal. Measurement vendors can be designated either when the deal is created or during a subsequent revision.

Select a vendor for *viewability*, *brand safety*, *brand lift*, or *reach* as desired.

Please Note: Third party measurement support is limited for Demand Gen line items, reach out to your measurement partner contact for more information.

Integration Code

Integration Code:

Detail:

⚠ Third-party measurement support is limited for this line item subtype. Reach out to your measurement partner contact for more information. [Learn more](#)

Third-party vendors

Third-party viewability vendor:

None

Third-party brand safety vendor:

None

Third-party reach vendor:

None

Third-party brand lift vendor:

None

Create Cancel

Optional: Enter a note about this change

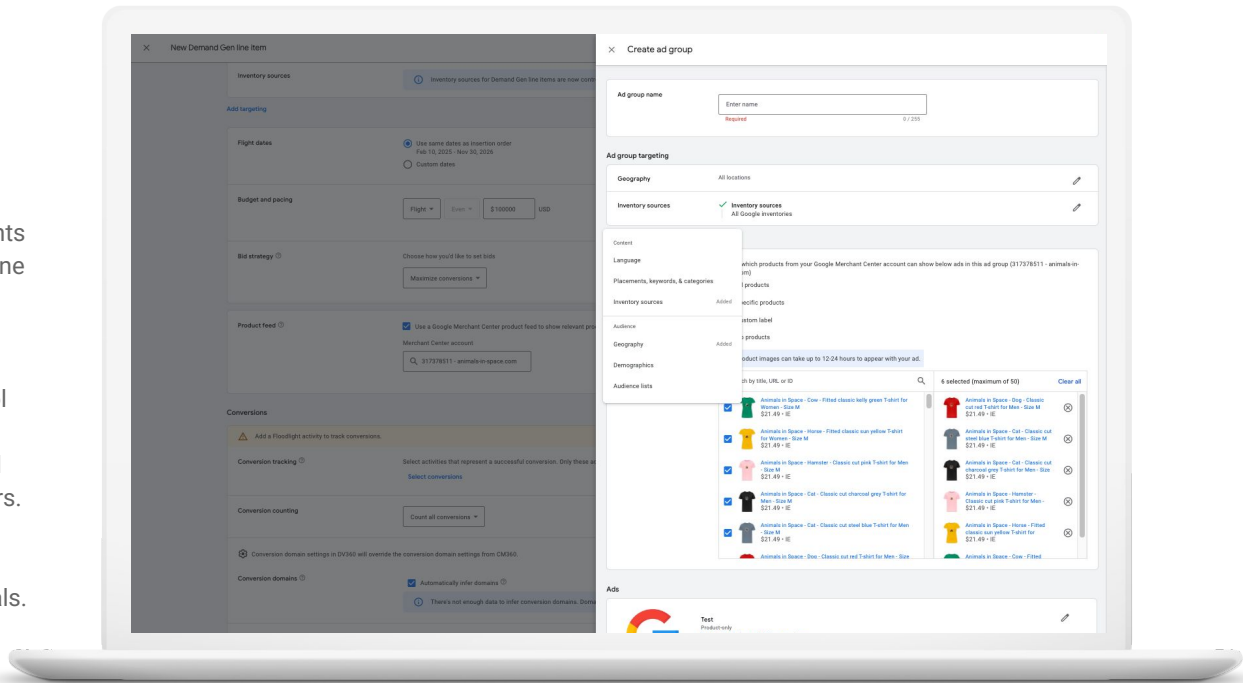
Create an ad group and select audience and contextual targeting

Create a new ad group to set up an ad group for your line item. Click **Add targeting** to configure [ad-group level targeting](#).

- **Placements, Keywords, Categories:**
 - To prevent narrowing eligible inventory, positive targeting of keywords, categories or placements is not available for Demand Gen line items. Exclusions are supported.
- **Audiences:**

If using audience targeting, choose one Audience type per ad group for best control and visibility into performance.

 - [Lookalike audiences](#) can help find users similar to existing customers.
 - [Optimized Targeting](#) can help find new users who are more likely to convert within your campaign goals.
- **Demographics**



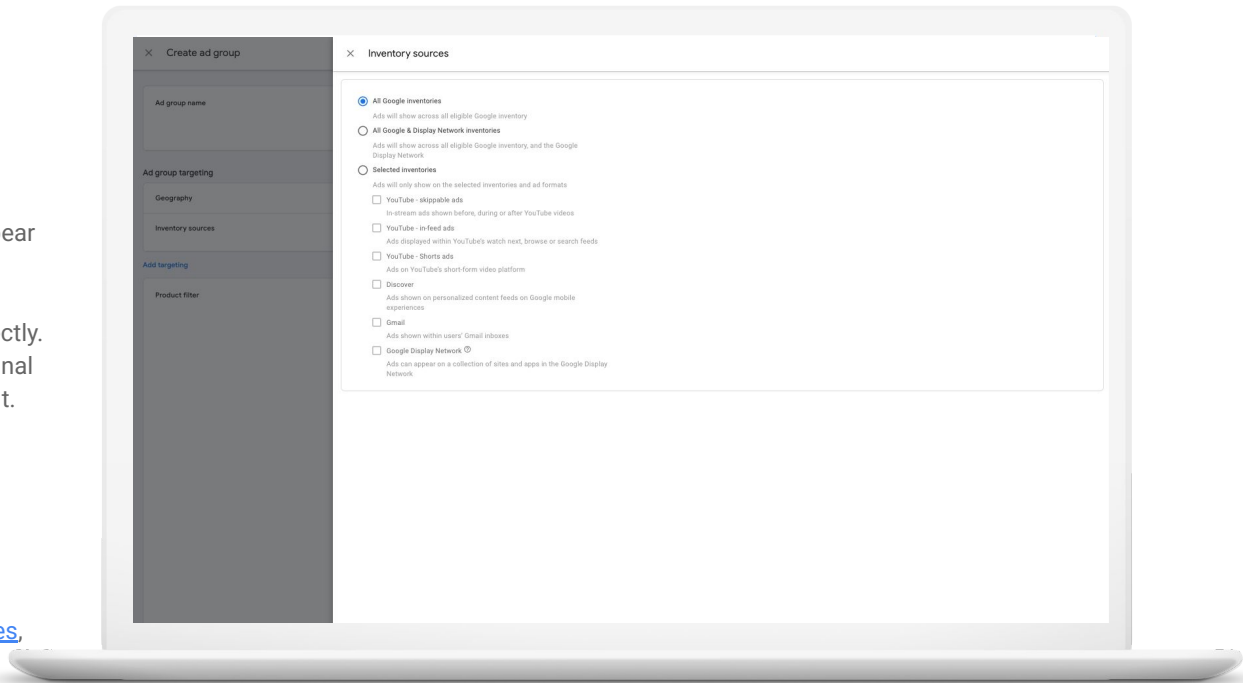
Target desired inventory sources at the ad group level

During ad group setup, you have the flexibility to run Demand Gen line items across all Google & Display Network inventory or choose specific ones.

- Click **Inventory sources** to open the editor. Within the editor, simply select the sources where you'd like your ads to potentially appear by checking the corresponding boxes.
- Demand Gen line items need at least one inventory source selected to function correctly.
- The UI prevents you from deselecting the final remaining option by automatically locking it.

Tip for Maximizing Performance: We recommend enabling all Google channels, including the [Google Display Network](#), to potentially improve your campaign's performance and reach.

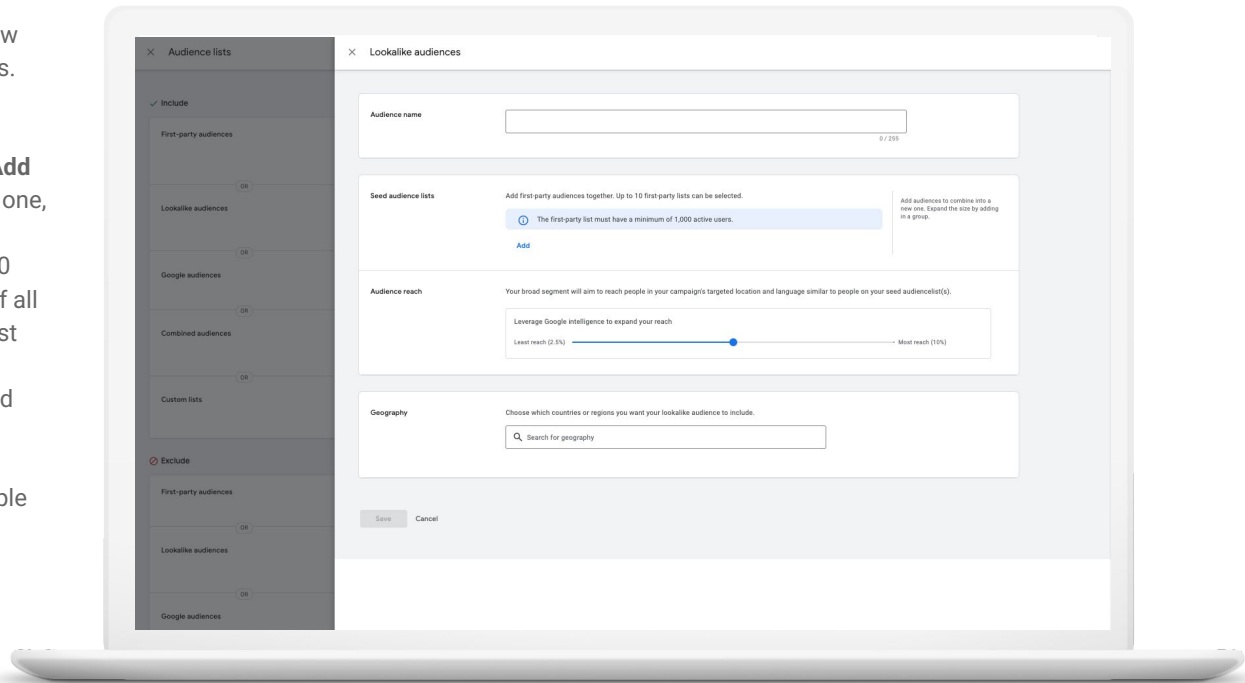
If editing inventory sources with [Structured Data Files](#), SDF v8.1 is required



Create or select Lookalike audiences to find new customers similar to your current customers

Lookalike audiences allow you to reach potential new customers who could be critical to driving outcomes.

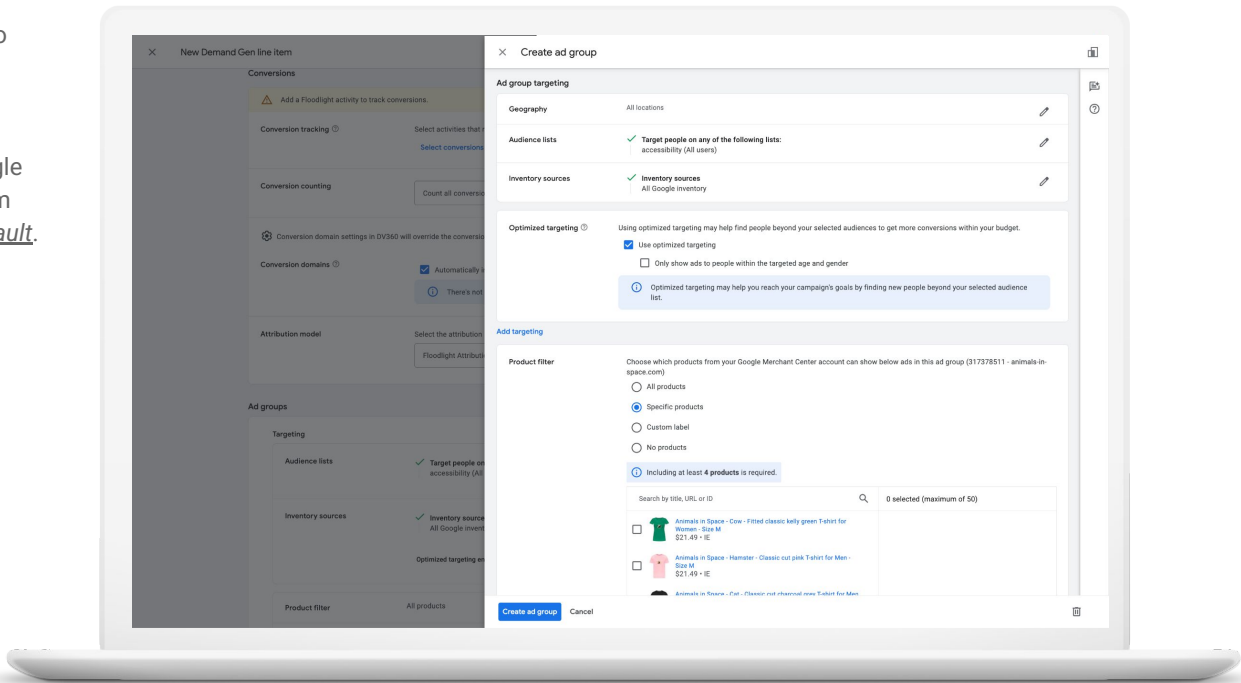
- Enter an “**Audience name**” for your list.
- In the “Seed audience lists” section, click **Add** to select audiences to combine into a new one, then click **Apply**.
- Add first-party audiences together. Up to 10 first-party lists can be selected. The sum of all your submitted seed lists must have at least 100 active users.
- Choose between narrow, balanced, or broad Audience reach to determine how much to leverage Google AI to expand your reach. Choosing more reach helps you reach people in your campaign's targeted location and language similar to people on your seed audience list.
- In the “Geography” section, choose which countries or regions you want your Lookalike audience to include.



Use optimized targeting to expand to audiences you may otherwise miss with only manual targeting

Optimized targeting uses real-time campaign data to help you find new and relevant people who are more likely to convert within campaign goals.

- When targeting First-party audiences, Google audiences, Combined audiences, or Custom lists, Optimized targeting is enabled by default.
- Adding Lookalike audiences as a seed list, especially when those segments have historically performed well, can boost optimized targeting performance.



Choose and configure the desired Demand Gen ad type

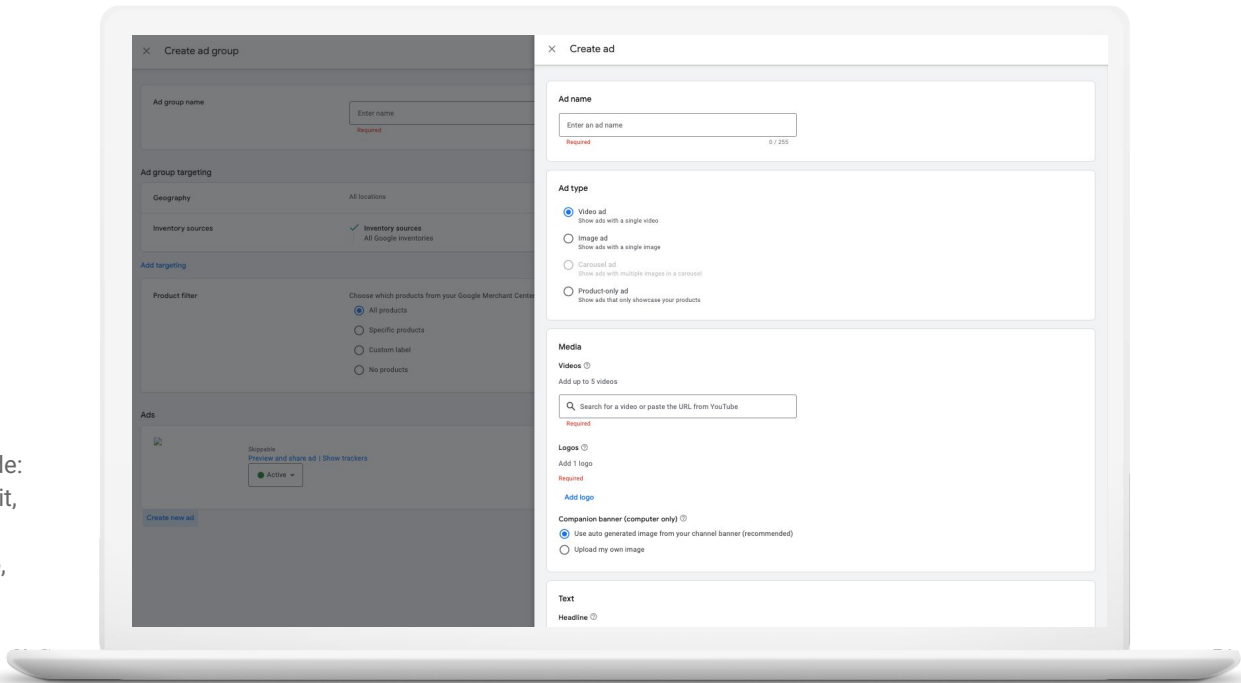
Choose the ad format(s) you want to use for this Demand Gen ad group. Your options are:

- [Video ads](#)
- [Image ads](#)
- [Carousel ads](#)
- [Product-only ads](#)

After selecting formats, follow the guided steps to upload the required creative assets.

Recommendations for Optimal Performance:

- Campaigns perform best when using both image and video assets.
- To allow the system flexibility, aim to include:
 - Images in all aspect ratios (portrait, square, landscape).
 - Videos in all aspect ratios (square, landscape, vertical).
 - At least 3 headlines and 3 descriptions.



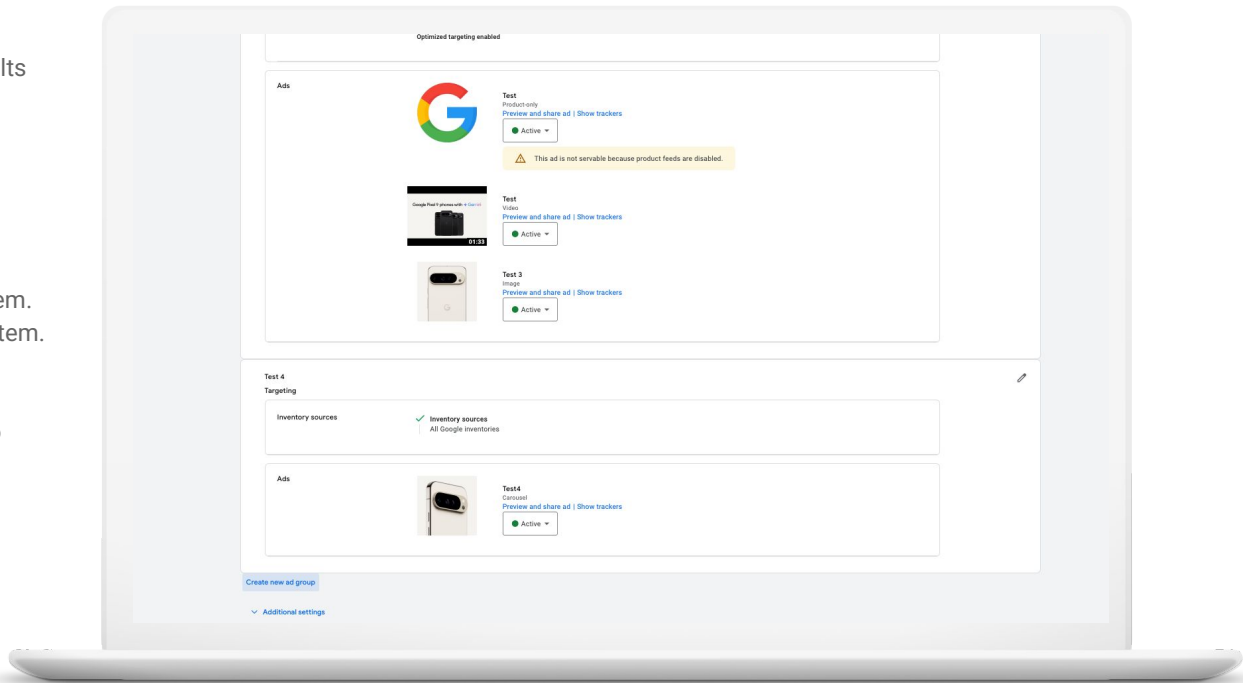
Select “Create new ad group” to utilize multiple ad groups for your line item

If you'd like to use multiple ads, click **Create new ad** again and repeat the steps as needed. For best results run at least 5 ads per ad group, with a different call-to-action button and headline for each ad.

It can be useful to use multiple ad groups within the same line item if you have one budget that can be allocated across:

- Different audiences within the same line item.
- Different asset types within the same line item.
- Different ad formats.

When starting a new line item or making changes to bids, targeting, or ads, allow for 30 days before evaluating performance and making optimizations.

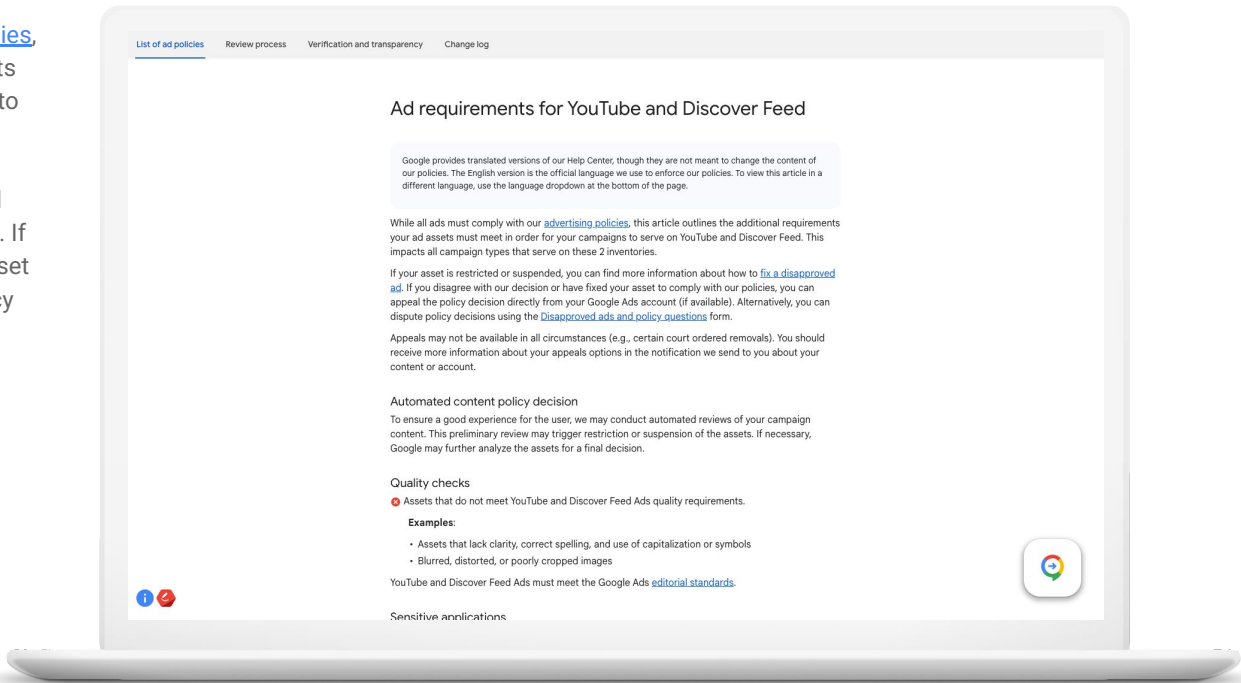


Learn more about Demand Gen

asset quality and policy requirements

While all ads must comply with our [advertising policies](#), please review the additional requirements that assets must meet in order for your Demand Gen line items to serve on YouTube and Discover Feed.

If your asset is restricted or suspended, you can find more information about how to [fix a disapproved ad](#). If you disagree with our decision or have fixed your asset to comply with our policies, you can [appeal](#) the policy decision directly from your account.



[<< About Demand Gen Ad Formats](#)



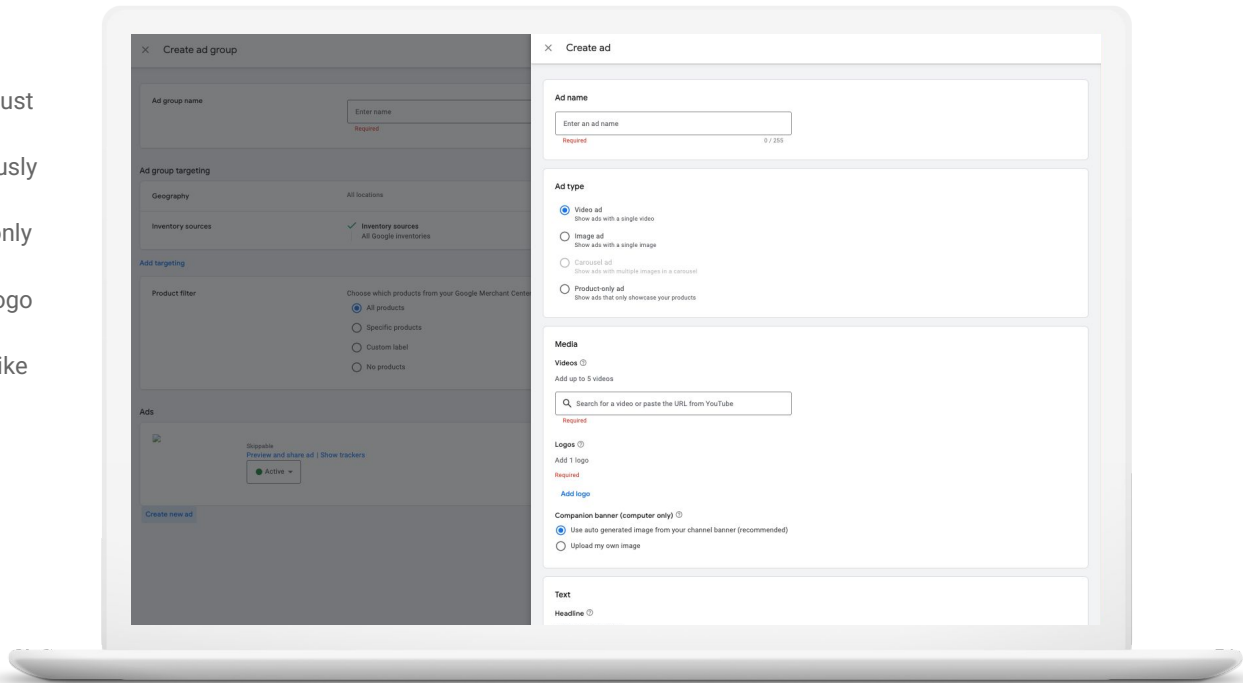
Creating Video Ads

Constructing Demand Gen line items



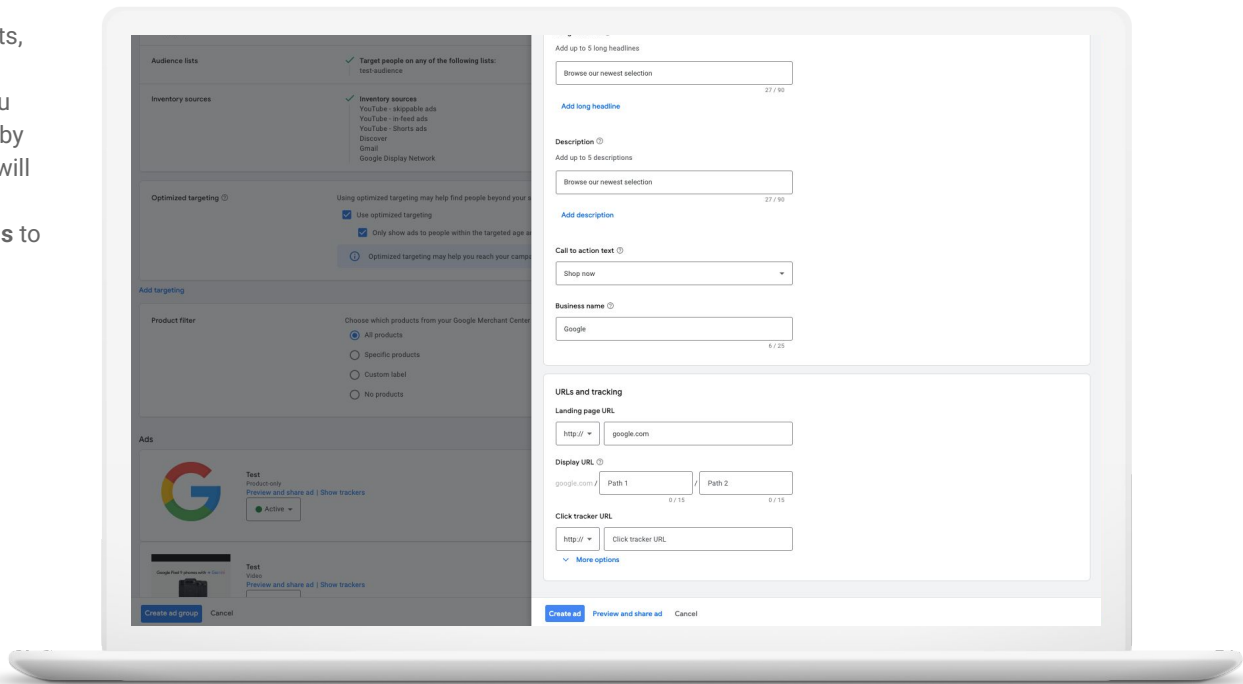
Pick a YouTube video to use as an ad creative

- Click **Create new ad** and enter **ad name**.
- Search for a YouTube video or paste a YouTube URL in the “Video” field. Videos must be 10 seconds or longer.
- Click **Add logo** to upload or select a previously uploaded image.
 - For video, carousel, and product-only ads, exactly one logo is required.
- Select a square (1:1) image to use as the logo in your ad. Recommended: 1200 x 1200.
- Select or upload an image that you would like to use as a companion banner, if desired.
 - Companion banners appear on computers only.
- Enter your **headline** and **description**.
- Select your **call to action** text from the drop-down list.



(continued) Configure your video ad

- Enter your **business name**. In certain layouts, this may appear in the text of your ad.
- Enter the **landing page URL** for your ad. You can customize the display URL for your ad by providing up to two descriptive terms that will be appended to your landing page domain.
- Add a **Click tracker URL**. Click **More options** to add a tracking template, final URL suffix, or custom parameters to the final URL

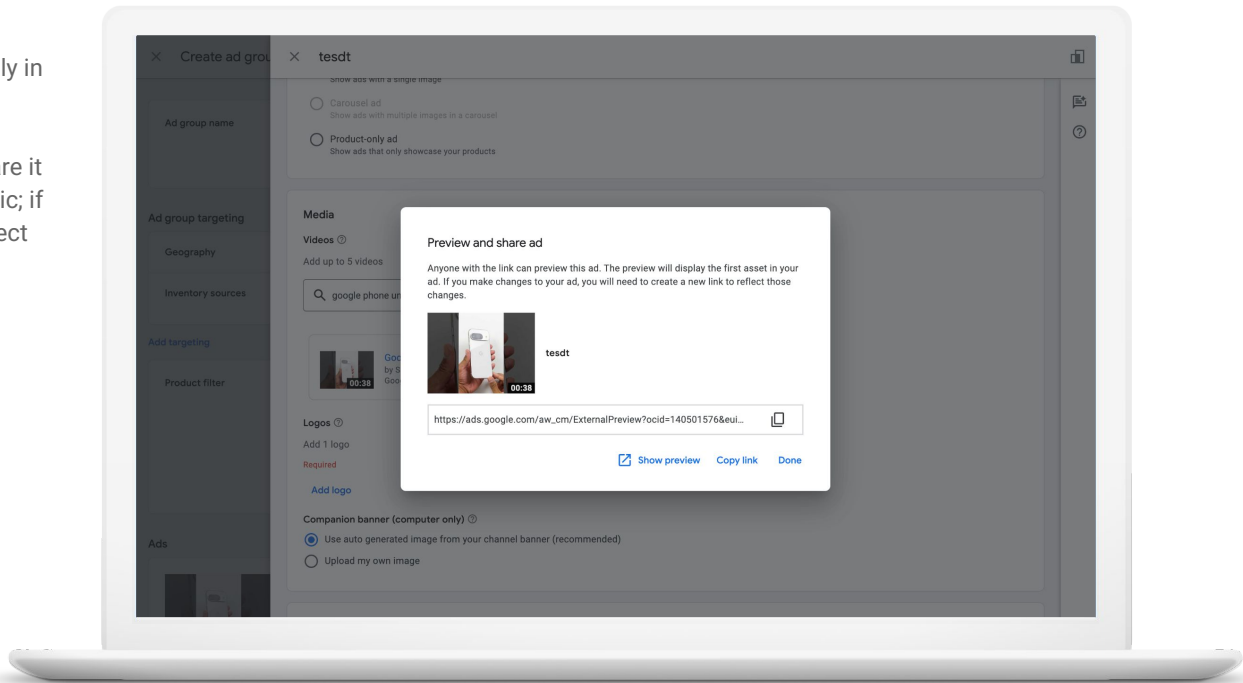


Constructing Demand Gen line items

Generate a unique web link to preview how ads will appear across formats & surfaces before launch

Select **“Preview and share ad”** to create a shareable preview link (URL) that lets others view the ad directly in their browser.

Anyone with this link can preview the ad, but be aware it only displays the first asset. This preview link is static; if you edit the ad, you must generate a new link to reflect the changes.

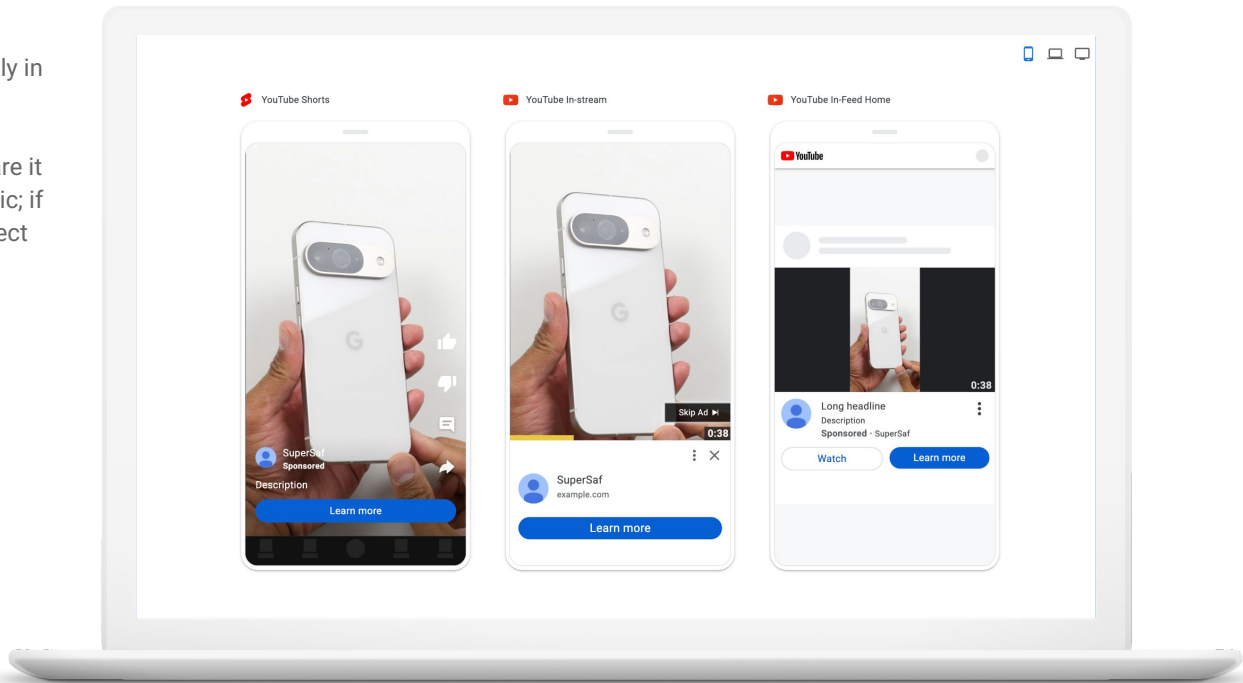


Unlike other types of line items, targeting for YouTube & partners line items can be set at two different levels: the line item level and the ad group level. Learn more about [targeting options for YouTube & partners line items](#). Any default targeting set at the insertion order or campaign level will not be applied to your YouTube & partners line items.

Preview how your ads will appear across formats & surfaces before launch

Select **“Preview and share ad”** to create a shareable preview link (URL) that lets others view the ad directly in their browser.

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[<< About Demand Gen Ad Formats](#)



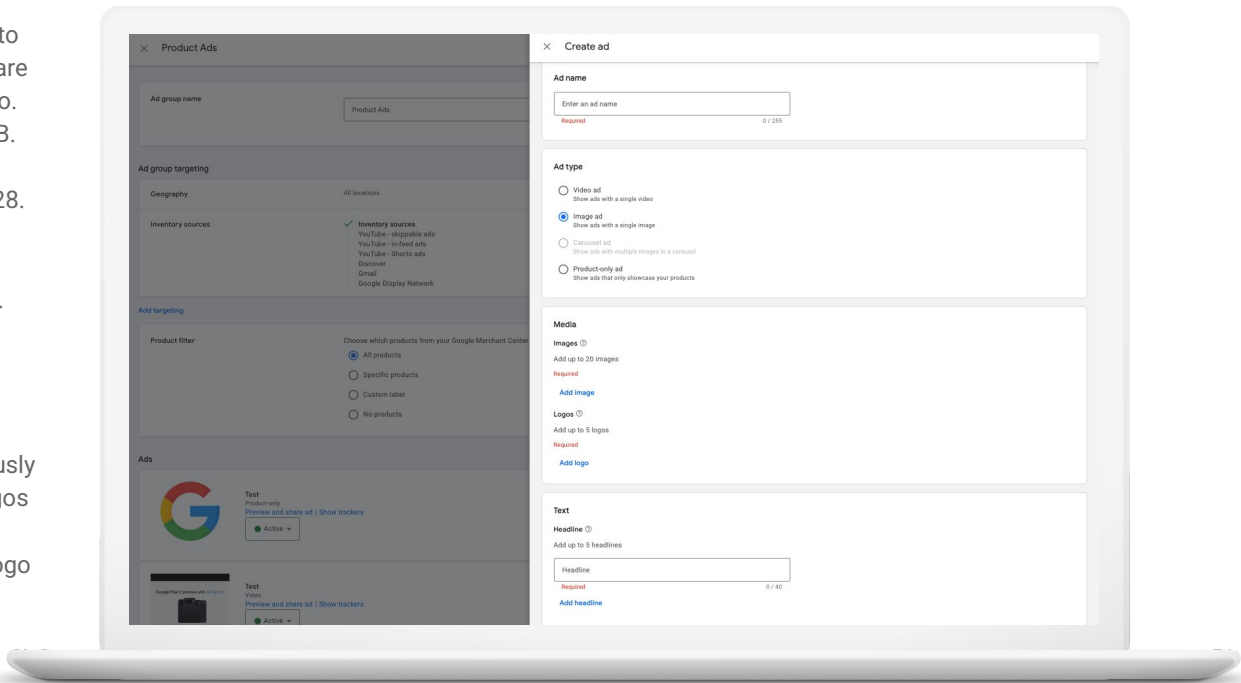
Creating Image Ads

Constructing Demand Gen line items



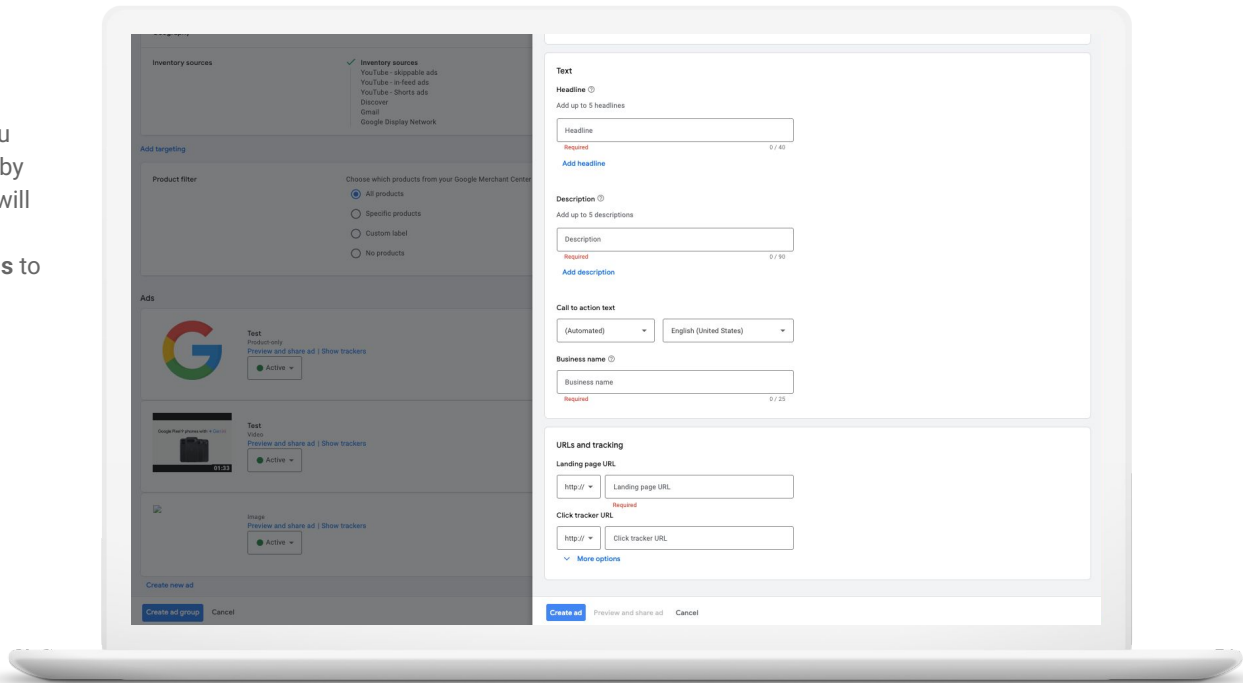
Create a image ad

- Enter **ad name** and select up to 20 images to use in your ad. At least 1 landscape or square image is required, in the correct aspect ratio.
- Maximum file size for any image is 5120 KB.
 - Landscape image (aspect ratio: 1.91:1). Recommended: 1200 x 628. Min. required: 600 x 314.
 - Square image (aspect ratio 1:1). Recommended: 1200 x 1200. Min. required: 300 x 300.
 - Portrait image (aspect ratio: 4:5). Recommended: 960 x 1200. Min. required: 480 x 600.
- Click **Add logo** to upload or select a previously uploaded image. For image ads, up to 5 logos are supported.
- Select a square (1:1) image to use as the logo in your ad. Recommended: 1200 x 1200.



(continued) Create a image ad

- Enter your **headline** and **description**.
- Select your **call to action** text from the drop-down list.
- Enter the **landing page URL** for your ad. You can customize the display URL for your ad by providing up to two descriptive terms that will be appended to your landing page domain.
- Add a **Click tracker URL**. Click **More options** to add a tracking template, final URL suffix, or custom parameters to the final URL

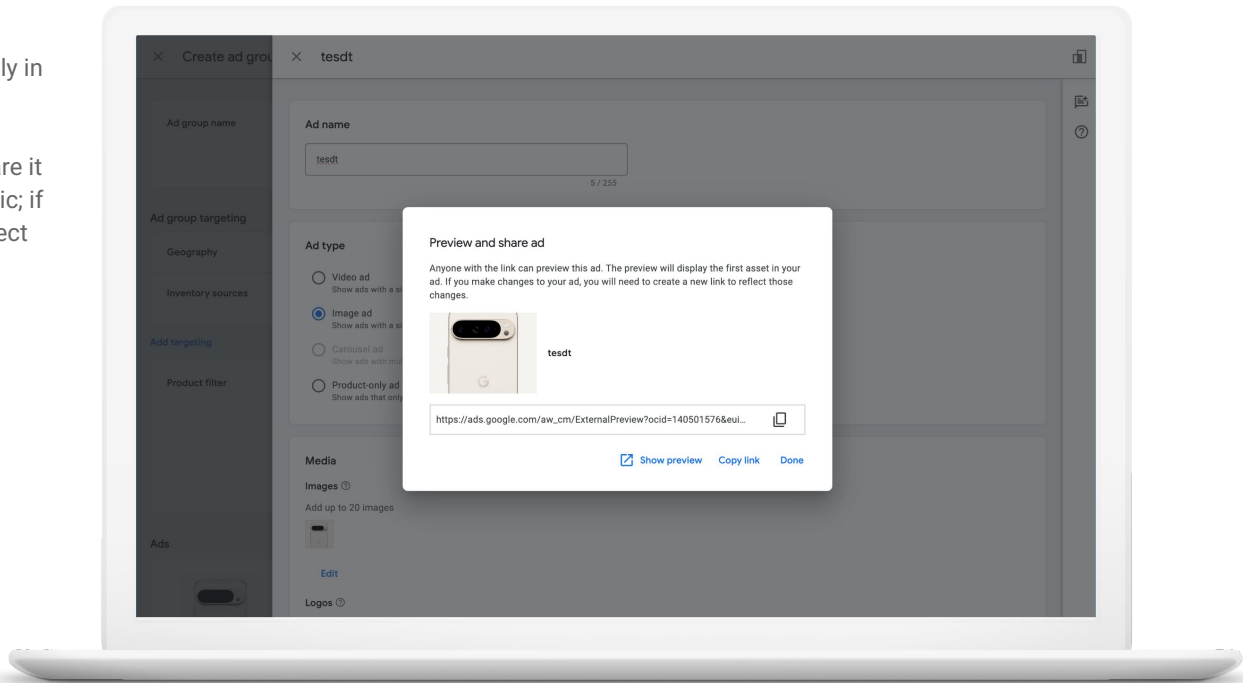


Constructing Demand Gen line items

Generate a unique web link to preview how ads will appear across formats & surfaces before launch

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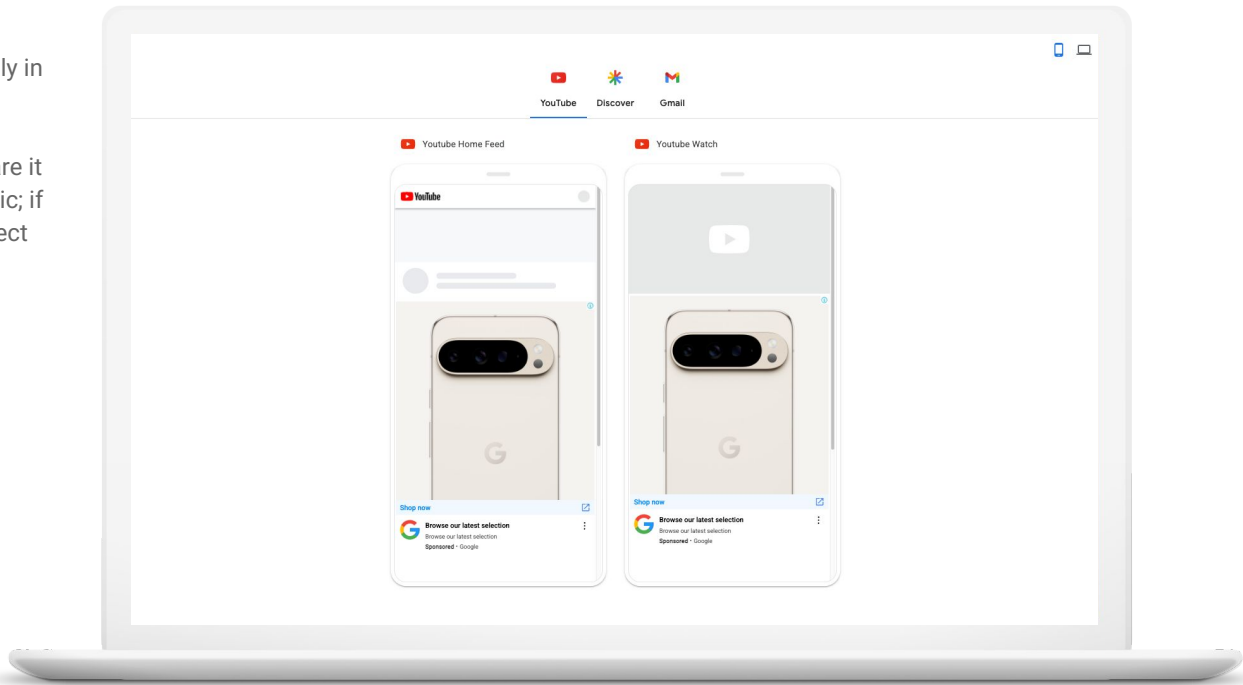


Unlike other types of line items, targeting for YouTube & partners line items can be set at two different levels: the line item level and the ad group level. Learn more about [targeting options for YouTube & partners line items](#). Any default targeting set at the insertion order or campaign level will not be applied to your YouTube & partners line items.

Preview how your ads will appear across formats & surfaces before launch

Select **“Preview and share ad”** to create a shareable preview link (URL) that lets others view the ad directly in their browser.

Anyone with this link can preview the ad, but be aware it only displays the first asset. This preview link is static; if you edit the ad, you must generate a new link to reflect the changes.



[<< About Demand Gen Ad Formats](#)



Creating Carousel Ads

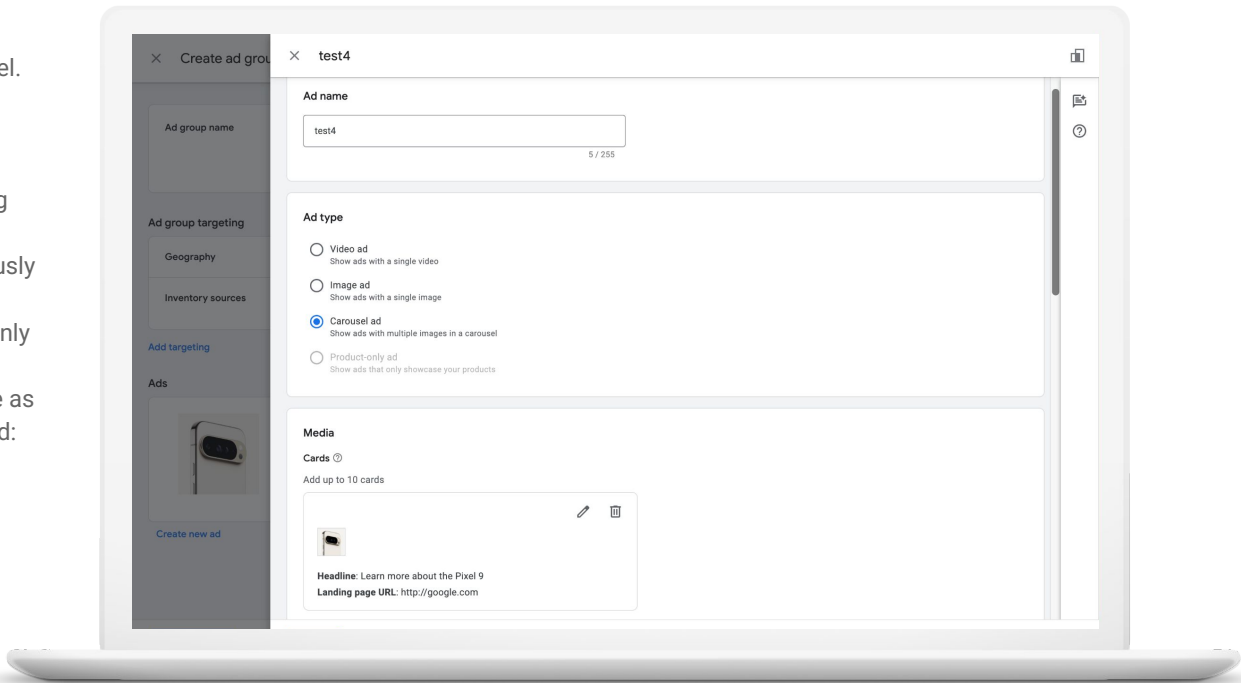
Constructing Demand Gen line items



Create a carousel ad

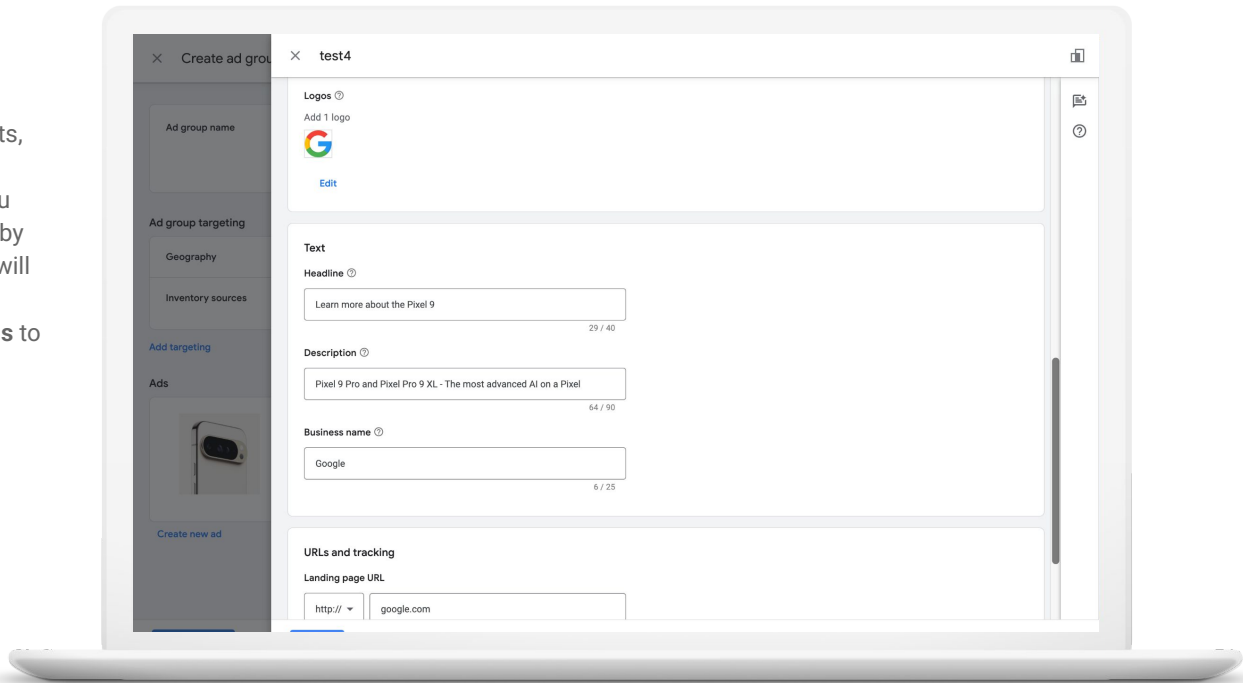
- Enter **ad name** and select carousel ads to show ads with multiple images in a carousel.
- Click **Add card** to create between 2 and 10 cards to be used in your carousel ad.
 - Each card contains images, a headline, call to action and landing page URL.
- Click **Add logo** to upload or select a previously uploaded image.
 - For video, carousel, and product-only ads, exactly one logo is required.
 - Select a square (1:1) image to use as the logo in your ad. Recommended: 1200 x 1200.

Please Note: [Product-only ads](#) are unavailable when product feeds are disabled on the Demand Gen line item.



(continued) Create a carousel ad

- Enter your **headline** and **description**.
- Select your **call to action** text from the drop-down list.
- Enter your **business name**. In certain layouts, this may appear in the text of your ad.
- Enter the **landing page URL** for your ad. You can customize the display URL for your ad by providing up to two descriptive terms that will be appended to your landing page domain.
- Add a **Click tracker URL**. Click **More options** to add a tracking template, final URL suffix, or custom parameters to the final URL

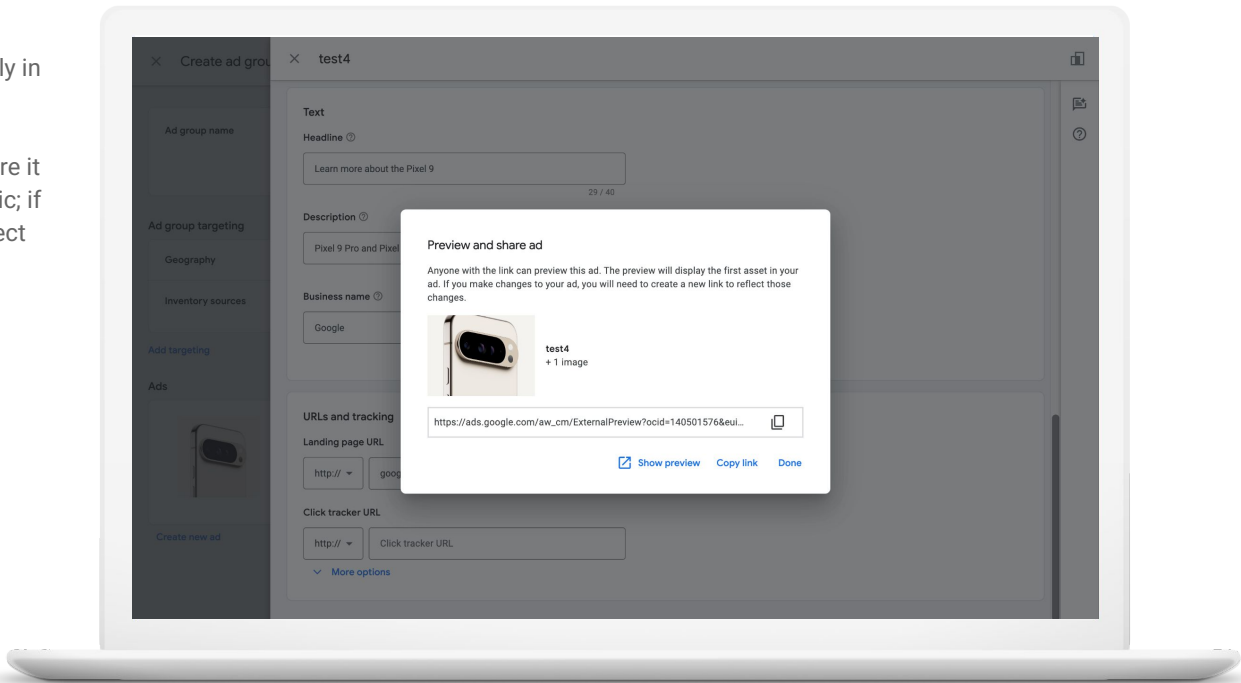


Constructing Demand Gen line items

Generate a unique web link to preview how carousel ads will appear before launch

Select **“Preview and share ad”** to create a shareable preview link (URL) that lets others view the ad directly in their browser.

Anyone with this link can preview the ad, but be aware it only displays the first asset. This preview link is static; if you edit the ad, you must generate a new link to reflect the changes.

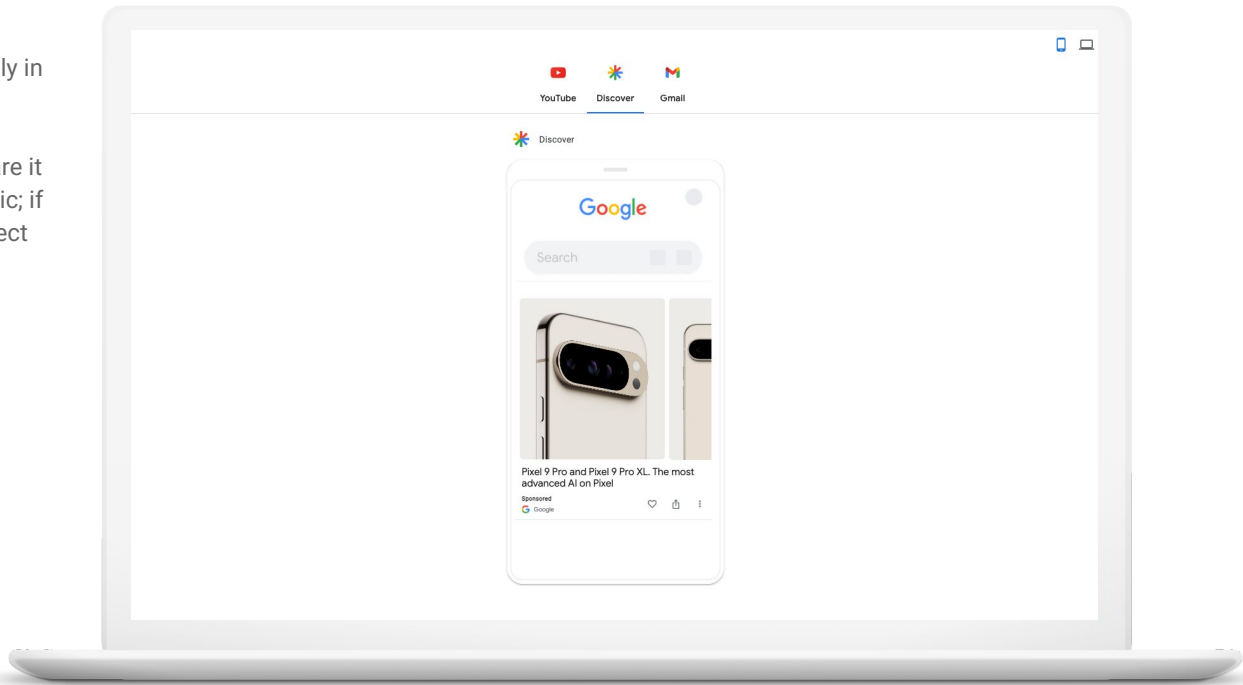


Unlike other types of line items, targeting for YouTube & partners line items can be set at two different levels: the line item level and the ad group level. Learn more about [targeting options for YouTube & partners line items](#). Any default targeting set at the insertion order or campaign level will not be applied to your YouTube & partners line items.

Preview how your carousel ads will appear across formats & surfaces before launch

Select **“Preview and share ad”** to create a shareable preview link (URL) that lets others view the ad directly in their browser.

Anyone with this link can preview the ad, but be aware it only displays the first asset. This preview link is static; if you edit the ad, you must generate a new link to reflect the changes.



[<< About Demand Gen Ad Formats](#)



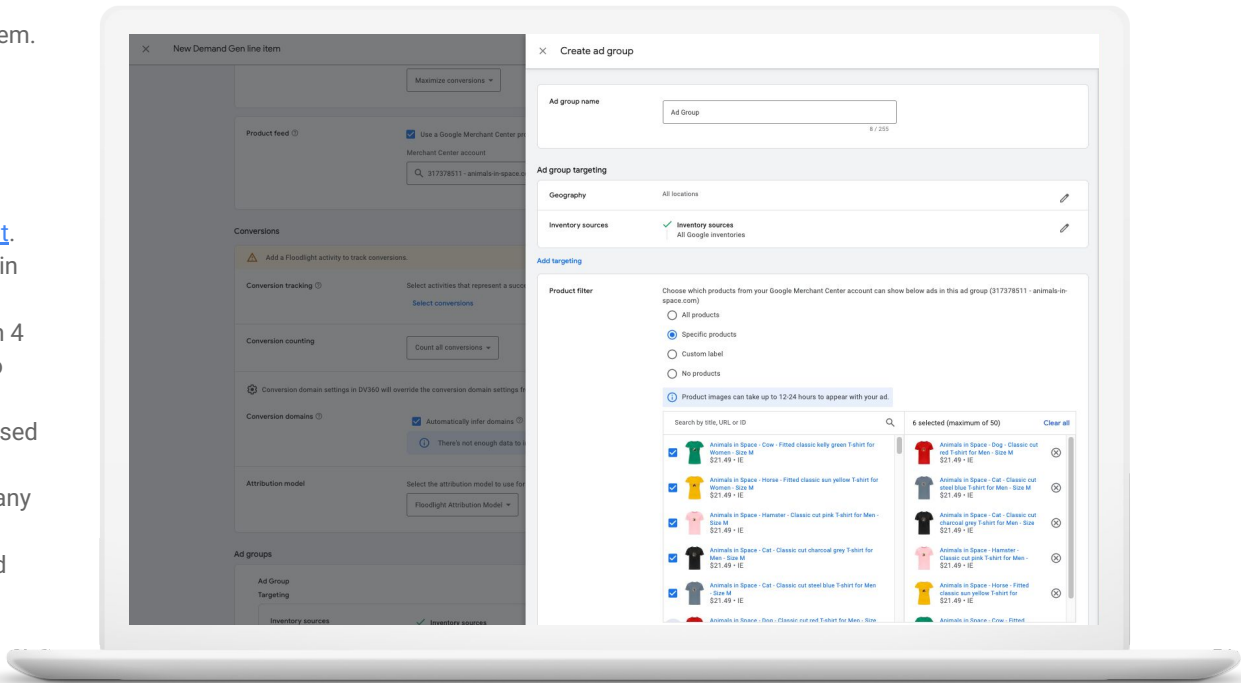
Creating Product-only Ads

Constructing Demand Gen line items



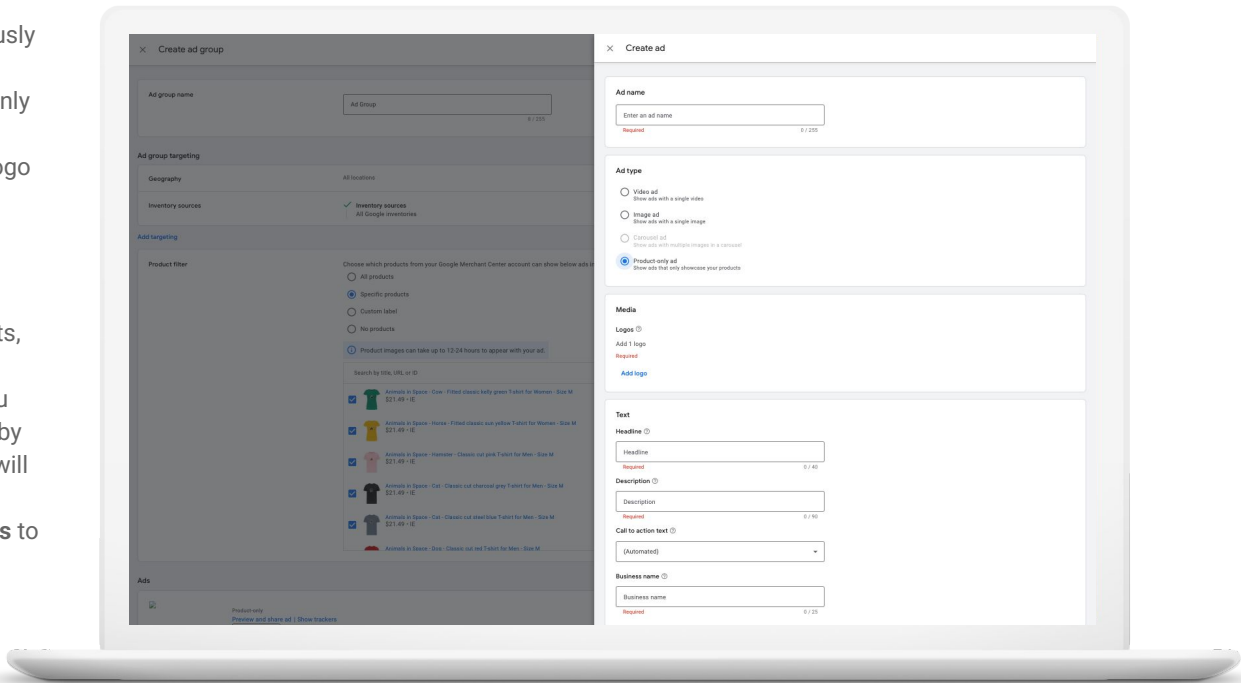
Connect your Google Merchant Center (GMC) product feed to turn your ads into a virtual storefront

- Start by adding a [product feed](#) to the line item.
- Use the "**Product filter**" section to select products for this ad group. If you keep the default "All products" setting, items will be chosen based on potential performance.
- To help us show more relevant products to users, consider setting up a [remarketing list](#).
 - **All products:** All eligible products in your feed can be shown.
 - **Specific products:** Select between 4 and 50 products from your feed to show below the video ad.
 - **Custom labels:** Show products based on your [custom labels](#) in the ad.
 - **No products:** Opt out of showing any products for this ad group. This is useful if you're running multiple ad groups from within the same campaign.



Create a product-only ad to show ads that only showcase your products

- Click **Add logo** to upload or select a previously uploaded image.
 - For video, carousel, and product-only ads, exactly one logo is required.
- Select a square (1:1) image to use as the logo in your ad. Recommended: 1200 x 1200.
- Enter your **headline** and **description**.
- Select your **call to action** text from the drop-down list.
- Enter your **business name**. In certain layouts, this may appear in the text of your ad.
- Enter the **landing page URL** for your ad. You can customize the display URL for your ad by providing up to two descriptive terms that will be appended to your landing page domain.
- Add a **Click tracker URL**. Click **More options** to add a tracking template, final URL suffix, or custom parameters to the final URL.

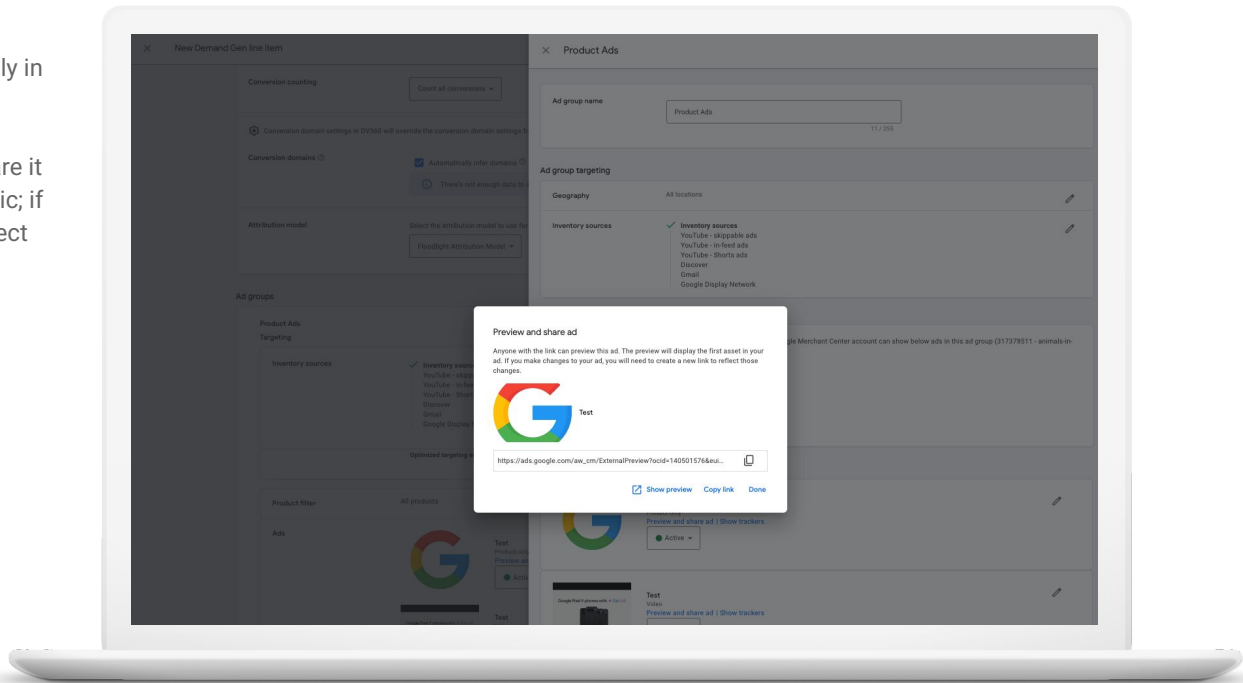


Constructing Demand Gen line items

Generate a unique web link to preview how ads will appear across formats & surfaces before launch

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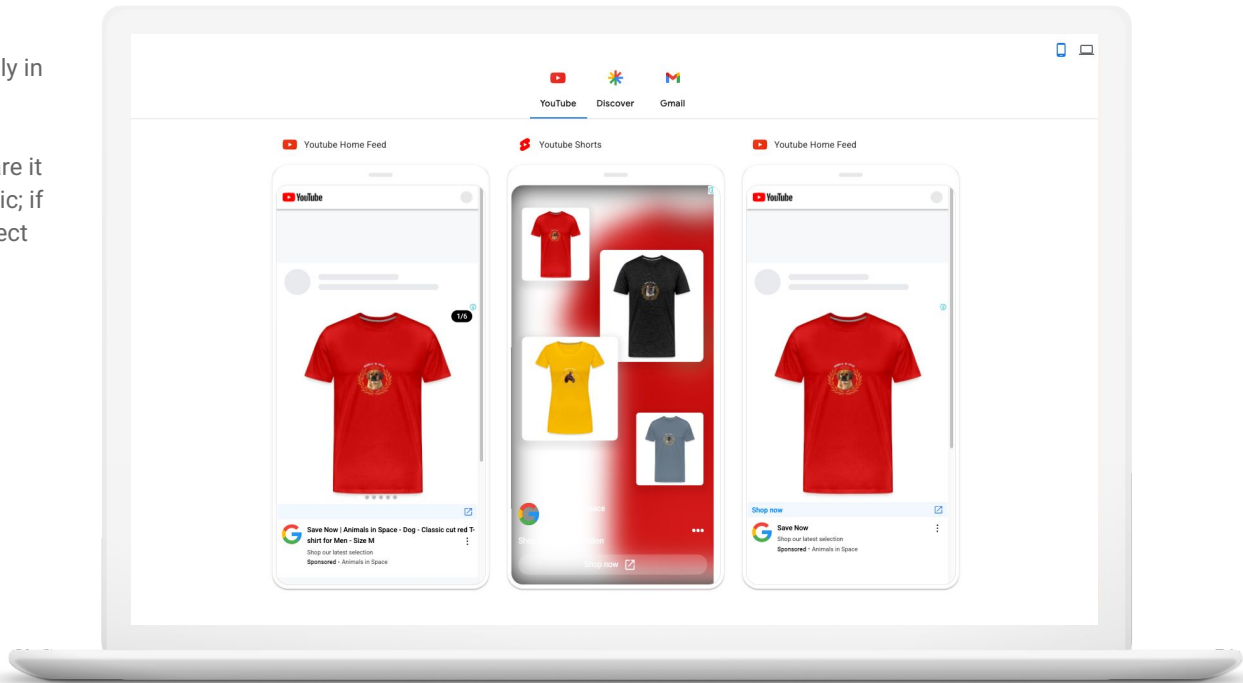


Unlike other types of line items, targeting for YouTube & partners line items can be set at two different levels: the line item level and the ad group level. Learn more about [targeting options for YouTube & partners line items](#). Any default targeting set at the insertion order or campaign level will not be applied to your YouTube & partners line items.

Preview how your ads will appear across formats & surfaces before launch

Select **“Preview and share ad”** to create a shareable preview link (URL) that lets others view the ad directly in their browser.

Anyone with this link can preview the ad, but be aware it only displays the first asset. This preview link is static; if you edit the ad, you must generate a new link to reflect the changes.



04



Value Based Bidding for Demand Gen line items

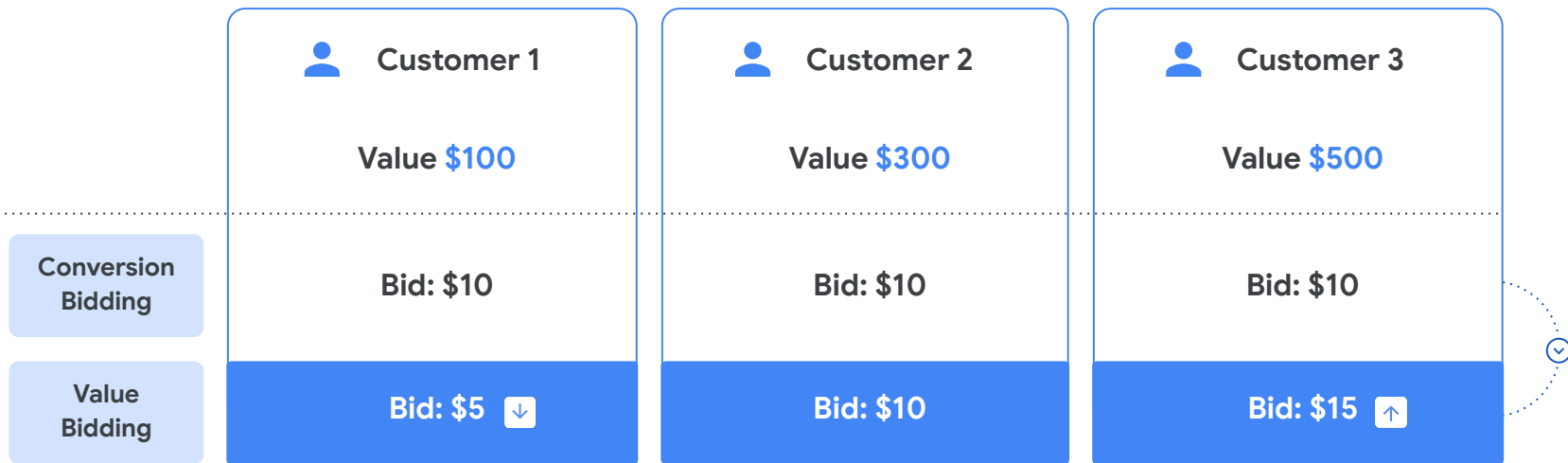
Applying Value Based Bidding Strategies

About value based bidding strategies

Maximize value, not just conversions, by applying customized bidding strategies to Demand Gen campaigns



Some conversions do not matter as much to your business goals, while others are of higher value and should be reported and optimized for accordingly.



How value based bidding strategies work

Maximize the total value of conversions by bidding on conversions that yield higher returns for your business



Impression scoring.

Your custom algorithm tells DV360 how to score each impression. The score represents how valuable the outcome of the impression is to you.



Algorithm optimization.

The algorithm identifies valuable impressions and uses impression level learning to feed this data into the bidding model, which then predicts the value of future impressions.



Impression bidding.

To determine the bid for a new impression, DV360 uses its model data to predict that impression's potential value.

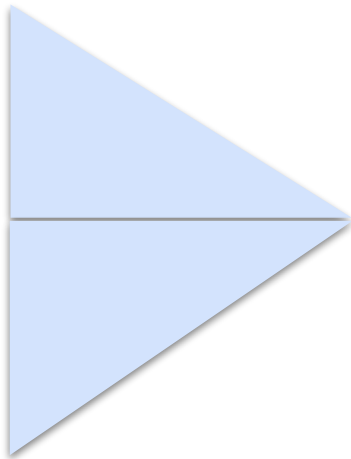
Available value based bidding strategies

Maximize Conversion Value

Maximize Conversion Value is a bid strategy that **automatically optimizes bids** during each auction to capture the most conversion value possible while staying within your specified budget. It's designed for efficient budget utilization and requires minimal setup effort.

Target return on ad spend (tROAS)

Target ROAS (tROAS) bids more intelligently to achieve your desired return on ad spend. This strategy bids more intelligently by prioritizing conversions that drive actual revenue (e.g., retail sales) or represent higher-value actions (e.g., qualified leads), recognizing that conversion values can differ.



Estimates impression value based on the scoring



Algorithm bids for impressions



Bidding algorithm is told the impression was worth either 1 (valuable) or 0 (not valuable) and learns accordingly

A good value based bidding strategy is all about balance

Strongest Value Indicators

- Avoid using too many input signals, as this can negatively impact performance on your primary KPIs.
- Configure your bidding setup to optimize for the main KPI you'll use to measure success (e.g., ROAS).

**KPI is
Measurable**

Volume of positive signals

Bidding model requires:

- 30 conversions with conversion value*
- Conversions occur within 7 days of impression

*within 30 days at the advertiser level

Best practices for value based bidding strategies

01**Avoid changes during the learning period.**

After switching to value-based bidding, allow a 14-day "learning period." Avoid making campaign changes to your Floodlight conversion window during this initial two weeks to ensure the machine learning model can train effectively and stabilize.

02**Ensure Floodlight activities have assigned values.**

Don't configure Demand Gen line items to use value based bidding strategies when they use a combination of Floodlight activities with a value (either sales or weighted value) and Floodlight activities without a value.

03**Determine your campaign's historical average ROAS.**

To effectively ramp up and adjust when switching to tROAS bidding, set your initial target 20% lower than your historical average ROAS. Use the YouTube conversion report to find your historical average.

04**Establish clear objectives for the campaign.**

Mixing Sales (revenue-based) and Counter (action-based) Floodlights in one Line Item can confuse optimization. For clear goal definition, we recommend each Line Item track either sales or counter activities exclusively.

05



Measuring & Reporting on Demand Gen line items

Analyzing Demand Gen Line Item Performance

Demand Gen measurement and reporting overview

Demand Gen line items inherit familiar optimization, reporting and measurement tools in Display & Video 360



Lift Measurement

Understand the lift in key metrics that you drove, and wouldn't have happened without Demand Gen.

- [Brand Lift](#)
- [Search Lift](#)
- Conversion Lift (beta)
- [Third-party Measurement](#)



Experiments

Enhance performance via [A/B testing](#): Understand metrics, run advanced tests, and identify top assets and audiences.

- Creative
- Audiences
- Frequency



Reporting

Assess and compare performance against other line items using standard metrics and YouTube-specific metrics.

- [Report on YouTube line items](#)
- [Reporting when Floodlight optimization is enabled](#)

Google lift measurement in Display & Video 360

Analyze the creatives, bidding, or targeting strategies within individual or grouped IOs/line items that drive performance

01

Set defined measurement expectations.

Demand Gen campaigns are built to optimize for clicks and conversions. Therefore, avoid relying solely on Brand Lift or Search Lift to measure their performance; use these as secondary metrics instead.

Connect with your Google account team to understand any measurement gaps, especially for specific inventory sources.

02

Lean into proven ad creative strategies.

Prioritize video assets when running Brand Lift or Search Lift measurement on Demand Gen campaigns, as video excels at capturing attention and boosting mid-funnel metrics.

For campaign setup itself, utilize Demand Gen's conversion-focused bidding strategies.

03

Apply brand and search lift best practices.

Search Lift: Be product-specific with your keywords (like "Nike Air Max" rather than just "Nike") and contact your Google account team for guidance.

Brand Lift: Execute re-measurement should you see instances of "no lift." Should budget allow, consider re-running up to three times, as further attempts are unlikely to yield different results.

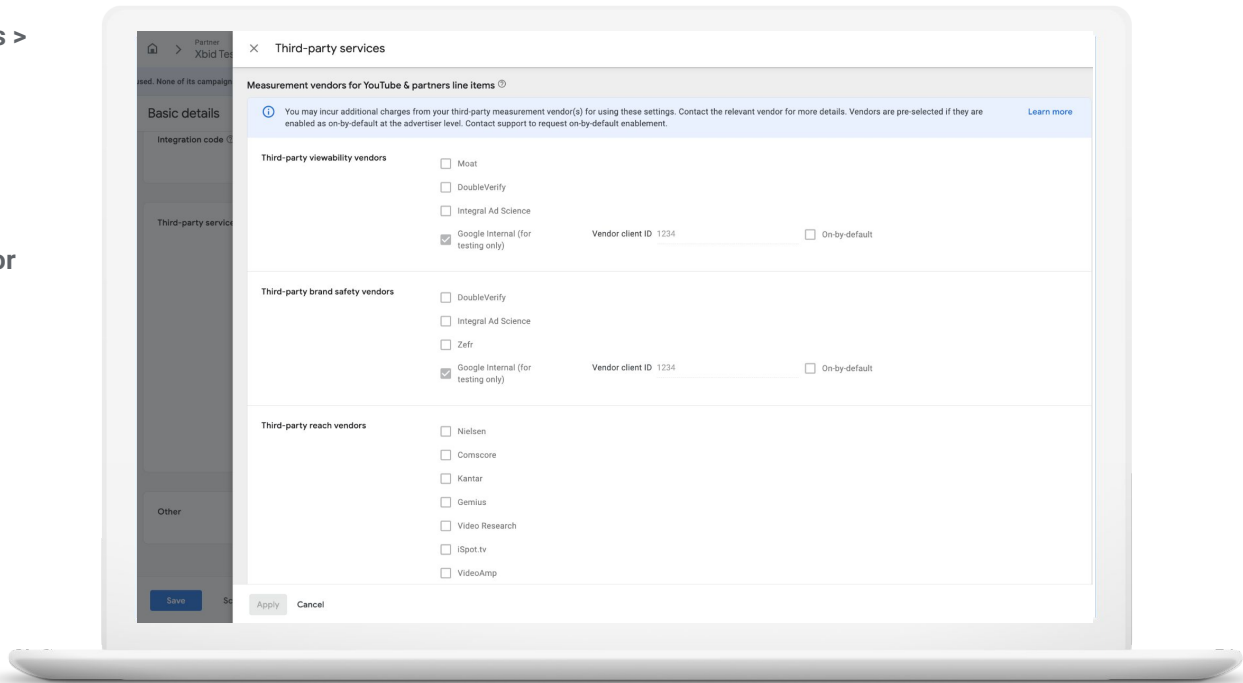
Third-party measurement for Demand Gen line items

Navigate to **Advertiser Settings > Basic Details > Additional settings > Third-party services** and click the pencil icon to edit.

Select the desired measurement vendors and enter the vendor client ID for each.

Third-party measurement support is limited for Demand Gen line items. Reach out to your measurement partner contact for more information.

Click **Apply**



Run experiments and optimize campaigns with insight into top-performing audience and creative strategies

Creative

Test multiple creatives against one audience to determine which creative drove more lift, traffic & performance.



Audience

Test a single creative against multiple audiences to determine which audience had higher lift

Frequency

Test multiple frequencies against one audience to determine which frequency cap drove more Brand Lift

Frequency Cap:
10 per Week

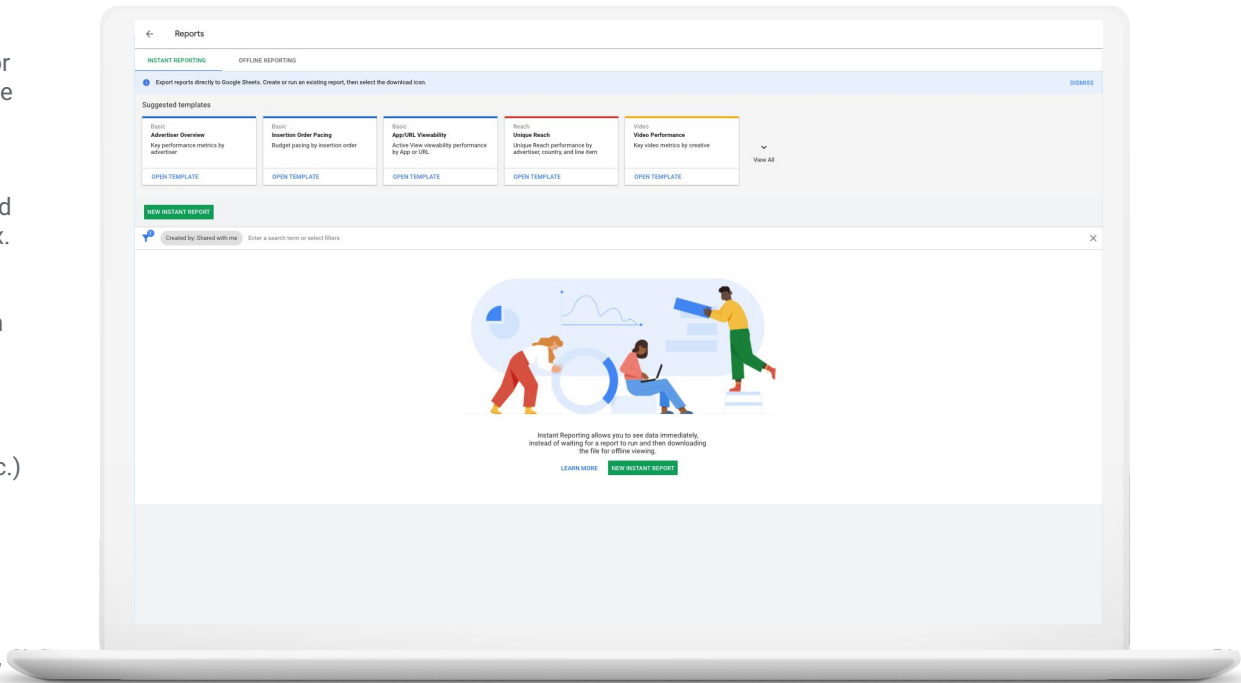
Frequency Cap:
20 per Month

Report on the performance of Demand Gen line items

Understanding when to use each report type empowers you to more accurately evaluate your campaign success.

- **For most reporting and comparisons:** Use Standard reports. They allow you to filter for your preferred attribution model and provide a good overview for comparison against other line items.
- **For detailed YouTube analysis:** Use the YouTube Conversions report when you need data on dimensions only available there (ex. specific formats or audiences).
- **For setting Target CPA:** When using Target CPA bidding, base your target CPA value on the CPA figure found in the YouTube Conversions report.
- **For reporting by inventory source:** Use the **App/URL** dimension in the Standard report (segment by domains like youtube.com, etc.) or the **Inventory Source** dimension in the YouTube report (segment by YouTube, Discover, Gmail).
- **For conversions attributable to Google properties:** Use the Conversions (Google paid channels) metrics in the YouTube Conversions report for non-duplicated view of conversion performance.

Google Display Network/GVP inventory may sometimes appear as "Low volume inventory".



Test ads with experiments

From your advertiser click Experiments in the left menu. Under the A/B tests tab, select Create new.

- Enter a name for your experiment and an optional a hypothesis statement.
- Set test duration and choose if you're comparing insertion orders or line items.
 - If you don't specify an end date, your experiment runs indefinitely.
- Select the goal you want to measure in the experiment. We recommend selecting **Conversions** for this experiment.
- Lift tests are not available for line items, or cross-exchange insertion orders. To add a lift study, ensure your test setup uses YouTube-specific insertion orders.

For more information on Experiments in Display & Video 360, see the [Help Center](#).

The screenshot displays the Google Ads 'Experiments' setup page. On the left is a navigation menu with options: Campaigns, Audiences, Creative, Inventory, Reports, Experiments (highlighted), Resources, Advertiser settings, and History. The main area is titled 'Experiments' and contains the following sections:

- Test details:** Includes a text field for 'Enter name' (0 / 100) and a larger text area for 'Enter your test hypothesis statement (optional)' (0 / 400). An example text is provided: 'Example: Using an image of a smiling person in the ad creative will lead to a higher conversion rate compared to using an image of the product alone.'
- Test duration:** Features a 'Start date' dropdown set to 'Aug 28, 2024' and an 'End date (optional)' dropdown set to 'Select a date'.
- Test arms:**
 - What are you comparing?** Two radio buttons are present: 'Insertion orders' and 'Line items' (which is selected).
 - Arm 1:** 'Arm name' is 'Arm 1', 'Audience split' is '80 %', and the 'Control' radio button is selected. A 'Select line items' link is below.
 - Arm 2:** 'Arm name' is 'Arm 2', 'Audience split' is '50 %', and the 'Control' radio button is unselected. A 'Select line items' link is below.
 - An 'Add arm' button is located at the bottom of this section.
- Measure:** Includes a 'Measurement goal' dropdown set to 'Views' and a 'Confidence level' dropdown set to '90%'.

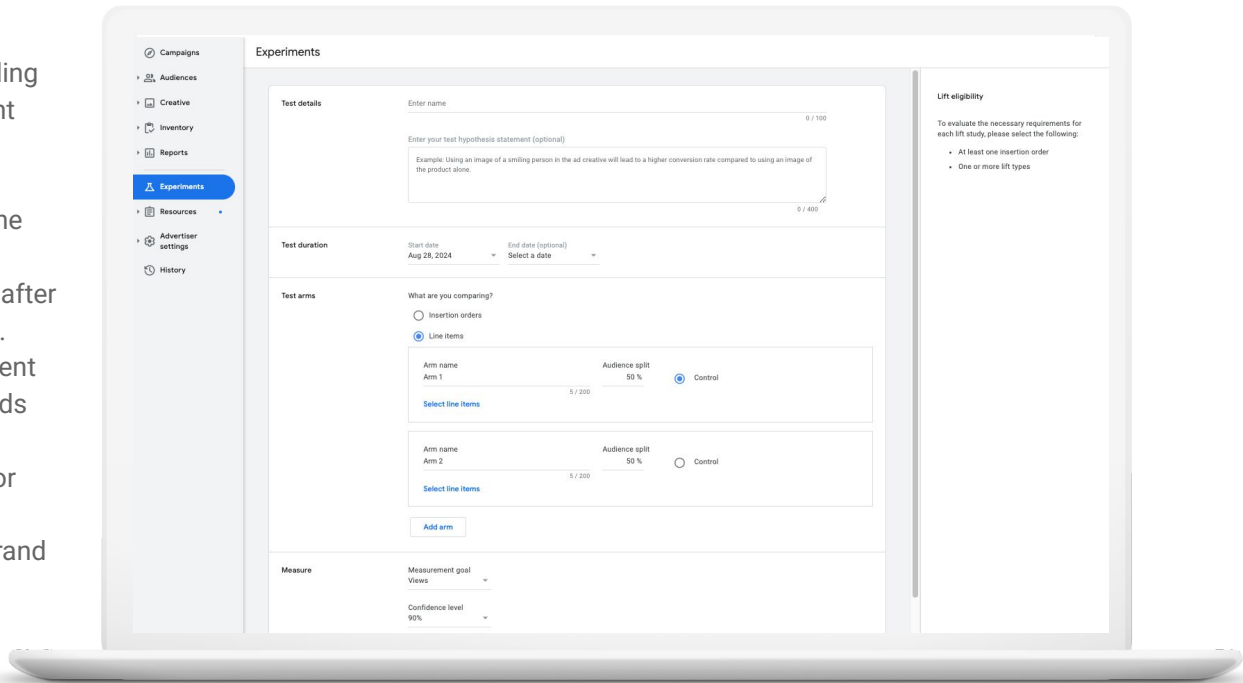
On the right side of the interface, there is a 'Lift eligibility' section with the text: 'To evaluate the necessary requirements for each lift study, please select the following:' followed by two bullet points:

- At least one insertion order
- One or more lift types

Test ads with experiments

Best practices when running experiments:

- Maintain consistency in targeting, bidding type, and settings across all experiment arms, both during initial setup and throughout test duration.
 - Avoid making changes while the experiment is running.
 - Changes can be implemented after the experiment has concluded.
- Maintain your campaigns and experiment in a paused state until all associated ads have been approved to run.
- Configure separate brand lift studies for each insertion order arm within the experiment for direct comparison of brand lift impact alongside other metrics.



06



Upgrading your Video action line items

Upgrading Video action Line Items with Structured Data Files



You will no longer be able to create
Video Action Campaigns starting
in April 2025.



Visual summary of campaign guidance

Step 1



Prepare your upgrade plan.

Step 2



Set up, run, and evaluate a Demand Gen campaign.

Manually create a campaign, following the best practices. Run for 4-6 weeks to ramp up learnings.

OR

Step 3



Manually move budgets

Manually transition budgets to an existing Demand Gen campaign.

OR

Step 3



Use Structured Data Files to migrate

Use [Structured Data File](#) (SDF) upload to migrate multiple line items in bulk.

Campaigns that have had ramp challenges in the past or are using deep conversion

Ramp to 10%
(run 1-2 weeks)

Ramp to 50%
(run 1-2 weeks)

Ramp to 100%

Most campaigns, especially those with shallow conversions

Ramp to 100%

Possible set-ups and evaluation strategies

 Scenario	Use Demand Gen's unique features	Mirror YouTube Video Action
 Set Up	Take full advantage of Demand Gen capabilities. Make use of newly available Demand Gen unique features that align with your KPIs.	Continue running YouTube-only campaigns. Set up your Demand Gen line items using the same settings and features as YouTube Video Action line items.
 Evaluate	Evaluate against the KPIs that are specific to your campaign. Reference our best practices for implementation and measurement. Run for 4-6 weeks before evaluating. If comparing against an existing VAC campaign, ensure you are using experiments and all of the same settings.	

Migrating with Structured Data Files: A Self-Service Approach

Advertisers are encouraged to use Structured Data Files to efficiently transition existing YouTube video action campaigns to Demand Gen based on planned flighting strategies

- Demand Gen line items ([Demand Gen](#)) use multi-format ad types, similar to Video Action line items ([VAC](#)).
- Changing the type of existing line items are not supported. You'll need to create new line items, ads and ad groups, either through the Display & Video 360 user interface or via Structured Data Files ([SDF](#)).
- If a custom companion banner is required, it must be manually uploaded through the user interface. Structured Data Files (SDF) do not currently support custom banner creation.
- Ensure that version 8.1+ of SDF is used for upgrading YouTube video action line items to manage inventory source controls. This can be updated within the advertiser settings by navigating to **Advertiser > Basic Details > Structured Data Files** and selecting **v8.1**.

Line Item Id	Lo Id	Lo Name	Type	Subtype	Name	Timestamp	Status	Start Date	End Date	Budget Type	Budget Amount	Pacing	Pacing Rate
22193283987	1017555160	Inna Demand Ge	Demand Gen	Demand Gen	Inna DG Test #2	2025-03-11T16:	Paused	02/05/2025	02/06/2025	TrueView Budget		Daily	Even

Create a new Demand Gen line item

Line item Details

- Line item type: Demand Gen

Ad Details

- Logo – **required**
- Business Name – **required**
- Headline – **required**
- Long headline – **required**
- Description – **required**
- Landing page URL – **required**
- Display URL
- Call-to-action
- Click tracker URL

The screenshot shows the 'New Demand Gen line item' form in Google Ads. The form is titled 'New Demand Gen line item' and has a close button (X) in the top left. Below the title, it says 'No targeting template applied'. The form is divided into several sections:

- Line item name:** A text input field containing 'Test Line Item' and a character count '14 / 240'. There is a 'Draft' button with a plus icon.
- Targeting:**
 - Category exclusions:** A section with two items: 'Content categories' (checked, with a plus icon and 'Skipped categories') and 'Category exclusions' (unchecked, with a plus icon and 'Embedded YouTube Videos').
 - Inventory sources:** A blue bar with a plus icon and the text 'Inventory sources for Demand Gen line items are now controlled at the ad group level, providing greater flexibility and control.'
- Add targeting:** A blue link.
- Flight dates:** A section with two options: 'Use same dates as insertion order' (checked, with a plus icon and 'Feb 16, 2025 - Nov 30, 2026') and 'Custom dates' (unchecked).
- Budget and pacing:** A section with a 'Flight' dropdown, an 'Even' dropdown, a '\$100000' input field, and a 'USD' dropdown.
- Bid strategy:** A section with a plus icon and the text 'Choose how you'd like to set bids'. There is a 'Maximize conversions' dropdown.
- Product feed:** A section with a plus icon and a checkbox labeled 'Use a Google Merchant Center product feed to show relevant products in your ads'.

Migrating with Structured Data Files: New Fields

Advertisers are encouraged to use Structured Data Files to transition existing YouTube video action line items to **Demand Gen line items** based on planned flighting strategies:

To upgrade YouTube video action line items to Demand Gen line items using Structured Data Files, ensure you are utilizing SDF version 8.1+. The following fields are required:

- Line items level file (specific for Demand Gen)
 - Column "Type" values is "Demand Gen"
 - Column "Subtype" value is "Demand Gen"
 - Column "TrueView Video Ad Formats" value is keep empty
- AdGroups level file
 - Column "Video Ad Format" value is "Demand Gen"
 - Column "Lookalike Audience Targeting" – Optional but only available for Demand Gen Ad Groups
- AdGroupAds level file
 - Column "Ad Type" is either "Demand Gen Product", "Demand Gen Video", "Demand Gen Image", "Demand Gen Carousel"
 - Column "Call to Action" value is "Label for Call to Action Button (up to 10 characters)"
 - Column "Headline" value is "Headline for the Call to Action Overlay (up to 15 characters)"

Migrating with Structured Data Files: New Fields (continued)

Advertisers are encouraged to use Structured Data Files to transition existing YouTube video action line items to **Demand Gen line items** based on planned flighting strategies:

To upgrade YouTube video action line items to Demand Gen line items using Structured Data Files, ensure you are utilizing SDF version 8.1+. The following fields are required:

- AdGroupAds level file
 - Column “In-Feed Video Headline” is “Long Headline for Demand Gen Ads”
 - Column “Description 1” is “Discovery Ad Description 1 text”
 - Column “Business Name” is “Name of the business being advertised”
 - Column “Logo Asset IDs” is “The list of asset IDs for the logos”
 - Column “Marketing Image Asset IDs” is “The list of asset IDs for the marketing images” ONLY when Ad = “Demand Gen Image”
 - Column “Demand Gen Cards” is “List of cards” ONLY when Ad = “Demand Gen Carousel”
 - Each marketing asset must have a unique aspect ratio

Migrating with Structured Data Files: Inventory Controls

Advertisers are encouraged to use Structured Data Files to transition existing YouTube video action line items to **Demand Gen line items** based on planned flighting strategies:

Starting in April 2025, any attempted creation of line items using SDF upload with a Subtype column value of “Action” and a Type column value of “TrueView” will fail. You will be required to include the value “Video Partners” in the TrueView Inventory Source Targeting column of line items with the Type column value of “Demand Gen”. Once enforcement begins, the value will be backfilled for existing line items and included in SDF download.

- AdGroupAds level file
 - Column “Demand Gen Inventory Source Strategy” is
 - All Google inventory
 - All Google and Display Network inventory
 - Selected inventories
 - Column “Demand Gen Enabled Inventory Sources” is optional and available if “Demand Gen Inventory Source Strategy” Column is not set
 - YouTube Skippable ads
 - YouTube In-feed ads
 - YouTube Shorts ads
 - Gmail
 - Discover
 - Google Display Network

07



Additional Resources for Demand Gen line items

Resources & Support for Demand Gen line items

Demand Gen Best Practices: Audience Targeting

Build a high-performing campaign that maximizes the strengths of Demand Gen and Google's AI

1

Audience Guidance

Build a profile to drive remarketing & teach AI about your customers

- ☐ Use 1P data (Customer Match, Remarketing, etc.)
- ☐ Add Custom segments using top-performing keywords, URLs (websites), and apps

Use Google AI for prospecting to find new customers & conversions – [see guidance](#)

- ☐ Use Lookalike Segments
OR
- ☐ Use Optimized Targeting

The Proof

- **Case Study:** Body & Fit sees 82% higher ROAS, 51% more revenue using Demand Gen Lookalike segments
- **Case Study:** BBVA Boosts CPAs 45% by Combining Image + Video with Lookalike Segments on Demand Gen
- **Claim:** When advertisers opt in to Optimized Targeting, they see an average of 20% more conversions among automated audiences vs. manual audiences at a comparable CPA.

Help Center Links

- [About Customer Match](#)
- [About Custom Lists](#)
- [Create a tag-based audience](#)
- [Use Lookalike segments to grow your audience](#)
- [About optimized targeting](#)

Understanding Lookalike audiences & Optimized Targeting

To make sure you pitch the right expansion solution (Lookalike/Optimized Targeting) for your advertiser's needs

Segment type	Lookalike	Optimized Targeting
How it works	Lookalike Segments find users <i>most similar</i> to those in your seed lists - it expands upon your advertiser's first party data source to find people who look like their existing customers through AI, with the use of 3 expansion options - narrow, balanced or broad - all controlled by the advertiser selection	Optimized Targeting finds <i>any</i> users most likely to convert - it looks beyond (optional) manually selected audiences to improve a campaign's performance and acquire customers an advertiser may have missed with only manual audiences all through AI & machine learning
Key difference	Lookalike segments will abide by similarly-based targeting – and can be paired with other manual audience targeting	Optimized Targeting will expand beyond any manual inputs to look above all for more converters .
When to Use	When an advertiser cares about finding new users similar to their seed inputs	When an advertiser cares about maximizing for conversions (regardless of audience makeup or similarity)
How to Use	Within your advertisers' campaign set up they can create a lookalike segment to reach potential new customers who are most similar to users in their existing lists	Will have a checkbox within campaign construction with it auto-turned on if you select conversions as your goal, and auto turned off if you select clicks as your goal
When to Use Together	Advertisers focused on maximizing conversions should primarily rely on Optimized Targeting, but also have the option to add Lookalike segments as a hint to fuel performance, especially when their LaL segments have performed strongly in the past.	

Demand Gen Best Practices: Bid & Budget Guidance

Build a high-performing campaign that maximizes the strengths of Demand Gen and Google's AI

2

Bid & Budget Guidance

Choose the bid strategy that best serves your Marketing Objective

- ☐ Sales/Lead goal: tCPA, tROAS, Max Conv., Max Conv. Value
OR
- ☐ Traffic goal: Max Clicks, tCPC in Q2

Set campaign budgets that will compete in Google auctions

- ☐ Set minimum daily budget of >\$100 at the line item level
OR
- ☐ For value bidding, start with MaxConv/tCPA then adjust after meeting minimum conversion count thresholds

The Proof

- **Case Study:** [Sky TV Italia uses Display & Video 360 together with Campaign Manager 360 to boost video performance](#)
- **Case Study:** Dream11 drives 10% higher acquisition on YouTube VAC using in-app Floodlight optimization
- **Best Practice:** When starting a new line item or making changes to bids, targeting, or ads, allow for 30 days before evaluating performance and making optimizations.

Help Center Links

- [About conversion tracking for YouTube](#)
- [About value based bidding strategies](#)
- [About Maximize Conversions bidding](#)
- [Create a plan for a campaign](#)

Demand Gen Best Practices: Creative Guidance

Build a high-performing campaign that maximizes the strengths of Demand Gen and Google's AI

3

Creative Guidance

Maximize AI-driven ad placement opportunities with formats

- ☐ Include 3x Horizontal videos
- ☐ Include 3x Vertical videos
- ☐ Include 3x Images

Optimize your creative for Google's AI

- ☐ Use A/B Experiments pre-launch

The Proof

- **Case Study:** WEBTOON Entertainment Acquires New Readers at +150% CVR, 38% Lower CPC with Demand Gen Creative Experiment
- **Claim 1:** Adding a vertical video asset to Demand Gen leads to a more than 35% increase in conversions on Shorts.
- **Claim 2:** On average, advertisers who uploaded video and image assets to Demand Gen saw 20% more conversions at the same CPA than those who uploaded video assets only.

Help Center Links

- [Test ads with experiments](#)
- [Reporting when Floodlight optimization is enabled](#)

Demand Gen Best Practices: Measurement Guidance

Build a high-performing campaign that maximizes the strengths of Demand Gen and Google's AI

4

Measurement Guidance

Set up tags that cover the customer journey

- ☐ Add the Conversion Tracking tag to every page of your website
- ☐ Include Firebase app conversions

Use AI-driven conversion features to upgrade your reporting

- ☐ Use Data-Driven Attribution (DDA)
- ☐ Use Cross-Account Conversion Tracking

The Proof

- **Case Study:** Dream11 drives 10% higher acquisition using in-app Floodlight optimization
- **Case Study:** Sky TV Italia uses Display & Video 360 together with Campaign Manager 360 to boost video performance

Help Center Links

- [Create a Floodlight activity](#)
- [Create and manage Floodlight groups](#)
- [Link Display & Video 360 and Campaign Manager 360 to Firebase](#)
- [Mobile app conversion tracking with third-party tools](#)
- [Report on YouTube & partners line items](#)
- [Create an attribution model for reporting](#)
- [About attribution modeling](#)
- [Use rules to create custom bidding algorithms](#)

Demand Gen Best Practices: Optimization Guidance

Build a high-performing campaign that maximizes the strengths of Demand Gen and Google's AI

5

Optimization Guidance

Set up AI-friendly campaigns that are optimized to serve

- ☐ Limit bid changes to +/- 15% during a campaign
- ☐ Collect 50+ conversions to exit the Learning Phase
- ☐ Consolidate ad groups with <30 conversions in 30 days

Use feeds to promote your products to shoppers (if applicable)

- ☐ Use Product Feeds
- ☐ Include a cover image and video
- ☐ Have 50+ products ready to serve via GMC feed

The Proof

- **Claim 1:** On average, advertisers see 33% more conversions at a similar cost per action (CPA) by adding product feeds to Demand Gen.
- **Claim 2:** On average, advertisers see 18% more clicks at a similar cost by adding product feeds to Demand Gen with shallow conversions.
- **Claim 3:** In the learning period, performance may fluctuate as the system tests different strategies. Minimizing budget changes prevents re-entering the learning period – we recommend limiting bid changes to +/- 15% during the learning period.

Help Center Links

- [Optimize your YouTube campaign](#)
- [Review alerts and suggestions in the Intelligence panel](#)
- [Duration of the learning period and what affects it](#)
- [Add a product feed to your YouTube line item](#)
- [Demand Gen campaign asset quality and policy requirements](#)

Thank you

