

Google Academy on Air

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# **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.

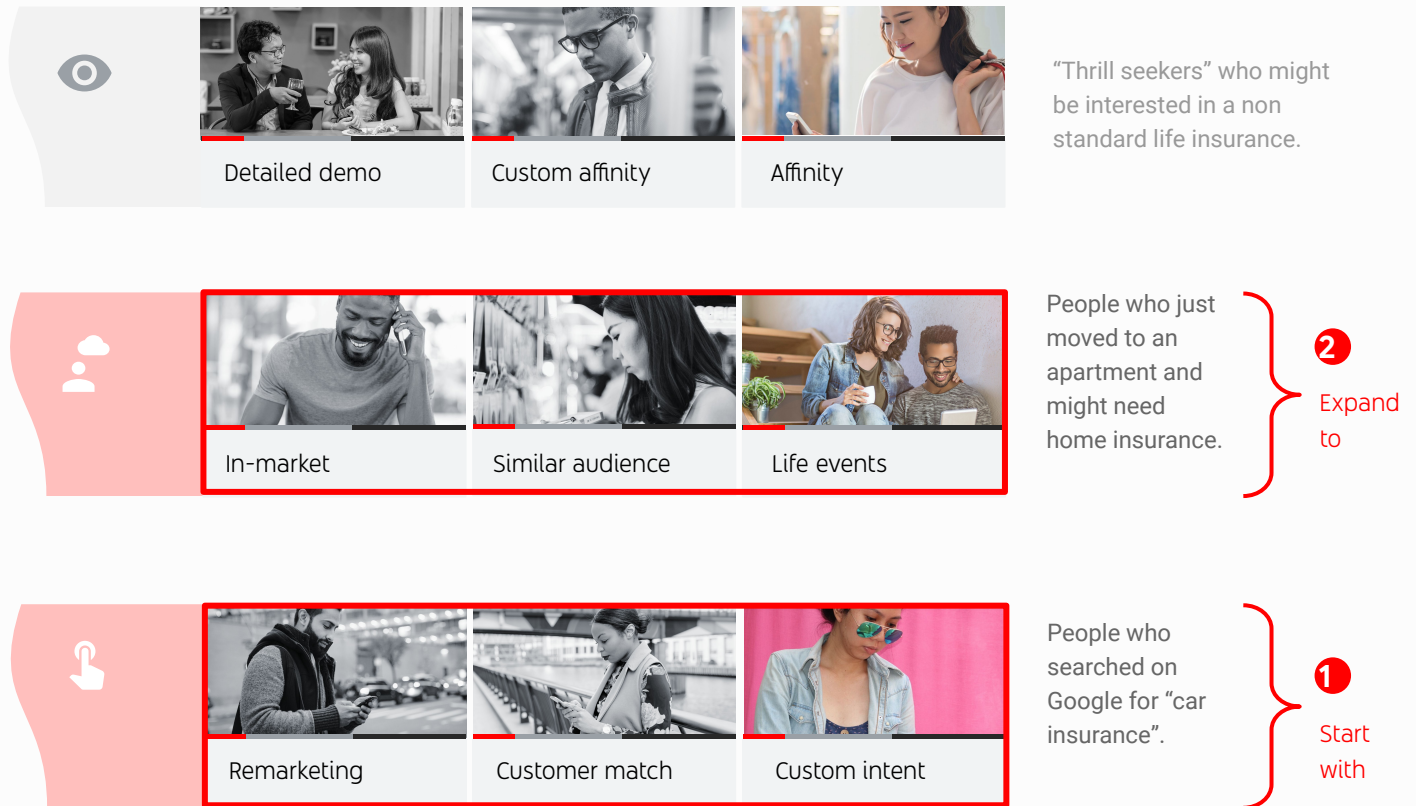
Which clients are good pilot accounts for TrueView for action?

Business types for which we see the greatest success with 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

- ▶ "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 )*

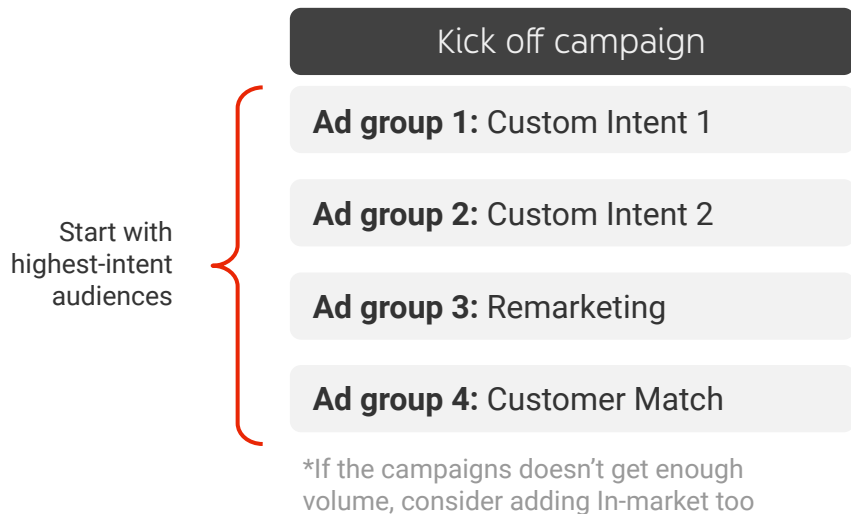
## 2 stages to your TrueView for action audience strategy



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

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

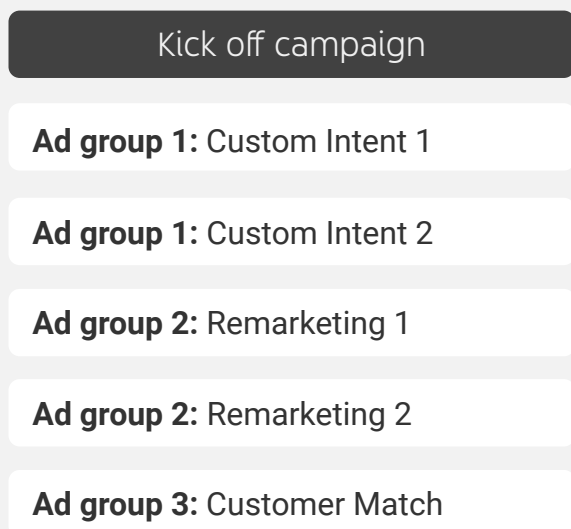
1 Campaign, Separate ad groups for separate audiences



### 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
<b>Use if:</b>	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
<b>Set the right minimum daily budget:</b>	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

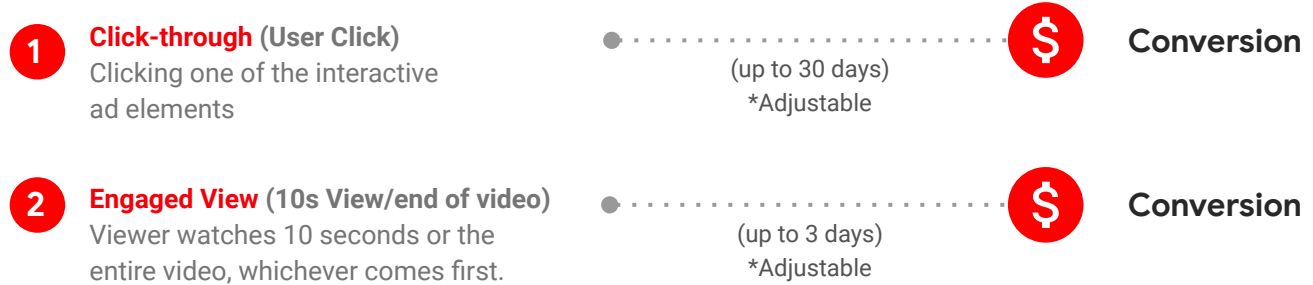
**Add sitelinks** to increase conversion rates. Adding Sitelinks to Trueview for Action campaigns can drive up to +40% conversions and -30% lower CPAs on mobile devices.\*

## Module 2

# Measuring the full value of YouTube

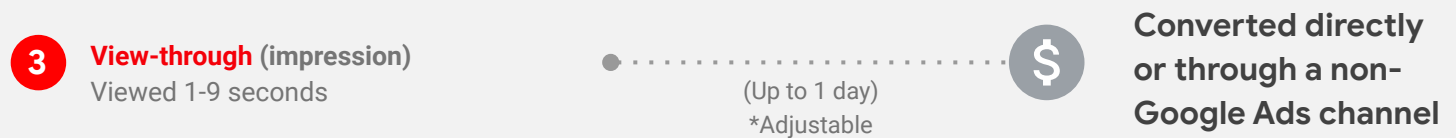
## How are conversions measured in YouTube campaigns?

### “Conversions” Column



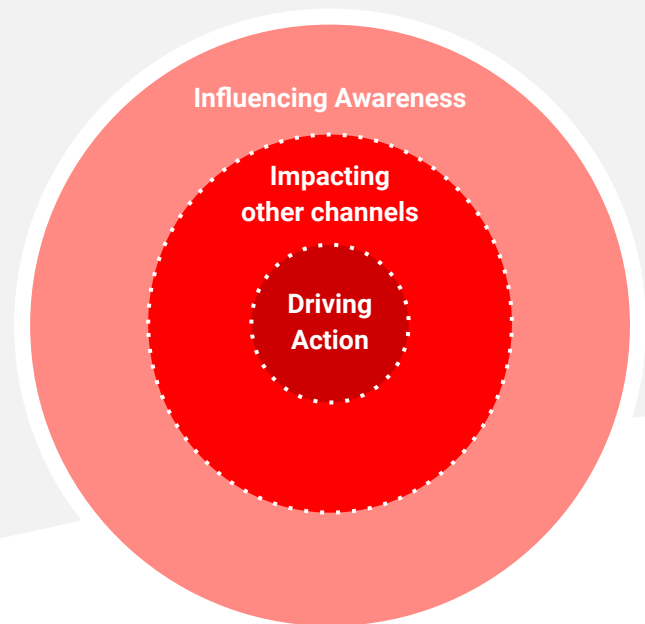
## How are View-through conversions measured in YouTube campaigns?

### “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**