

if you want to

increase consideration

YouTube Advertising

Read this to inspire interest

Consider this: More than half of shoppers say online video has helped them decide which brand or product to buy. Want to drive consideration for *yours*? We've got your back.

Now let's get started.



With this easy guide, you can:

Discover how to optimize your creative assets

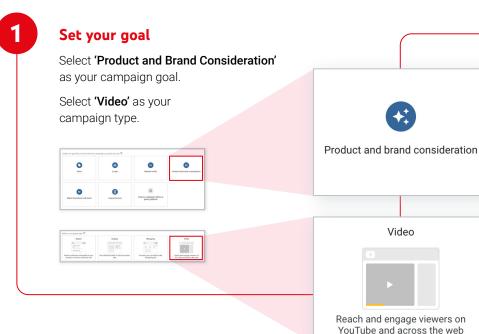
Hone your bidding strategy for brand favorability

Get your campaign in front of relevant audiences

Measure your campaign's effectiveness



If you want to set your campaign up for measurable success, start by setting your goal.



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Do this if you want to optimize your creative

To increase consideration, you need to make your creative work as hard as possible.

If you have... one creative asset

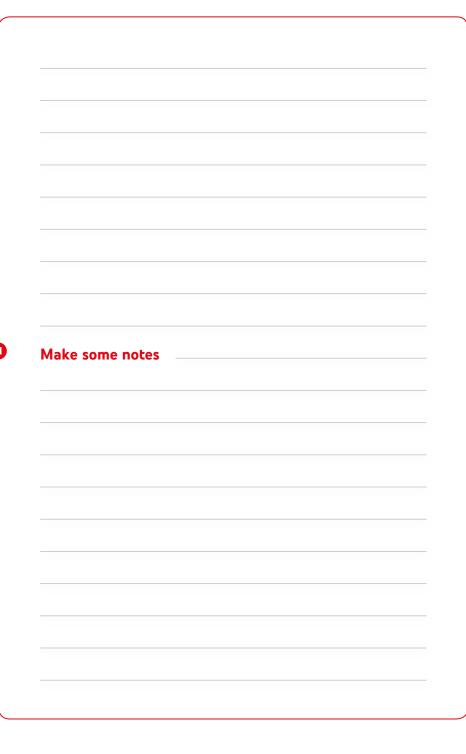
Use skippable in-stream video ads longer than 20 seconds – these drive more efficient consideration lift than videos shorter than 20 seconds.²

2 If you have... multiple creative assets

Combine multiple ad formats using video ad sequencing – this allows you to reach potential customers with multiple creatives across their purchase journey.

Take note

In a study conducted by Ipsos, video ad sequences had a significantly higher impact than single 30-second TrueView ads on ad recall and purchase intent, with an increased average lift of 74% and 105%, respectively.³



Do this if you want your bids to deliver major impact

Once you've set your campaign goal in Google Ads, you'll be offered suggested settings and bidding strategies to help you achieve it. Remember these dos and don'ts to ensure your campaign delivers maximum brand impact.

Do use a campaign total budget

To deliver on your campaign's full potential, Google Ads will try to spend your total budget evenly over the duration of your campaign.

Don't set an ad schedule

To maximize your reach, Google Ads will optimize your delivery so that your ads show at the right time to the most valuable viewers

Do opt in to Google Video Partners

Expand views beyond YouTube by taking advantage of video partners on the Display Network. Video partners help you reach more potential customers by extending your campaign to a collection of leading publisher sites and apps.

Take note

TrueView ads running on YouTube and Google video partners drive similar Brand Lift.⁴

Do this if you want to reach the right audiences

Get your message in front of as many relevant people as possible by using in-market, life events and custom audiences.





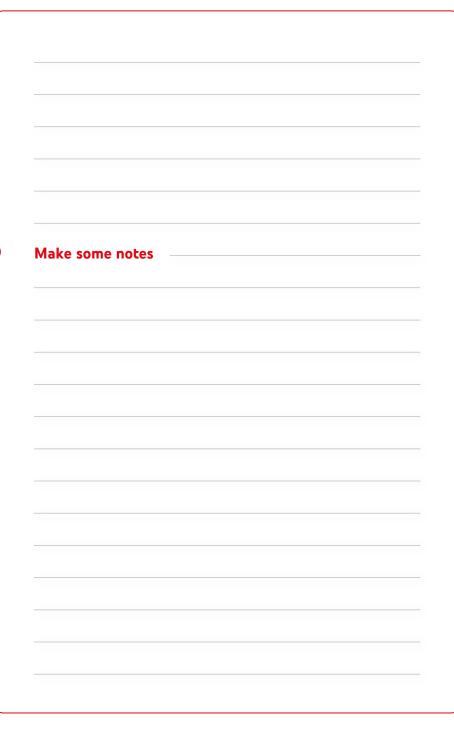
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Identify relevant audiences

Make use of Google's Find My Audience tool to learn more about how your customer's passions and interests translate into in-market and affinity audiences.

Steer clear of gender and age

If you add gender and age on top of your selected audience, you might restrict your risk and cause your campaign to miss potential customers.



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Do this if you want a bidding strategy that fits your goals

Identify your key campaign goals and priorities, then set your bidding strategy accordingly.

Use CPV for consideration lift

If you care most about driving consideration lift, use maximum cost-per-view (CPV) bidding with skippable in-stream video ads. If users don't engage with your ad, you don't pay.

Tip: If you've used CPV bidding before, start by inputting the maximum CPV you are willing to pay for a single view rather than your average CPV from your previous campaign.

2 Use tCPM for purchase intent lift

If you care most about driving purchase intent lift, use target cost-per-thousand impressions (tCPM) bidding with video ad sequencing.

Do this if you want to measure your impact

Once the dust has settled, it's time to find out how your campaign influenced viewer perceptions and drove business results. Here's how.

Use Google Ads metrics

Measure your campaign's total views and average cost-per-view from your Google

Ads account. Understanding these metrics will help you achieve your short- and long-term consideration goals.

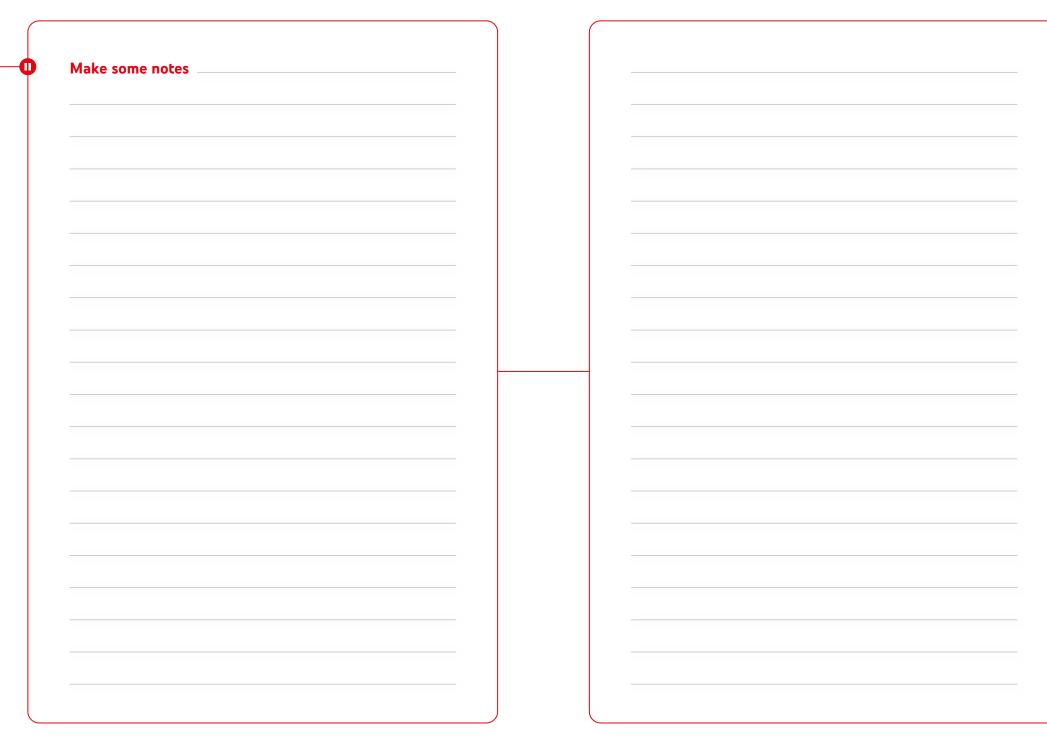
Use Google Brand Lift

Measure changes in consideration, favorability, purchase intent, or all three, with Google Brand Lift at no additional cost. Check the minimum budget requirements listed in the Google Ads Help Center to make sure your campaign is eligible to drive statistically significant impact.

Tip: Make sure you set up your study before the campaign delivers any impressions, so you have an accurate baseline to evaluate your campaign's performance.

Use A/B experiments

Want to verify your campaign's performance? Search lift, geo lift, or user lift studies with a Google Measurement Partner can help you dig deeper to understand what's working. You can also run A/B tests with Brand Lift to evaluate the effectiveness of different creatives and targeting groups.



Congratulations, you've done it

Now do this if you want to learn more.

