YouTube Ads

By Debajyoti Banerjee,

Founder & CEO - Seven Boats Info-System Pvt. Ltd.

https://www.7boats.com

https://www.7boats.com/academy

Type of YouTube Ads

- TrueView Ads -> In-Stream Ads & Video Discovery Ads (in Display ads previously)
- Pre Roll & Mid Roll Ads[For longer than 10 mins Videos]-> (Skippable[12 Secs-6 mins]or Non Skippable Ads[15-20 Sec Videos])
- Bumper Ads [Before playing video. Only 6 Sec Ads]
- YouTube Horizontal Banner ads [Display Ads]
- Masthead Ads

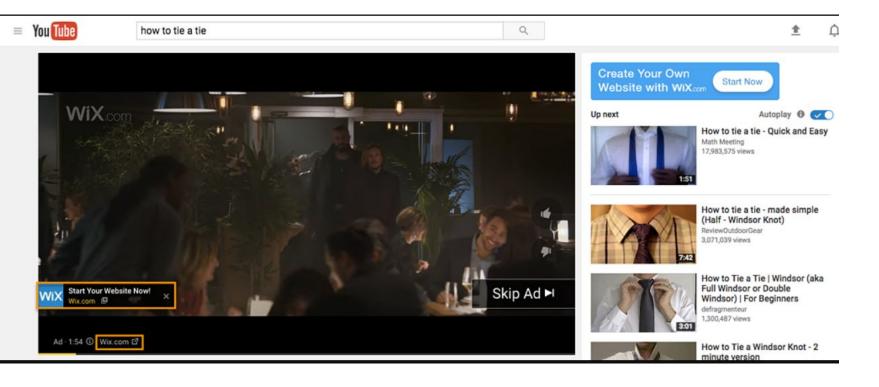
GDN - Google Display Network

YouTube Search & YouTube Videos

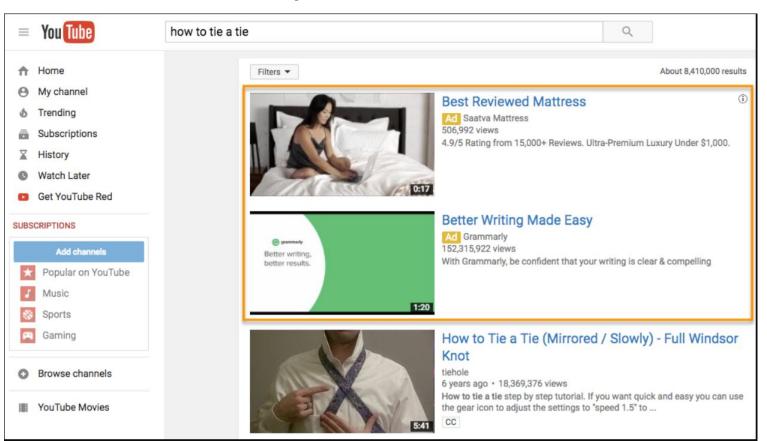
Google Partner Sites

Google Partner Video network/Channels

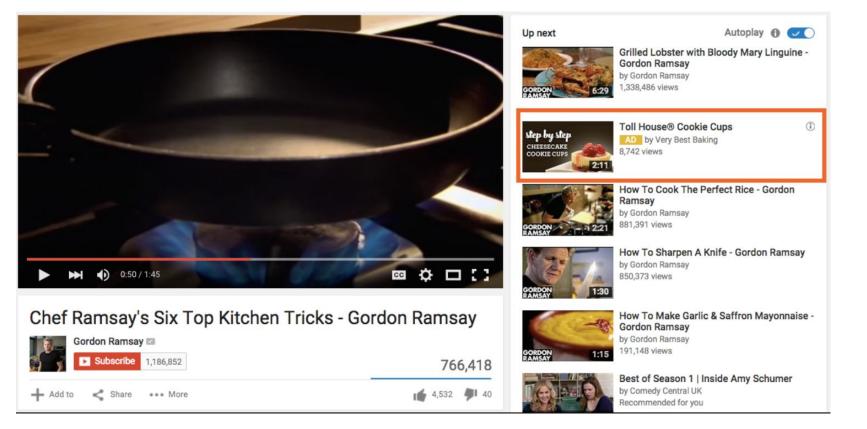
In-Stream Ads



Video Discovery Ads



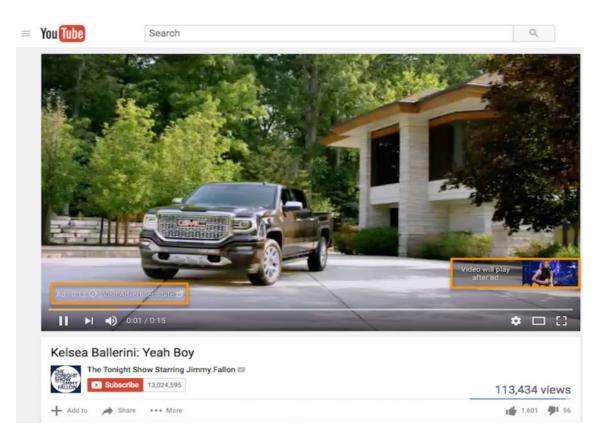
Video Discovery Ads



Companion Banner



Pre Roll Ads



Mid Roll Ads



Ad Campaign Setup

- 1. Campaign type -> Video
- Campaign name & type -> Standard Video (Views, awareness & conversion)
 or mobile app or shopping purpose
- 3. Choose video ad format (In stream or video discovery and bumper)
- 4. Daily budget & delivery method -> Standard delivery
- 5. Network -> YouTube search, Youtube Videos or Partner sites
- 6. Location -> Include or exclude or radius targeting
- 7. Language, Device & Mobile Bidding(Bid adjustment)
- 8. Scheduling
- 9. Ad creatives / Ad copies
- 10. Bidding (Mainly CPV)
- 11. Targeting

Targeting

- Keywords
- Topics
- Audience (Demography, Interest/ Affinity, In Market Segment)
- Placements
- Remarketing [website/ youtube channels / app installs / custom list]

Remarketing

10 Tips

- Define goal [views, audience, branding or conversion]
- Track low performing placements
- Use custom thumbnails
- Add YouTube card for CTR [Related product videos or URL]
- Add CTA (Call to action)
- End screen or End Slate
- Video Remarketing
- Use closed caption/Subtitles
- Focus on first 5-15 secs
- Optimize your channel & landing pages

YouTube card



5 Days of Beauty Experiments | Try Living With Lucie | Refinery29



YouTube End slate



Kelsea Ballerini: Yeah Boy



Thank you:)

Reach me -

Email: debajyotib@7boats.com

Linkedin- https://www.linkedin.com/in/debajyotibanerjee/

Website: https://www.7boats.com

https://www.7boats.com/academy