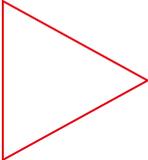


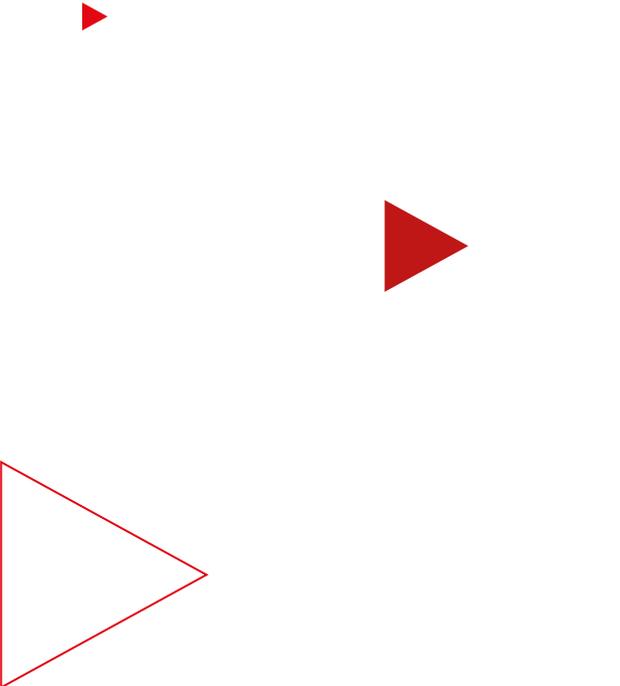


# Do this

if you want to

**drive  
awareness**





# Read this to reach more



Do you want to raise awareness of your brand by reaching over 2 billion monthly logged-in users globally on YouTube? Of course you do.

Let's do this.



**With this easy guide, you can:**

- Discover how to capture attention with the right formats
- Create maximum impact with a solid bidding strategy
- Reach relevant audiences
- Measure campaign performance accurately

# Do this first

At the start of your campaign journey?  
First set your goal.

1

## Set your goal

Select **'Brand Awareness and Reach'** as your campaign goal.

Select **'Video'** campaign type.



Brand awareness and reach

Video

Reach and engage viewers on YouTube and across the web



# Do this if you want your bids to create maximum impact

When you start with a campaign goal in Google Ads, you'll see suggested settings and bidding strategies to help you attain that goal. Target cost-per-thousand impressions (tCPM) optimizes to help you reach as many people as possible.

## Set up tCPM in one step

**Bidding strategy**

Select your bid strategy ⓘ  
Target CPM ▾

The following bidding strategies aren't available in this campaign: [Maximum CPV](#), [Maximum CPM](#), [Viewable CPM](#), [Target CPA](#), [Maximize conversions](#)

With Target CPM (cost-per-thousand impressions), you set the average amount you're willing to pay for every thousand times your ad is shown. From the Target CPM you set, we'll optimize bids to help get as many impressions as possible. Some impressions may cost more or less than your target.

[Learn more](#)

Select your bid strategy ⓘ  
Target CPM ▾

1

When you select **'Brand Awareness and Reach'** as your campaign goal, your campaign will automatically default to tCPM bidding.

As a best practice, your tCPM bid should be the average amount you are willing to pay for that audience to see your ad.

II

**Tip:** If you've used CPM bidding before, start by inputting the average CPM from your previous campaign.

## What's next?

Once you input your bid, you will see estimates in the traffic estimator on the right panel of the campaign setup. These recommendations will help you spend your budget as efficiently as possible.

# Do this if you want to improve your performance

Optimize your campaign settings to drive maximum impact with these must-dos.

1

## Do use a campaign total budget

Google Ads will spend your total budget over the course of your campaign as evenly as possible.

2

## Do show your campaign on all eligible devices (computers, mobile, tablet and TV screens)

This will expand your reach and avoid over-delivering frequency on any one device type.

# Don't do this if you want to extend your reach

Ensure your ads reach a wider audience by avoiding these common mistakes.

1

## Don't set an ad schedule

Google Ads will automatically optimize your ads so that they show at the right time to the most valuable viewers.

2

## Don't opt out of video partners on the Display Network

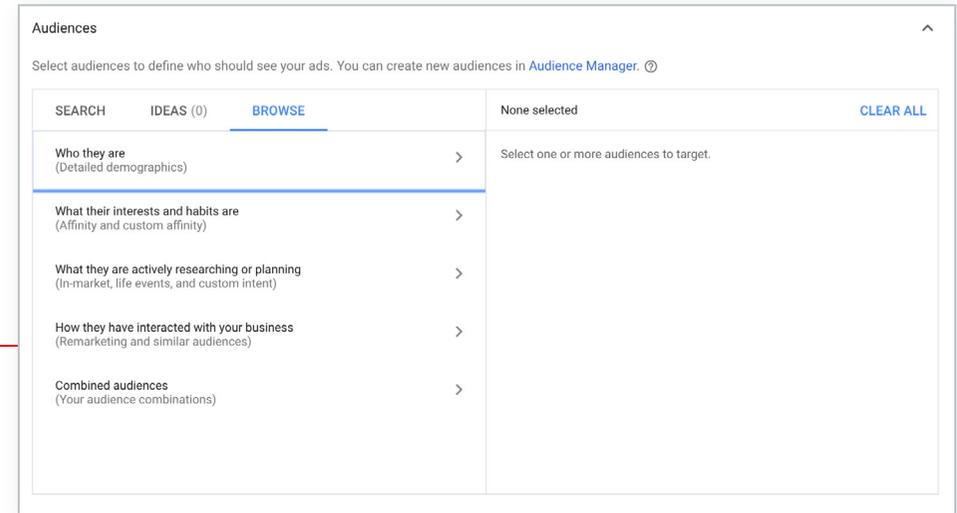
Google video partners extend the reach of your video ads to a collection of leading publisher sites and apps. Including video partners will help you reach new audiences outside of YouTube.

## Want even more reach?

On average, advertisers can gain 20% additional reach by adding video partners to their YouTube buy.<sup>1</sup>

# Do this if you want to reach relevant audiences

Select from these three audience types to put your message in front of as many relevant people as possible.



1

## Affinity

Reach people based on their specific interests as they watch videos and browse pages across the web.

2

## Detailed demographics

Reach people based on facts about their life, including parenting stages, homeownership status, marital status and education.

3

## Custom

Combine keywords, URLs and apps to create your own audience tailored to your brand.

Once you have identified your desired audiences, use Reach Planner to quickly estimate your campaign's potential impact.

# 3 pro tips for reaching relevant audiences

1

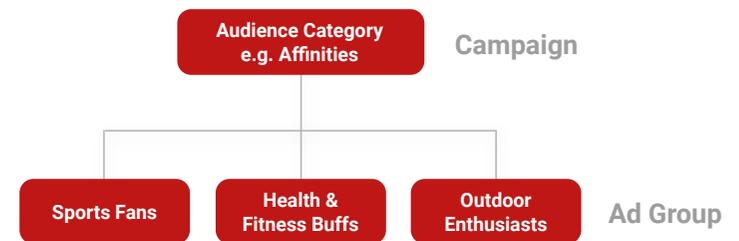
## Avoid adding gender and age

Maximize your reach – don't add gender and age on top of your selected audience.

2

## Only use one audience category per campaign, and one audience per ad group

Stay organized and build frequency by using just one audience category per campaign – unless you have a predetermined budget per audience or creative.



3

## Exclude audiences you've already used

Increase unique reach by excluding people who already viewed your ad, if you have multiple campaigns with different audience categories.

For example: If you target affinity audiences in Campaign #2, exclude affinity audiences in Campaign #1 targeted to detailed demographics.



# Do this if you want effective video creative

Boost the impact of your big idea by following this ABCD framework.

**A**

## Attract

Capture your audience's attention from the start by using tight framing, fast pacing, introducing human faces early on and using memorable visual elements.

**B**

## Brand

Introduce your brand or product in the first 5 seconds through visuals, like your logo, or audio cues, like mentions of your brand or product by people on-screen.

**C**

## Connect

Use emotion and storytelling to connect with your viewers. If you test multiple versions of your creative, you'll soon see what engages your audience.

**D**

## Direct

Drive brand lift by clearly stating what you want the viewer to do. For example, invite viewers to visit your website, watch another video or subscribe to your channel.

## Pro Tip

Take advantage of optional features like extensions and companion banners to maximize viewer engagement.

# Do this if you want to measure accurately

Use these tools to find out if your campaign reached your audience, made a positive impact on your brand metrics and drove business results.

1

## Find out if your campaign reached your audiences

### Use Google Ads reporting

Measure the unique reach and frequency of your campaign from the Campaigns page of your Google Ads account. To measure de-duplicated reach across multiple campaigns, you'll need to download the report. For maximum accuracy, wait 72 hours after your campaign ends to tally your totals.

### Use third-party verification

YouTube also partners with third parties like Nielsen and Comscore to compare reach metrics across different publishers and networks. Measure across your video buy with a Nielsen Total Ad Ratings report (US).

2

## Find out if your campaign impacted your brand metrics

### Use Google Brand Lift

Understand how your video ads influenced ad recall and brand awareness among your audience, at no additional cost. Do this before your campaign delivers any impressions so you have an accurate baseline to evaluate your campaign's performance.

3

## Find out if your campaign drove business results

### Use media mix modeling

Compare the ROI of your YouTube campaign to other digital and traditional channels using third-party models.

### Use A/B experiments

Test what's working using search lift, geo lift or user lift studies with a Google Measurement Partner.

# Congratulations, you've done it

Now do this if you want to learn more.



Visit [youtube.com/ads](https://youtube.com/ads) for more play-by-play tips on how to become an expert at creating winning ad campaigns on YouTube.



Next in the **Do This** series:

## **Do this if you want to increase consideration**

Pick up the next guide in our series, and learn how to create campaigns that boost consideration among your audience.



## **Do this if you want to inspire action**

Complete the set with the final guide in our series, and learn how to use YouTube to spark online conversions.