



Do this

if you want to

**inspire
action**





Read this to drive action



Whether they're in discovery or purchase mode, consumers are turning to YouTube for help when they're shopping. In fact, 90% of YouTube viewers say they discover new brands or products on YouTube,¹ and over 40% say they've purchased products they found there.²

It's time to inspire them. 

With this easy guide, you can:

- Make it simple for viewers to take action from your video
- Find new audiences to grow your customer base
- Optimize your bidding strategy with machine learning
- Understand your campaign's impact

Do this first

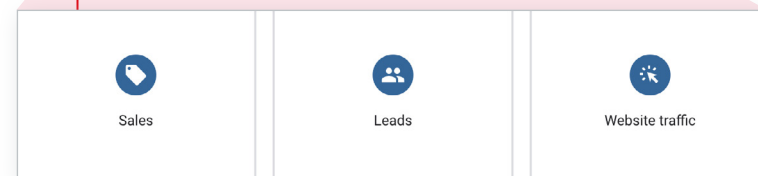
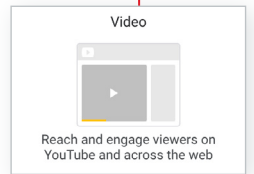
To give your campaign every chance of measurable success, first set your goal.

1

Set your goal

Select **'Leads, Sales or Website Traffic'** as your campaign goal.

Select **'Video'** as your campaign type.



Sync your accounts

Create your Video campaign in the same account as your Search and Display campaigns to prevent Google Ads from double counting conversions.

2

3

Enable conversion tracking

Optimize your business's website for conversion tracking – including light conversion events such as a site visit, form completion, 'add to cart' or content download. This is essential for understanding how people interact with your ad and what their path to conversion looked like.

Make it easy for viewers to take action

Get to know the YouTube ad format specifically designed to help you accomplish your direct response goals.

1

Use TrueView for action

TrueView for action campaigns are skippable in-stream ads designed to drive leads and online conversions by adding prominent calls-to-action to your video ads.

II

Tip: Experiment with creative variations. Try 5+ variants using different CTAs and headlines.

2

Customize your ad

Add lead forms or sitelink extensions to your TrueView for action campaigns to make them even more useful and actionable to your potential customers.

Take note

Sitelinks on TrueView for action campaigns can drive up to 40% higher conversions, 20% higher clicks and 30% lower CPAs on mobile devices.³

Do this if you want to reach new customers

Reach more of the right people by extending your Search keyword strategy to YouTube.

1

Use custom intent audiences

Reach people who are actively researching your product on Google by using custom intent audiences. 80% of people say they typically switch between online search and video when researching products to buy,⁴ so high-performing keywords from Search should also be effective on YouTube.

2

Use your best Search keywords

Upload 10-15 keywords to your custom intent audience. Using converting and assisting keywords from your Search campaigns creates a more customized audience for you to reach.

II

Tip: Run potential keywords through the Keyword Planner to get a sense of your potential impact on YouTube. From your Google Ads account, go to Tools & Settings in the navigation bar at the top of your screen, then find Keyword Planner under Planning.

3

Don't add gender and age

When you go beyond demographics, you can reach more relevant people based on their intent to buy, so avoid adding age and gender on top of custom intent audiences.

4

Experiment with remarketing lists

Reach more qualified leads by experimenting with remarketing lists. This will help you reach users at varying stages of their purchase journey.

Take note

TrueView for action campaigns using remarketing generate 270% higher conversion rates at less than half the cost vs. TrueView for action campaigns using other audience types.⁵

Do this if you want to optimize your bidding

Use simple machine learning tools to take your bidding strategy to the next level.

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Make some notes

1

Select the right Smart Bidding for your TrueView for action campaign

Smart Bidding strategies like maximize conversions and target cost-per-action (tCPA) use machine learning to optimize for conversions based on your campaign objectives.

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Tip: To help the optimization algorithm improve your campaign faster, start with maximize conversion bidding to boost your initial conversion volume, before you start testing tCPA. Your daily budget should be 10X your Video CPA so that you generate at least 5 conversions per day for at least 14 days.

2

Follow Google Ads suggestions

Use the bidding suggestions in Google Ads to set a competitive tCPA. Typically, your bids on Video campaigns will be higher than the bids you use on Search and Display.

Do this if you want to understand your video's impact

Your video was great, but did it drive action?
Here's how to measure its impact within
your broader campaign.



Make some notes



Take a cross-network view

You can better understand YouTube's role in the customer journey by using cross-network reports. These reports can help you improve CPA or budget setting by giving credit to assisting Google campaigns across Search, YouTube and Shopping.



Congratulations, you've done it

Now do this if you want to learn more.

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



Previously in the **Do This** series:

Do this if you want to drive awareness

Do this if you want to increase consideration

Collect all three guides in our series, and learn how to create video campaigns that deliver full-funnel results.

- 1 Google/Magid Advisors, Global (U.S., CA, BR, U.K., DE, FR, JP, IN, KR, AU), "The Role of Digital Video in People's Lives," n=20,000, A18-64 general online population, Aug. 2018.
- 2 Google/Ipsos, Global (U.S., CA, BR, U.K., DE, FR, JP, IN, KR, AU), "How People Shop with YouTube" Study, 18-64-year-olds who go online at least monthly and have purchased something in the last year, n=24,017, July 2018.
- 3 Google Data, Global, Nov 2019. Study based on YouTube app (Android and iOS) results of 260 beta TrueView for Action advertisers.
- 4 Google/Magid Advisors, "The Role of Digital Video in People's Lives", Global (US, CA, BR, UK, DE, FR, JP, IN, KR, AU), August 2018, n=20,000, A18-64 general online population.
- 5 YouTube Internal Data, Global, June 2018 - July 2018.