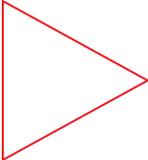


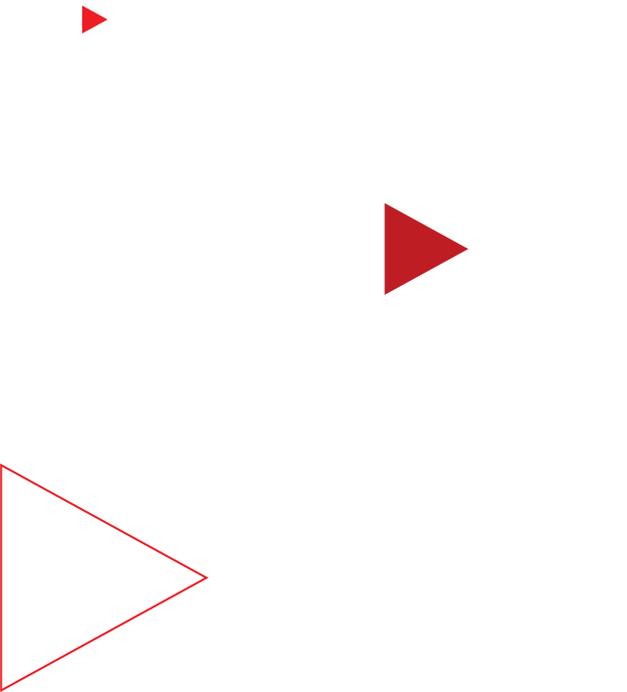


Do this

if you want to

**increase
consideration**





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.¹ 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 optimise your creative assets
- Hone your bidding strategy for brand favourability
- Get your campaign in front of relevant audiences
- Measure your consideration campaign's effectiveness

Do this first

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

1

Set your goal

Select **'Product and Brand Consideration'** as your campaign goal

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



Product and brand consideration

Video

Reach and engage viewers on YouTube and across the web

Do this if you want to optimize your creative

To increase consideration, you need to make your creative work as hard as possible, however many assets you have.

1

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 ads 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

Make some notes

Do this if you want your bids to deliver major impact

When 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 that your campaign delivers maximum brand impact.

1

Do use a campaign total budget

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

2

Don't set an ad schedule

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

3

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 a bidding strategy that fits your goals

Make some notes

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

1

Use CPV for consideration lift

If your number one goal is to drive efficient views, use maximum cost-per-view (CPV) bidding with skippable in-stream video ads. And 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 if your campaign reached your audience, influenced consideration and drove business results. Here's how.

1

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.

2

Use Google Brand Lift

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

||

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

3

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.



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



Next in the **Do This** series:

Do this if you want to inspire action

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

- 1 Google/Ipsos, "How People Shop with YouTube" Study, Global [US, CA, BR, UK, DE, FR, AU, JP, IN, KR], July 2018. 18-64 year olds who go online at least monthly and have purchased something in the last year (n=24,017).
- 2 Google Internal Data, Global, Oct 2019.
- 3 Google/Ipsos Lab Experiment, US, Nov 2018. n=7,500 people age 18-64.
- 4 Google Video Partners Brand Lift meta-analysis, Global, 2019.