

Demand Gen Video Ads

Formerly YouTube For Action

Demand Gen Video Ads



Introduction to Demand Gen Video Campaigns

- The ads are a simple and cost-effective way to drive more conversions on and off YouTube, all within a single automated campaign.
- Traditional YouTube awareness campaigns operate in the upper funnel, and are usually meant for branding and awareness with broad messaging and a light touch.
- Demand Gen Video campaigns, in contrast, operate lower in the funnel and are focused on efficiently reaching users with a high propensity to convert and transact.



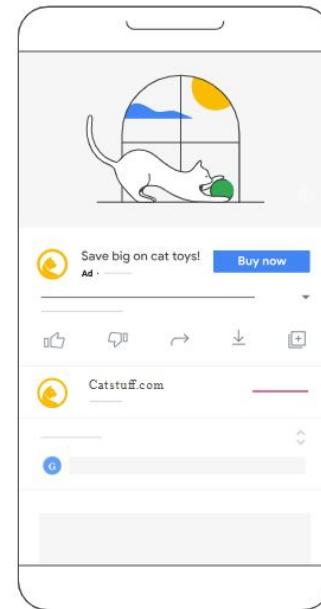
Targeting

- The targeting available in Demand Gen Video campaigns is flexible and wide-reaching.
- In addition to traditional affinity, in-market, and demographic targeting, custom intent audiences are a powerful way to reach the right audience with the right message.
- Building custom intent audiences combines Google's affinity and in-market audiences with first party data, such as user preferences, user demographics, and user history to create a mix of users, all of whom are in the market to transact with the advertiser.



Demand Gen Video Ads

- Demand Gen Video campaigns can serve as a great way to expand your audience beyond Search, as they run across more placements, and both on and off YouTube.
- These video campaigns use skippable in-stream and in-feed video ads formats, as well as bumpers and shorts.
- Ads include a call-to-action (CTA), headline (both short and long), and a description in the creative.



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Bidding Options

- Demand Gen Video campaigns use one of three bidding options.
- Maximize Conversion Value which allows advertisers to maximize the total conversion value (revenue) of your campaign within a specified budget.
- Target ROAS (tROAS) bidding allows advertisers to maximize conversion revenue within a reasonable targeted return on advertising spend. This will aim to maintain profitability while maximizing revenue.
- Maximize Conversion with Target CPA bidding allows advertisers to deliver as many conversions as the budget will allow, with a cap on the amount each conversion will cost.



How Are Demand Gen Video Campaigns Charged?

- In a Demand Gen Video campaign, advertisers pay for the desired conversions or actions rather than paying strictly for impressions or views.
- The focus is on driving transactions or other predefined goals that the advertiser sets.
- The payment model is typically cost-per-action (CPA), where advertisers are charged based on the number of completed actions that can be attributed to their video ad.



Demand Gen Video Campaign Benchmarks

- **Click-Through Rate (CTR):** The average CTR for YouTube ads can range from 0.3% to 1%. Higher CTRs indicate that your ad is resonating well with your audience.
- **View-Through Rate (VTR):** View-through rate represents the percentage of views compared to impressions. A typical view rate is around 25-30%, but this can vary based on factors like video length and content.
- **Cost-Per-Action (CPA):** The cost-per-action will depend on industry, targeting, and campaign goals. A lower CPA is generally more favorable, but it's important to balance cost with the quality of the conversions.
- **Conversion Rate:** This metric measures the percentage of viewers who take the desired action. Conversion rates can range widely, but a good benchmark might be 1-3%. This can vary significantly based on the nature of the conversion action.
- **Engagement Metrics:** Metrics like average view duration, likes, comments, and shares can provide insights into how well your audience is engaging with your video content.



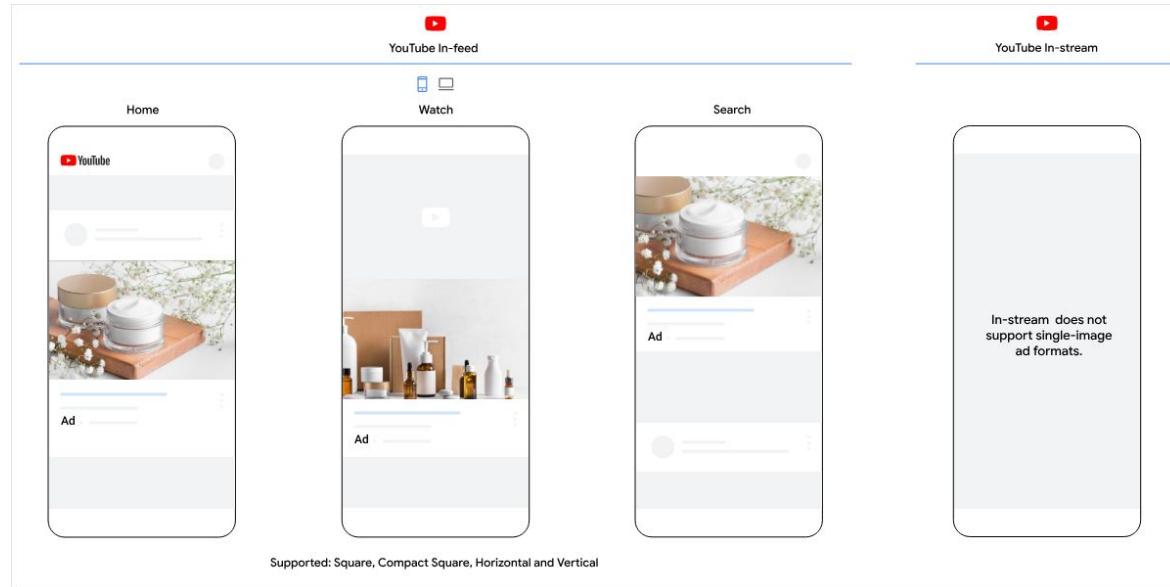
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Placements



Demand Gen Placements - In-Feed

Mobile



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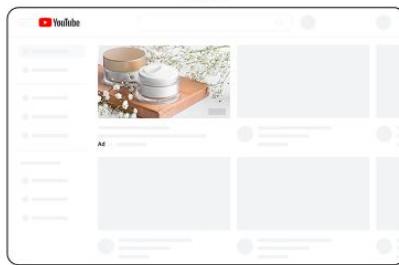
Demand Gen Placements - In-Feed

Desktop



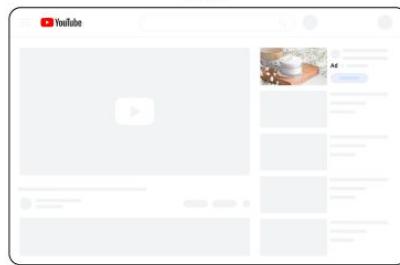
YouTube In-feed

Home



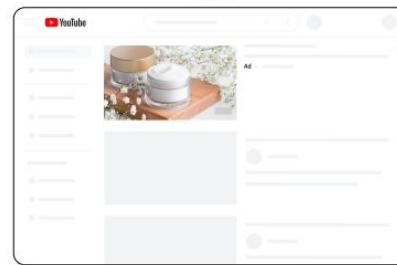
Supported: Horizontal

Watch



Supported: Large Square

Search

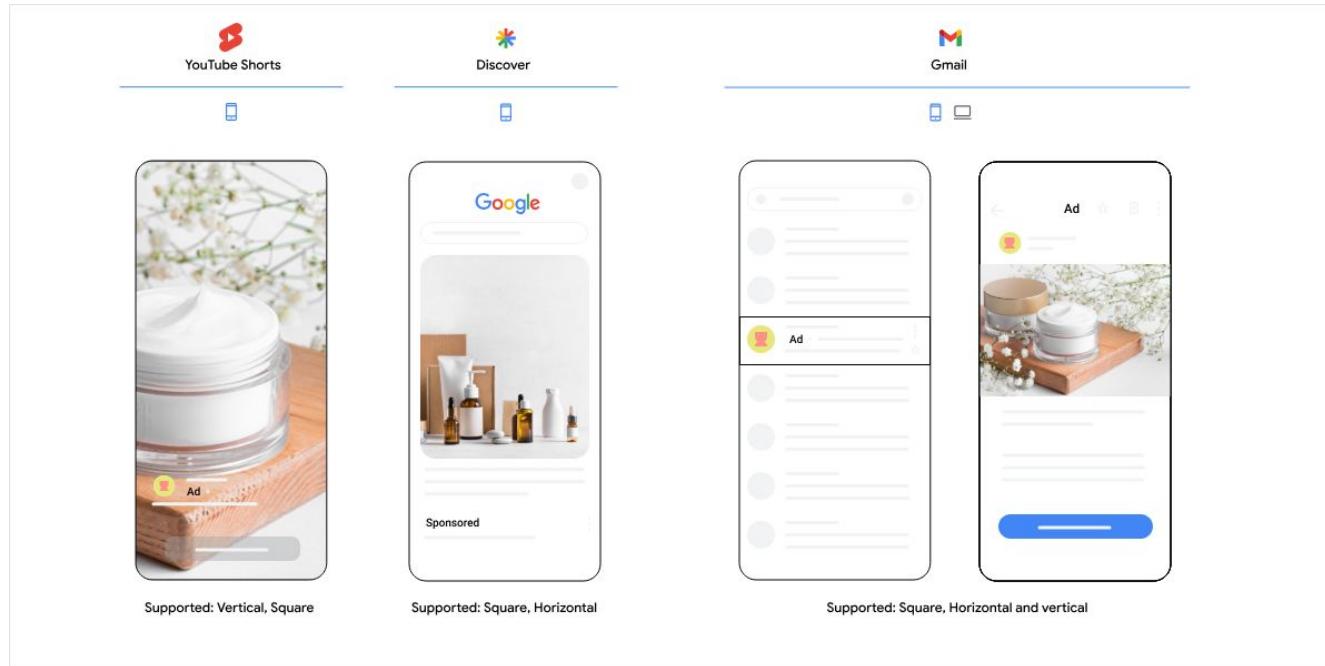


Supported: Horizontal and Square



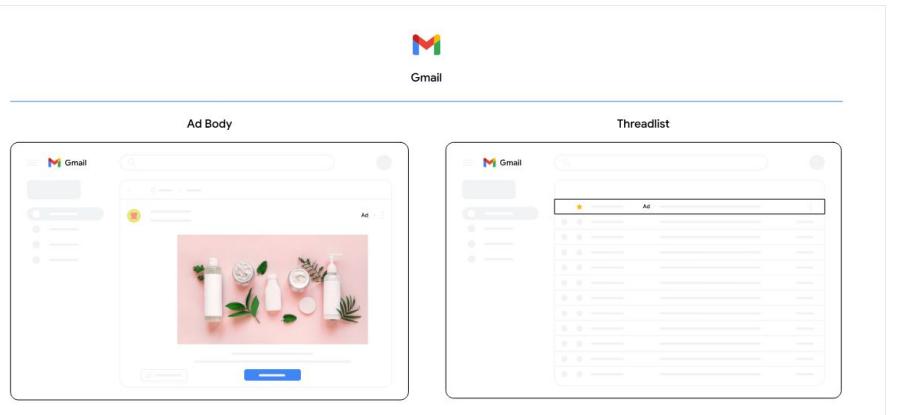
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Demand Gen Placements - In-Feed

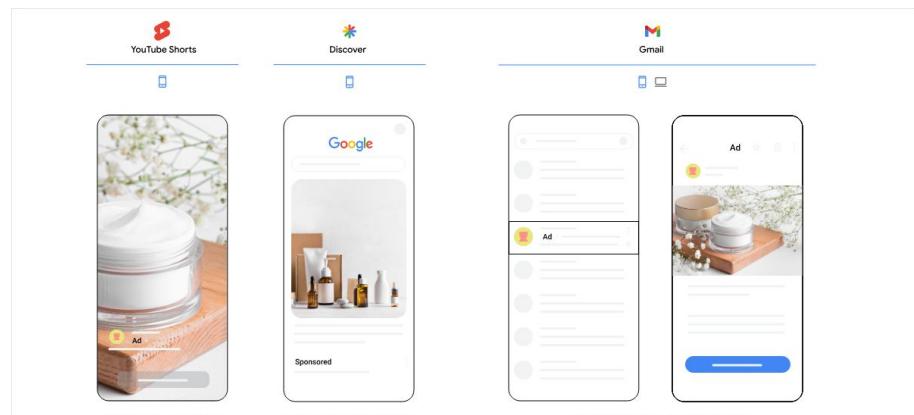


Demand Gen Placements - Gmail

Desktop

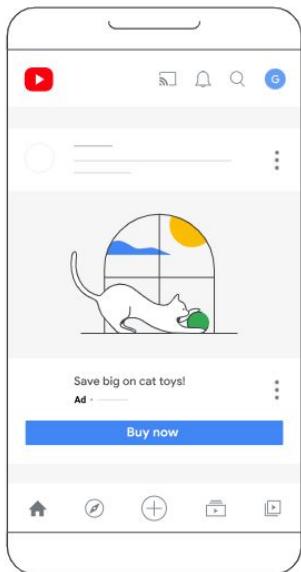


Mobile

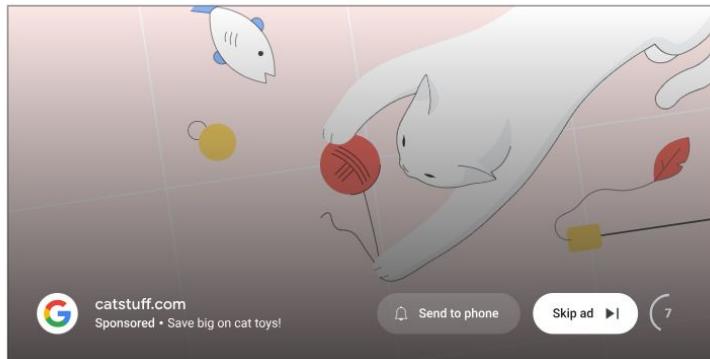


Video Placements - YouTube Home Feed

Mobile



Connected TV

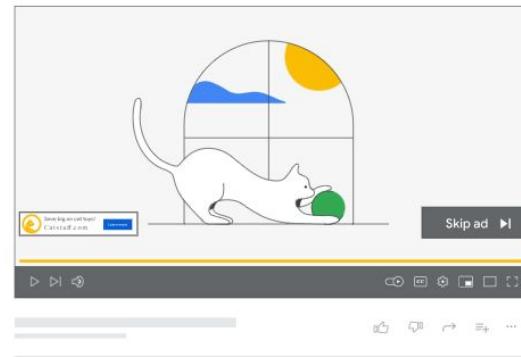


Video Placements - YouTube Watch Page

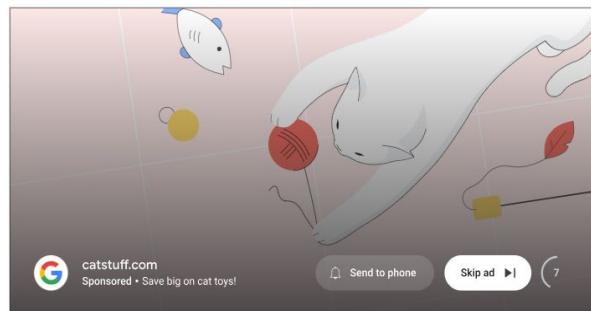
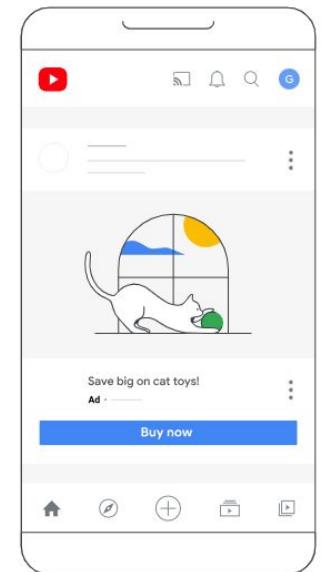
Connected TV



Desktop



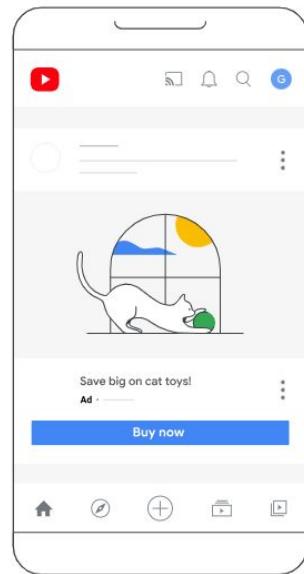
Mobile



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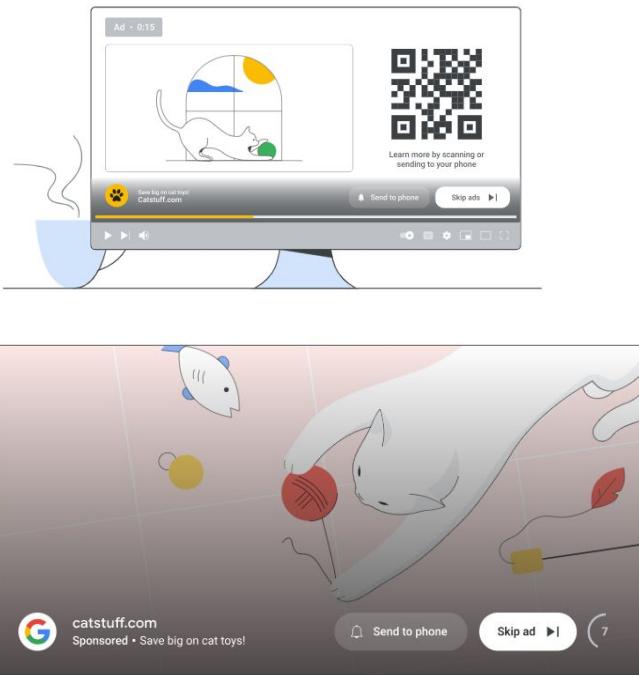
Video Placements - YouTube Watch Next

Mobile



Video Placements - YouTube Search Results

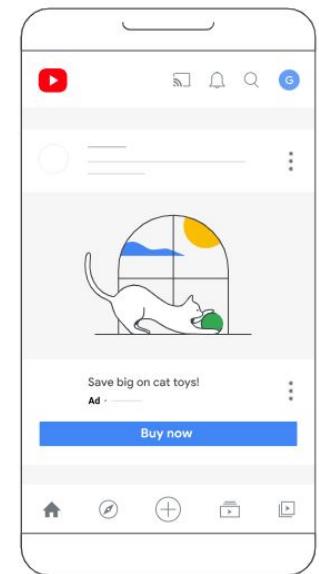
Connected TV



Desktop



Mobile



Video Placements - Google Video Partners

Mobile

