

# The YouTube Media Planner Guide








Google regularly launches new ad products and targeting features to help you optimize campaigns towards audiences and objectives. When implemented as part of a carefully curated media plan, Google's extensions help maximize return on ad spend, drive performance and business results. Channel Factory has compiled the top YouTube products and extensions so you can start planning your next campaign strategy based on specific brand goals.

Google Products		Objective	Formats	Strategy/Considerations
Standard TrueView	Google Ads Display & Video 360	Brand Awareness, Ad Recall, Engagement and Reach	Skippable TrueView In-Stream (12s min to recommended 3min max)	TrueView skippable in-stream format offers cost efficient bidding and flexible targeting features like CTA extensions and companion banners to best influence your audience to opt-in to viewing your full ad.
TrueView for Reach	Google Ads Display & Video 360	Brand Awareness, Ad Recall and Reach	Skippable TrueView In-Stream (12s min to recommended 3min max)	TrueView for Reach offers cost efficient CPM bidding on ads 12s or longer. Engage and reach more of your audience by running in-stream ads while viewers are paying attention to their content.
Non-Skippable & Bumpers	Google Ads Display & Video 360	Brand Awareness and Ad Recall	Non-skippable (15s or less) Bumper (6s or less)	Viewers must watch the full non-skippable ad, unlike TrueView in-stream ads which gives users the ability to skip. Both format lengths reinforce brand messaging and awareness, while bumpers are impactful for ad recall.
TrueView for Action	Google Ads Display & Video 360	Drive Leads and Down-funnel Performance	Skippable TrueView In-Stream (12s min to recommended 3min max)	Your ad is paired with a headline and call-to-action extension, encouraging consumers to explore your product or service and move further along the consumer journey.
Tactics & Add-Ons		Benefits	Requirements	Strategy/Considerations
Ad Pods	Google Ads Display & Video 360	Brand reinforcement and TV-adjacent advertising	TrueView In-Stream (12s min to recommended 3min max)	Stack two ads back-to-back for viewers to simulate the TV viewing experience and reinforce your brand message by playing right after one another.
Blacklisting	Google Ads Display & Video 360	Extensive and dynamic blacklist	None	<b>Channel Factory Proprietary:</b> our dynamically updated blacklist is the most extensive on the market, using exclusive first party creator data for deeper analysis of unsafe channels and videos and real-time safety 24/7.
Custom Affinity Audiences	Google Ads Display & Video 360	Precision targeting based on intensity and frequency of behavior	None	Create audiences tailored to your brand by using a combination of interests, URLs, apps, and types of places that define your audience. For example, target Avid Marathon Runners interested in gyms.
Custom Intent	Google Ads Display & Video 360	Reach in-market, purchase-ready consumers	YouTube Video Ads Display on GDN	Use your already-existing Google Search Keywords to find those users later on YouTube or GDN. Custom intent is great for reaching users as they are researching comparable products and looking to purchase.
1st Party Data Customer Match	Google Ads Display & Video 360	Consumer re-targeting and new user acquisition	Skippable TrueView In-Stream (12s min to recommended 3min max) Bumper (6s)	Customer Match easily lets your brand import customer contact information to create a custom targeting list of engaged users, as well as find new audiences that are similar to your loyal customers.

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Tactics & Add-Ons		Benefits	Requirements	Strategy/Considerations
Director Mix	<input checked="" type="checkbox"/>  Google Ads <input type="checkbox"/>  Display & Video 360	Contextual creative customization	\$500K minimum spend Google approval	Create multiple versions of your creative to resonate with specific audiences. Provide assets like text, images, audio and video elements, and Google's machine learning will create thousands of personalized variations of your ad.
In-Market	<input checked="" type="checkbox"/>  Google Ads <input checked="" type="checkbox"/>  Display & Video 360	Target purchase-ready users during consumer journey	None	Reach consumers as they are actively researching or comparing products and services related to your brand. Users are segmented based on ad clicks and site visits.
Life Events	<input checked="" type="checkbox"/>  Google Ads <input checked="" type="checkbox"/>  Display & Video 360	Target users based on real life milestones	Skippable TrueView In-Stream (12s min to recommended 3min max) Bumper (6s)	Life Events will target your creative to users that are on the cusp of major life events like getting married, graduating college, or moving.
Location Extensions	<input checked="" type="checkbox"/>  Google Ads <input type="checkbox"/>  Display & Video 360	In-store conversion measurement	Skippable TrueView In-Stream (12s min to recommended 3min max) Bumper (6s)	An extension will appear under your YouTube ad that shows a map or directions to your physical store location to drive in-store traffic among local users.
Maximize Conversions Bidding	<input checked="" type="checkbox"/>  Google Ads <input type="checkbox"/>  Display & Video 360	Conversions and Consideration	TrueView for Action	A feature attached to TrueView for Action, maximize conversions bidding uses Google's machine learning to generate website actions that matter to your brand, like booking a flight or scheduling an appointment.
Real-Time Triggers	<input type="checkbox"/>  Google Ads <input checked="" type="checkbox"/>  Display & Video 360	Cross-screen live advertising and higher engagement	Display and video line item items only One trigger per line item	Instantaneous video ad delivery based on predefined triggers or moments that correspond with specific events. Set triggers for live TV events, in-game sports moments and weather parameters like rain or snow.
Similar Audiences	<input checked="" type="checkbox"/>  Google Ads <input checked="" type="checkbox"/>  Display & Video 360	New audience acquisition	Current or previous campaign Link client's channel to campaign	Utilize 1st party data from previous campaigns to find new users that have similar behaviors as your audience targeted from a remarketing campaign.
Shopping Cards	<input checked="" type="checkbox"/>  Google Ads <input checked="" type="checkbox"/>  Display & Video 360	Purchase Intent and Conversions	Skippable TrueView In-Stream (12s min to recommended 3min max) Bumper (6s)	Make your video ad interactive by generating shopping cards that connect viewers directly to your product, moving them further along the customer journey and closer to making a purchase.
Store Visits	<input checked="" type="checkbox"/>  Google Ads <input type="checkbox"/>  Display & Video 360	Consideration and conversion measurement	Need Google My Business account and Location Extensions	If driving visits to your physical store location is important to your business, then use Store Visits to determine whether your ads are driving foot traffic based on ad clicks and viewable impressions.
Video Ad Sequencing	<input checked="" type="checkbox"/>  Google Ads <input type="checkbox"/>  Display & Video 360	Creative storytelling and deeper brand awareness	Bumper (6s) Skippable TrueView In-Stream (12s min to recommended 3min max)	Create a story with your creatives and use a combination of TrueView and Bumper ads to engage viewers and boost your brand's message. Combine different ad formats to sequence a narrative that engages your audience.
Whitelisting	<input checked="" type="checkbox"/>  Google Ads <input checked="" type="checkbox"/>  Display & Video 360	Fully customizable precision targeting	None	Channel Factory Proprietary: we use historical campaign performance data and first party creator data to offer a menu of fully customizable, industry and brand-specific whitelists, including TV audience extensions.