



MAXIMUM CONTEXTUAL SUITABILITY & PERFORMANCE EFFICIENCY

YOUTUBE MEDIA PLANNER GUIDE

YOUTUBE **PRODUCT** SUITE

GOOGLE PRODUCTS	OBJECTIVES	FORMAT	STRATEGY/CONSIDERATIONS	DSP/BUYING OPTIONS
Standard TrueView InStream	Drive top of the funnel metrics like brand awareness, ad recall, and reach	Skippable TrueView (Standard is 15s / 30s) (12s min - 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.	Google Ads – YES DV 360 - YES
TrueView for Reach	Drive top of the funnel metrics like brand awareness, ad recall, and reach	Skippable TrueView (Standard is 15s / 30s) (12s min to recommended 3min max)	TrueView for Reach offers cost efficient CPM bidding on ads 12s or longer. Optimized to deliver reach	Google Ads – YES DV 360 - YES
Non-Skippable Ads	Drive brand awareness and ensure your ad is viewed completely	Non-skippable (15s)	Viewers must watch the full non-skippable ad, unlike TrueView in-stream ads which gives users the ability to skip. Reinforce brand messaging and drive awareness	Google Ads – YES DV 360 - YES
:06 Bumpers	Brand Awareness and Ad Recall	Non-skippable (6s)	Reinforce brand messaging and reinforce ad recall with a :06 bumper. The goal of this ad format it to deliver your message quickly	Google Ads – YES DV 360 - YES
Video Discovery	Drive incremental awareness and engagement	Image Thumbnail and up to three lines of text (Headline and Description)	Your ad will run on the YouTube search results and watch pages and clicking the ad will deliver a user to the YouTube watch or channel page to view the video rather than playing the video within the ad unit itself.	Google Ads – YES DV 360 - YES
Video Ad Sequencing	Creative storytelling and deeper brand awareness	Can be mix of TrueView, Bumper, and/or Non-skippable assets	Create a story with your creatives and use a combination of Skippable and/or Non-skippable ads to engage viewers and boost your brand's message. Combine different ad formats to sequence a narrative that engages your audience. Can be priced on CPV or CPM but priced differently than each individual product would be	Google Ads – YES DV 360 - NO
Video Image Overlay	Drive social reach and engagement	Image Overlay	Your ad will appear overlaid on the bottom of the YouTube video player on the YouTube watch pages when a user initiates video play. You can include a companion banner display ad.	Google Ads – YES DV 360 - YES
TrueView for Action	Drive leads and down-funnel performance	Skippable TrueView (Standard is 15s / 30s) (12s min to recommended 3min max)	Your ad is paired with a headline and call-to-action extension, encouraging users to explore your product or service and move further along the consumer journey.	Google Ads – YES DV 360 - YES

YOUTUBE TARGETING GUIDE

TARGETING TACTICS	BENEFITS	REQUIREMENTS	STRATEGY/CONSIDERATIONS	DSP/BUYING OPTIONS
Exclusion Lists	Extensive and dynamic blocklists ensure that you do not run against unsuitable content	A survey to understand the type of content you want to avoid	Channel Factory Proprietary: our dynamically updated blocklist 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. Typically priced as % of Media Spend	Google Ads – YES DV 360 - YES
Inclusion Lists	Channel and video level lists ensure you run against the right content for your brand. Always on optimization means your ads will run against content that performs	A survey to determine the type of content you want to run against	Channel Factory Proprietary: our dynamically updated inclusion lists have delivered high performing campaigns for brands across the world. Typically priced on a % of media spend	Google Ads – YES DV 360 - YES
Custom Affinity Audiences	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.	Google Ads – YES DV 360 - YES
Custom Intent	Reach in-market, purchase-ready consumers	None	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.	Google Ads – YES DV 360 - YES
1st Party Data Customer Match	Can increase brand awareness with consumer re-targeting and even drive conversions and new user acquisition	Must work with a Google-integrated third party or DMP; have a good history of policy compliance and completed payments; have at least 90 days history in Google Ads; and over \$50k USD total lifetime spend	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.	Google Ads – YES DV 360 - YES
Detailed Demographics	Target audience segments that share common traits	None	Enables you to reach broad segments of the population that share common traits, such as college students, homeowners, or new parents	Google Ads – YES DV 360 - YES
In-Market	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.	Google Ads – YES DV 360 - YES
Life Events	Target users based on real life milestones	None	Life Events will target your creative to users that are on the cusp of major life events like getting married, graduating college, or moving.	Google Ads – YES DV 360 - YES
Real-Time Triggers	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.	Google Ads – YES DV 360 - YES
Similar Audiences	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.	Google Ads – YES DV 360 - YES

YOUTUBE **PRODUCT** INNOVATION & AD ONs

TACTICS & ADD-ONS	BENEFITS	REQUIREMENTS	STRATEGY/CONSIDERATIONS	DSP/BUYING OPTIONS
Ad Pods	Brand reinforcement and TV-adjacent advertising	Skippable TrueView (Standard is 15s / 30s) (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.	Google Ads – YES DV 360 - YES
Director Mix	Contextual creative customization	~\$750K 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.	Google Ads – YES DV 360 - NO
Affiliate Location Extensions	Consideration and conversion measurement	There are over 80+ major retail chains and auto dealers eligible for advertisers to use (in select countries)	An extension will appear under your YouTube ad that shows a map or directions allowing manufacturers to inform users where their products are being sold to help further influence purchase decisions	Google Ads – YES DV 360 - YES
Maximize Conversions Bidding	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.	Google Ads – YES DV 360 - YES
Video End Screens	Build viewership and awareness	Can be added to the last 5 to 20 seconds of a video but video has to be at least 25 seconds long (i.e. TrueView only)	Promote other channels, feature a video or playlist, encourage viewers to subscribe, or link to associated websites or approved merchandise/ crowdfunding website with call-to-actions	Google Ads – YES DV 360 - YES
YouTube Cards	With cross-screen video interactivity, invite users to explore your offering, shop or further engage with your brand	You can link to your websites directly as long as your site is associated with your YouTube channel and you are part of the Partner Program	Make video ads more interactive and engaging with Channel, Donation, Fan Funding, Link, Poll, and Video or Playlist Cards	Google Ads – YES DV 360 - YES
Shopping Cards	Purchase Intent and Conversions	Google Merchant Center must be set up prior to creation of cards	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.	Google Ads – YES DV 360 - YES
Store Visits	In-store conversion measurement	Requires linking to brand's Google My Business Center. Store Visits metrics will be available after a certain threshold of spend per market	Add Location Extensions with your brand's business data to your YouTube Ads to capture nearby shoppers, driving them to visit your brick-and-mortar stores	Google Ads – YES DV 360 - YES
Programmatic Guarantee	Pick premium quality video environments and match to your exact global and local reach objectives.	Can be TrueView, Bumper, and/or Non-skippable assets Typically priced as % of Media Spend	Partner with YouTube Publishers and MCNs to design customizable YouTube PMPs ("Trusted Walled Gardens") that can be bought on reserve and executed via DV360 with one standard of human-verified brand suitability at preferential rates.	Google Ads – YES DV 360 - YES
Unknown Genders & Unknown Ages Demo	We can maximize reach for unique users by Targeting Unknown Demos	None	Unknowns simply represent users who are not logged into their YT account; These unlogged users make up 70% of the YouTube population. Enabling Unknowns extends reach on OTT/TV Screens - 90-95% of audiences on OTT are not logged in accounts!	Google Ads – YES DV 360 - YES
Responsive Display Ads	Remarketing from YT campaign to maximize on GDN's +2MM websites and +650k apps, extending reach and efficiency	Destination URLs, Images, Logos, Headlines, Descriptions, Business Names, Call to Action Text, and Custom Colors	Ads are responsive based on where they are optimized to appear; Your ads might not always include all your text and images. Some cropping or shortening may occur in some formats, and either of your custom colors may be used.	Google Ads – YES DV 360 - YES