VIDEO ADS

Introduction

#1 **Video platform in the world by views**

#2 **Search Engine behind Google**

If **YouTube** were a country, it would be the **3rd largest** in the world.

Youtube Ads

▶ **YouTube In-stream: Unskippable & Skippable**

▶ **YouTube Display Ads**

▶ **Google Display Network Ads**

▶ **Targeting methods**

Google | YouTube | miixad

1. YouTube In-Stream

1.1 In-stream: Un-skippable

▶ **Placement:**

❑ YouTube & YouTube Embed Websites

❑ Desktop, Mobile App

▶ **Position:**

❑ In the beginning, middle, or at the end of the main video depending on the publisher's setting
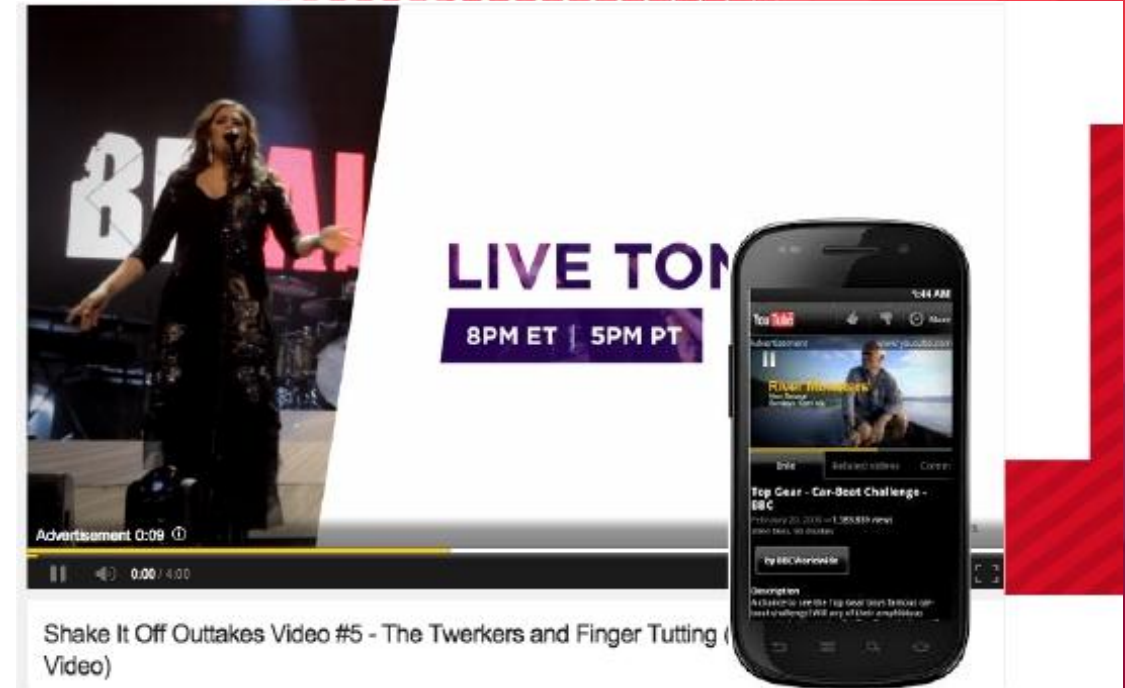
▶ **Video Length:**

❑ 20 sec (short) or 30 sec (long)

▶ **Optional Assets:**

❑ Un-animated Banners: 300x60

❑ Destination link: open another window when viewers click the video ad

▶ **Price Model:**

❑ CPM: pay when the Ad appears

1.2 In-stream: Skippable

▶ **Placement:**

- ❑ YouTube & YouTube Embed Websites
- ❑ Desktop, Mobile App

▶ **Position:**

- ❑ In the beginning, middle, or at the end of the main video depending on the publisher's setting

▶ **Video Length:**

- ❑ No max length, best from 30 seconds – 1 min
- ▶ **Optional Assets:**
- ❑ Un-animated Banners: 300x60
- ❑ Destination link: open another window when viewers click the video ad

▶ **Price Model: CPV**

- ❑ Less than 30 sec video: pay when people finish the whole video
- ❑ More than 30 sec video: pay after 30 sec

5s Skipable

2.YouTube Display Ads

2.1.TrueView In-Display (Watch Page)

Overview

- Viewers see your ad next to another video they are watching and can choose to click on it
- Advertisers are only charged when people choose to watch your ad
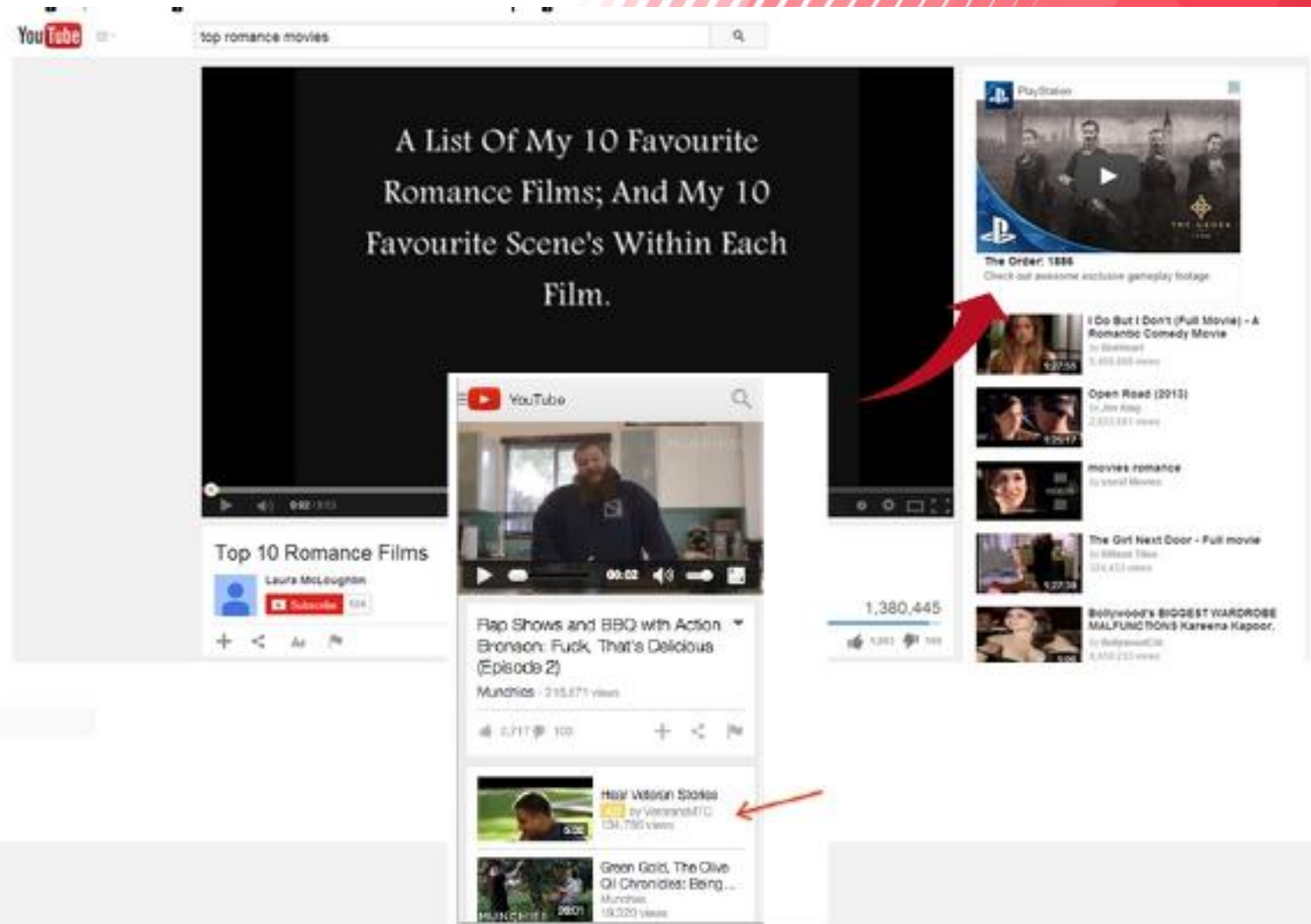- Increases video count

Creative assets

- Video, no max length

Placement

- YouTube Watch Page

Pricing Model

- CPV - Cost per View
- You are charged as soon as user clicks the ad and is lead to the watch page.

2.2.TrueView In-Display (Search Page)

Overview

- People see your ad as they are searching for relevant videos and can choose to watch it. You only pay for ads they

- Increases video view count, improves organic placement of videos
- Remarketing available

Creative assets

- Video, no max length
- Title & Description (25-35-35 characters)

Placement

- YouTube Search Page

Pricing Model

- CPV - Cost per View
- You are charged as soon as user clicks the ad is lead to the watch page.

As noted above, the top-ranked ad may also be repeated below

2.3. Standard Display (in-video Overlay)

Overview

- Extend the reach of your existing Display campaign to YouTube's captive audience
- The MPU can link directly to your YouTube Brand Channel or your website
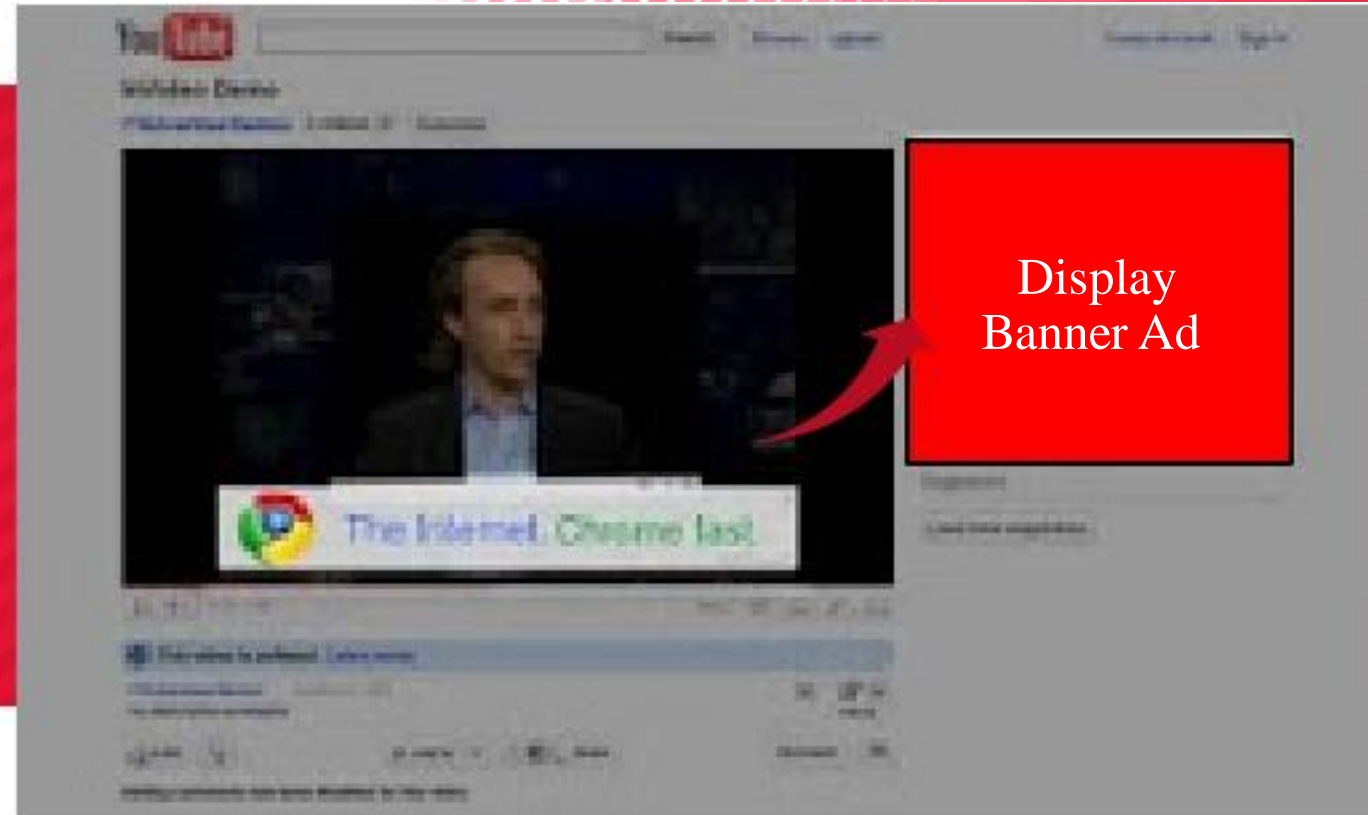- No video assets required

Creative Assets

- Banner Image (300x250) or
- Flash/Rich Media (300x250)

Placement

- Watch Page
- Search Page

Pricing Model

- CPC or CPM

Display
Banner Ad

2.4. In-Video (Text Overlay)

Overview

- Don't have video assets but want to engage video viewers on YouTube? In-Video is the perfect ad format for you

- Ads are shown to users as they watch videos within the relevant categories

- Overlay can click through to an external website, brand channel or a YouTube video

Creative Assets

- Text or Display overlay
- Optional companion banner (300x250)

Placement

- YouTube Watch Page

Pricing Model

- CPC or CPM

3. Google Display Network (GDN)

3.1.GDN Video: Click to Expend

▶ **Placement:**

- ❑ GDN Network (Websites that allows video ads)

▶ **Position:**

- ❑ Next to the main content of the Website page

▶ **Video length:**

- ❑ Maximum 4 mins (Best length: 30 secs)

▶ **Optional Assets:**

- ❑ Un-animated Banners 120x600, 160x600, 200x200, 250x250, 300x250, 300x600, 336x280, 468x60 & 728x90 (50kb) (starting & ending image)

- ❑ Destination link: open another window when viewers click the link

- ❑ Expand feature: Video will be bigger when people click, size of the width of TVC is 800px, not included banner.

▶ **Price Model:**

- ❑ CPC: pay when people clicking the icon "Play" / or clicking destination link.

- ❑ Demo: **goo.gl/tFFJoe**

3.2.GDN Video: Hover to Expand

► **Placement:**

- ❑ GDN Network (Websites that allows video ads)

► **Position:**

- ❑ Next to the main content of the Website page

► **Video Length:**

- ❑ Maximum 4 mins (Best length: 30 secs)

► **Optional Assets:**

- ❑ Un-animated Banners thước 120x600, 160x600, 200x200, 250x250, 300x250, 300x600, 336x280, 468x60, and 728x90 (50kb) (starting & ending image)
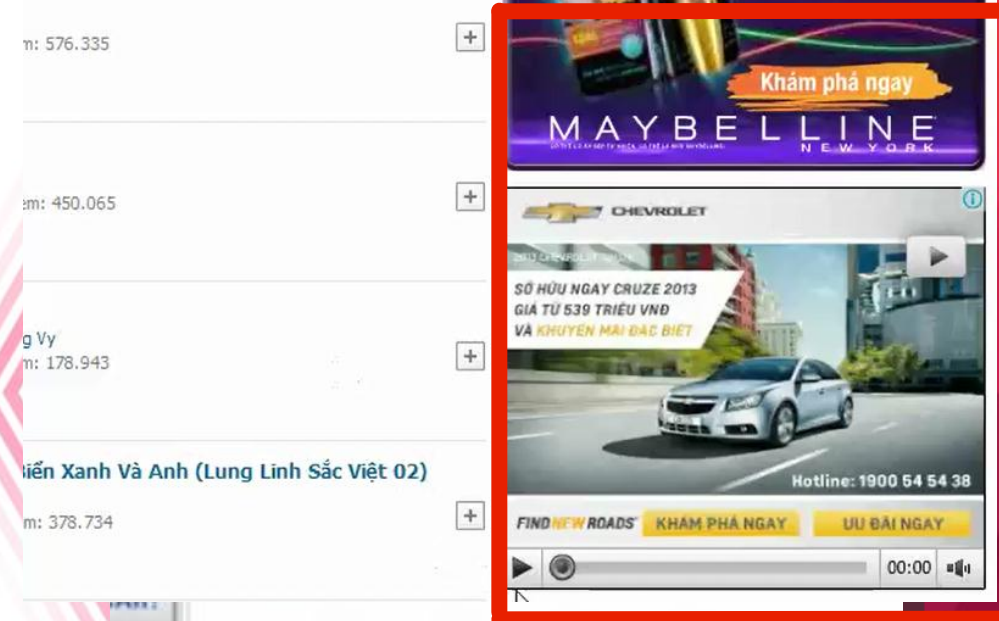
- ❑ Destination link: open another window when viewers click the video ad

- ❑ Expand feature: Video will be bigger when people hover

► **Price Model:**

- ❑ CPC: pay when people interact with the Ad including hovering (the video is expanding) / or clicking destination link.

- ❑ Demo: **goo.gl/DjiZqD**

4. Targeting Methods

Video Ads Targeting

Topic Targeting

Serve ads to consumers based on our categorization of thousands of sites

Interest Category Targeting

To allow you to reach audiences based on their interests and behavior online … anywhere they surf online

Remarketing

Target people who:
1.Viewed, liked, shared, commented, subscribed the Channel's videos
2.Viewed any Video Ad from the channel

Requirement:
Need to link YouTube account with Google Adwords Account at least 1 week ahead

Demographic Targeting

To allow you to reach audiences based on their Gender & Age

Contextual Targeting

Serve ads to customers based on the content they're reading using the most powerful contextual technology in the world

Video Ads

Topics & Interest List		
Arts & Entertainment	Health	Pets & Animals
Autos & Vehicles	Hobbies & Leisure	Real Estate
Beauty & Fitness	Home & Garden	Games
Books & Literature	Internet & Telecom	Science
Business & Industrial	Jobs & Education	Shopping
Computers & Electronics	Law & Government	Sports
Finance	News	Travel
Food & Drink	Online Communities	People & Society

Video Ads

Samples of Websites that allow Video Ads - GDN		
24h.com.vn	danluan.org	yan.vn
m.kienthuc.net.vn	8showbiz.com	m.blogtamsu.vn
tccl.info	zing.vn	kenh13.info
yeah1.com	kenh14.vn	baoduhoc.vn
kenh14.vn	eva.vn	phununews.vn
5giay.vn	muaban.net	phaidep247.com
megafun.vn	vietgiaitri.com	vntimes.com.vn
tienphong.vn	thanhnien.com.vn	xahoi.com.vn
tinmoi.vn	stardaily.vn	m.vivo.vn
ngoisao.vn	chatvl.com	vntimes.com.vn
tienphong.vn	nguoiduatin.vn	danviet.vn
news.go.vn	docbao.vn	motthegioi.vn

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