

EVERYTHING YOU NEED TO KNOW ABOUT YOUTUBE ADS

AD FORMATS ON YOUTUBE

You have three ad formats to choose from on YouTube (and YouTube partner sites):

TRUEVIEW IN-STREAM ADS

- Play before, during or after other videos on YouTube or the Google Display Network
- Viewer can skip your ad after 5 seconds
- Pay only if viewer watches 30 seconds of your ad (or the entire ad) or interacts with the ad

TRUEVIEW VIDEO DISCOVERY ADS

- Ad appears next to related YouTube video, on the homepage, in a search result or on a video partner site
- Pay only if a viewer clicks on the ad to view it

BUMPER ADS

- Ads are 6 seconds or shorter
- Play before, during, or after another video
- Viewers can't skip ad
- Pay based on cost-per-thousand impressions (CPM).

AD TARGETING ON YOUTUBE

Targeting your YouTube ads lets you define your audience and make sure that your ads are seen by the people who would be most interested in seeing them.

DEMOGRAPHIC GROUPS

AGE

- » 18 - 24
- » 25 - 34
- » 35 - 44
- » 45 - 54
- » 55 - 64
- » 65+
- » Unknown

HOUSEHOLD INCOME

- » Top 10%
- » 11 - 20%
- » 21 - 30%
- » 31 - 40%
- » 41 - 50%
- » Lower 50%
- » Unknown

GENDER

- » Male
- » Female
- » Unknown

PARENTAL STATUS

- » Parent
- » Not a Parent
- » Unknown

GEO-TARGETING

Target specific locations with your campaign

- All countries and territories
- Choose specific country, city, region or postal code

OPERATING SYSTEMS

- All available operating systems
- Choose specific operating systems including:
 - » Android
 - » BlackBerry
 - » webOS
 - » iOS
 - » Windows Phone

DEVICE MODELS

- All available devices
- Choose between
 - » Android
 - » iOS
 - » Other/Unknown
 - » Windows Phone

CARRIERS AND WIFI

- All available carriers and Wi-Fi
- Choose between available carriers and Internet providers in specific countries

LANGUAGES

- | | | | |
|-----------------------|------------|------------|------------|
| All languages | Filipino | Japanese | Serbian |
| Arabic | Finnish | Korean | Slovak |
| Bulgarian | French | Latvian | Slovenian |
| Catalan | German | Lithuanian | Spanish |
| Chinese (simplified) | Greek | Malay | Swedish |
| Chinese (traditional) | Hebrew | Norwegian | Thai |
| Croatian | Hindi | Persian | Turkish |
| Czech Danish | Hungarian | Polish | Ukrainian |
| Dutch | Icelandic | Portuguese | Urdu |
| English | Indonesian | Romanian | Vietnamese |
| Estonian | Italian | Russian | |

AUDIENCE TYPE

Before you choose from a list of interests, choose the type of audience you want to reach:

AFFINITY AUDIENCES

Target your ad to people who are interested in specific topics

CUSTOM AFFINITY AUDIENCES

Add custom keywords to further tailor your ad's audience

IN-MARKET AUDIENCES

Choose from topics & interests to reach an audience who is actively researching and considering making a purchase

INTERESTS FOR AFFINITY AUDIENCES

- Art & Theater Aficionados
- Auto Enthusiasts
- Avid Investors
- Beauty Mavens
- Business Professionals
- Comics & Animation Fans
- Cooking Enthusiasts
- Do-It-Yourselfers
- Family-Focused
- Fashionistas
- Fast Food Cravers
- Foodies
- Green Living Enthusiasts
- Health & Fitness Buffs
- Home Decor Enthusiasts
- Mobile Enthusiasts
- Movie Lovers
- Music Lovers
- News Junkies
- Nightlife Enthusiasts
- Outdoor Enthusiasts
- Pet Lovers
- Shoppers
- Shutterbugs
- Social Media Enthusiasts
- Sports Fans
- TV Lovers
- Technophiles
- Thrill Seekers
- Travel Buffs

INTERESTS FOR IN-MARKET AUDIENCES

- | | | |
|----------------------------|----------------------|------------------|
| Apparel & Accessories | Consumer Electronics | Home & Garden |
| Autos & Vehicles | Dating Services | Real Estate |
| Baby & Children's Products | Education | Software |
| Beauty Products & Services | Employment | Sports & Fitness |
| Business Services | Financial Services | Telecom |
| Computers & Peripherals | Gifts & Occasions | Travel |

CHOOSE TOPICS RELATED TO YOUR VIDEO

- | | | |
|----------------------|-----------------------|-------------------------|
| Arts & Entertainment | Autos & Vehicles | Beauty & Fitness |
| Books & Literature | Business & Industrial | Computers & Electronics |
| Food & Drink | Games | Finance |
| Hobbies & Leisure | Home & Garden | Health |
| Law & Government | News | Jobs & Education |
| People & Society | Pets & Animals | Online Communities |
| Science | Shopping | Reference |
| Travel | World Localities | Sports |

KEYWORDS

Select keywords that are relevant to your audience or the video you're targeting.

VIDEO REMARKETING

Target people who have interacted with your brand already.

REACH PEOPLE WHO HAVE

- Viewed any video from a channel
- Visited a channel page
- Viewed any video (as an ad) from a channel
- Liked any video from a channel
- Commented on any video from a channel
- Shared any video from a channel
- Subscribed to a channel
- Added any video from a channel to a playlist
- Viewed certain video(s)
- Viewed certain video(s) as ad(s)

PLACEMENTS

- YOU CAN TARGET**
- A YouTube channels
 - B YouTube videos
 - C Websites on the Display Network
 - D Apps on the Display Network