

TrueView Youtube

Trueview

Trueview ads are video ads which one creates using Youtube Videos or AdwWords for Videos.

Under the Cost per click bidding model you pay everytime someone clicks. The cost per view bidding model means you pay when someone watches the video.

You can create companion banners with are optional for in-stream ad. They are small display banners or other images that run with the video ads. They will only appear in the context of a watch page. They will not appear on mobile devices, embedded players, or gaming systems.

Setup

To set up Trueview you must upload your video and change the privacy setting to either public or unlisted.

If the privacy setting is private then Trueview will not run the video.

One of the most important things is to set up conversion metrics.

You can use Placement to Target Specific Websites of interest.

There is no limit to how long your video can be. Video length will often depend on your service or product.

In-Display Ads

You can connect your Trueview in-display ad with a destination URL of your choosing. The URL may be your website or a link outside of youtube.

These run on Youtube watch pages.

You are only charged for an in-display ad if a person clicks and watches the ad.

You pay if the person clicks a thumbnail.

It is not relevant whether the person shares the ad or even watches the entire ad. Clicking the thumbnail is enough to be charged.

In-Stream Ads

You can use Managed Placements and TrueView in-stream ad to put you ad on a specific Youtube watch Pages.

You can use in-stream to promote videos on Youtube and the Google Display Network.

In this format the viewer will have the option to skip the video in 5 seconds.

These ads will appear in YouTube videos and Youtube watch pages as well as video publisher websites and pages on the Google Display Network.

You are only charged if the viewer makes it past either the 30 seconds point of the video or in case of a video shorter than 30