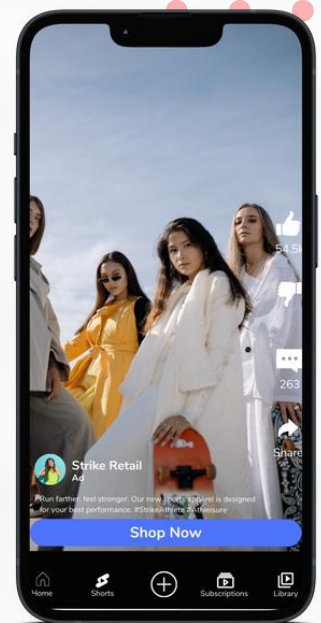


# Utilizing Category Exclusions in YouTube Ads

Do YouTube Category Exclusions Lead to Better Alignment with Suitable Content?



## How To Exclude Specific Categories

01 Log in to your **Google Ads Account** > Choose **Expert Mode**

02 On the screen's left side, click **Tools** and select **Content Suitability**

03 Scroll down to **Advanced Settings** and expand the dropdown

04 Choose the **category exclusion** in YouTube ads you wish to set up

05 Once selected, the changes will be **automatically saved** for your current and future YouTube advertising campaigns.



# YouTube Category Exclusions

## Excluded sensitive content:

- Tragedy and conflict
- Sensitive social issues
- Profanity and rough language
- Sexually suggestive
- Sensational and shocking

## Excluded types and labels:

- DL-G: General audiences
- DL-PG: Most audiences with parental guidance
- DL-T: Teen and older audience
- DL-MA: Mature audiences
- Content not yet labeled

## Excluded content themes:

- Content suitable for families
- Games (fighting)
- Games (mature)
- Health (sensitive)
- Health (source undetermined) (YouTube only)
- News (recent)
- News (sensitive)
- News (source not featured)
- Politics
- Religion

