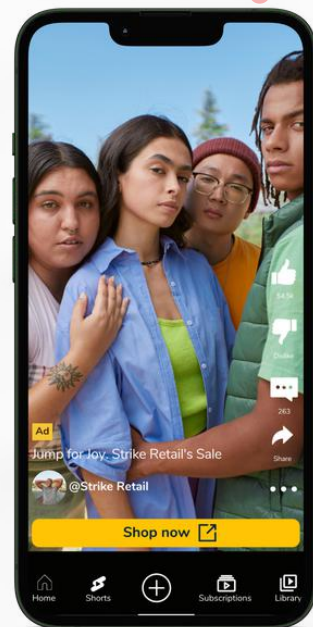


Picking the Perfect YouTube Video Ad Format:

Video View Campaign vs. Video Action Campaign

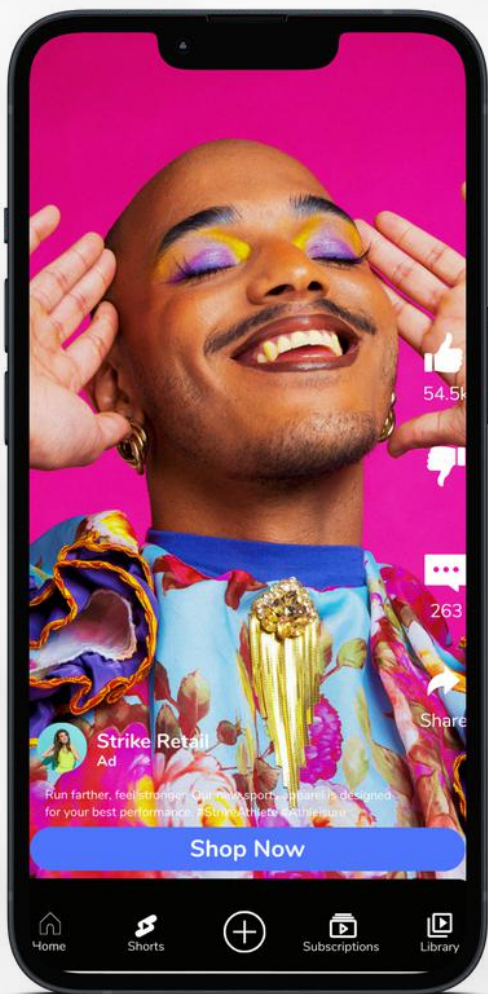


Setting Up: Video Action Campaign (VAC)

- 01 Log in to your **Google Ads Account** > Choose **Expert Mode**
- 02 Choose your **campaign objective** (Sales, Leads, and Website traffic)
- 03 Select **Video** > **Continue** > **Fill out** needed information
- 04 Create an **Ad Group** > Configure **Audience Targeting** under **People**
- 05 Upload **Video on YouTube** > Paste the **Video URL**
- 06 **Fill in important details** to complete ad set up
- 07 Choose between: **Manual** or **Automatic Companion Banner image**
- 08 **Create ad name** > **Publish Ad**



Setting Up: Video Views Campaign (VVC)



01 Log in to your **Google Ads Account** > Click **New Campaign**

02 Switch to **Expert Mode** > Choose **Awareness and consideration**

03 Select **Video** > **Video Views** > **Continue** > Fill in needed details

04 Note: VVCs can **opt out** of showing on the **Video partners** on the **Google Display Network**

05 Create **Ad Group Name** > Define your **audience and contextual targeting**.

06 Note: Add up to **5 videos** to your VVC. Google AI will include videos with different orientations to boost views.

07 Specify **target CPV bid**. Note: Google AI will optimize bids to maximize views

08 **Review ad details** > **Create campaign**

Difference Between VVC and VAC

| | Video Views Campaigns (VVC) | Video Action Campaigns (VAC) |
|---------------------|--|---|
| Objective | Maximize video views at a lower cost and strategic placement | Drive valuable interactions on and off YouTube with cost-effectiveness |
| Distribution | In-Feed Video, Skippable In-Stream Video, Shorts | Skippable In-Stream and In-Feed Video |
| When to Use | <ul style="list-style-type: none">- Reach maximum interested audiences with video ads.- Goal: boost the number of views for your ads and increase visibility.- To make the most of a single creative across various placements within YouTube. | <ul style="list-style-type: none">- Goal: Prompt viewers to take action- Increase the scale of your campaign- Improve your CPA performance and overall efficiency.- Using conversion tracking in your campaigns to measure and optimize results. |