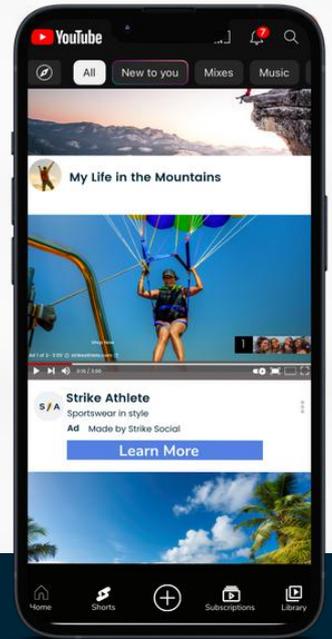


YouTube Video View Campaigns

The Next Big Step in Video Advertising



How Does YouTube VVC Work?

Video Views campaigns maximize views by efficiently delivering high-quality ads across all YouTube placements: in-stream, in-feed, and Shorts.

Benefits of YouTube VVC

More Views, Lower Costs

YouTube Video View campaigns deliver 40% more views compared to in-stream ads, all at a reasonable cost.

10-Sec Views for In-Feed Videos

Redefining what counts as a view, these campaigns consider 10 seconds of autoplay or user clicks as engagement, reaching a broader audience.

Enhanced User Experience

Optimize your ads across formats, blending seamlessly with user content. Prioritize user experience and connect with audiences interested in your industry or content.



New Standard with 10-Second Views (for In-Feed Video)

	In-feed video (current)	In-feed video: VVC Beta
Appears on	Home Feed + YouTube Search Feed + Watch Next Feed	
Autoplays (after user hovers over thumbnail)	Home Feed + YouTube Search Feed	
'View' definition	A user click on the ad's video thumbnail in the feed and is brought to the ad's watch page	A user clicks on the ad's video thumbnail in the feed and is brought to the ad's watch page OR if a user watched 10+ secs of autoplay (deduped)
Billable moment	Once ad watch page loads after a click on the thumbnail	Once ad watch page loads after a click on the thumbnail OR 10+ secs of autoplay (deduped)
Public view count incremented by		
Engagement	No call-to-action available	CTA available to increase engagement

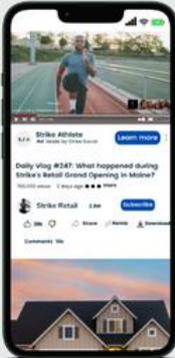
Benefits of Using YouTube Video View Campaigns

In-Stream



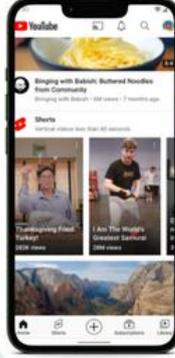
View Point: 30 seconds or end of the video (whichever comes first) OR a click

In-feed



View Point: 10 seconds inline muted autoplay OR a click

Shorts



View Point: 10 seconds autoplay OR a click

+ +

 **strikesocial**