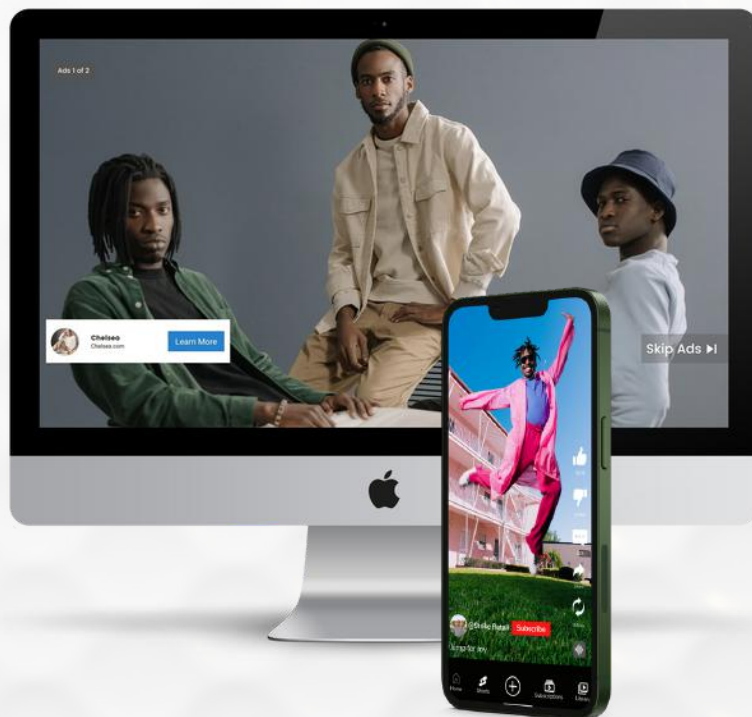**strikesocial**

YouTube Ad Suitability Matters

Overview of YouTube Ad Brand Safety and Suitability

What is YouTube Ad Suitability?

Ad suitability on YouTube aligns video ads with content that resonates with the intended audience. Given the diverse range of content on YouTube, from educational to entertainment, it's crucial to align ads with suitable content to bolster brand messaging and prevent brand misalignment.
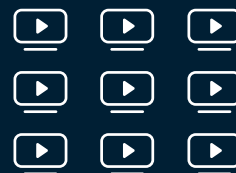
Role of YouTube Suitability Tools

When an organic video is designated as "not suitable for most advertisers," it may receive limited or no ads

Brand Safety tools pulls ads away from content that my damage brand image or create negative associations.

YouTube's brand safety tools provide advertisers brand-safe inventory, enabling them to confidently achieve their goals.

Available YouTube Brand Safety and Suitability Tools

Content Suitability Controls

Google Ads Content Suitability Controls provide advertisers with the ability to tailor ad placements to match appropriate content, saving time, minimizing errors, and boosting control over ad placements.

Content Exclusions

YouTube's brand safety settings allow advertisers to exclude certain content types from their ad placements, ensuring brand consistency and relevance.
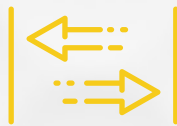
Brand Suitability Partners

YouTube has partnered with carefully selected third-party providers to provide brand safety tools and examples, enhancing marketing performance and offering valuable content insights.

Future Innovation for Brand Safety Tools

Deeper Insights

Provide advertisers with best-in-class brand safety and suitability scoring, powered by cutting-edge machine learning.

Industry Alignment

Scoring classification in compliance with the GARM Brand Safety and Suitability framework, guaranteeing adherence to industry guidelines and best practices.

Granular Classification at Scale

Daily, in-depth, brand safety reports that cover the GARM categories and four risk levels allowing advertisers to take prompt action when necessary.

Global Support

Available in over 30 languages, ensuring accessibility for advertisers across the globe.

Let's connect. in