

Upholding Integrity In Video Advertising

Strike Social's Prudent Approach
Amidst The Google Ads Issue



The issue according to WSJ report:

Misalignment Impact:

This potentially resulted in billions of ad dollars misallocated to subpar ad units on independent websites and apps.

Quality Concerns

The issue raises concerns about engagement, visibility, and ROI.

Subpar Ad Units:

Small, muted, out-stream, auto-playing, or interstitial videos were mistakenly funded instead of TrueView ads.

Transparency and Trust:

Transparency between advertisers and platforms is crucial.

Startling Data:

Recent reports reveal that major brands found a substantial portion of their TrueView in-stream ad spend—ranging from 42% to as high as 75%—allocated to sites and apps within the Google Video Partners (GVP) network.

How Strike Social Manage Ad Placements When Running Google Campaigns

TrueView InStream Campaigns

We only run Skippable TrueView assets on YouTube to ensure the video is featured solely within the designated ad space, with audio typically enabled.

Video Action Campaign (VAC)

Google does not offer an opt-out policy for Google Video Partners (GVP) on VAC. We are advocating on our client's behalf about concerns with the automatic inclusion of GVP in these campaigns.

YouTube Shorts

While Shorts may have exposure on Google Video Partners, it represents only a small portion of overall views and engagements.

Recommended Approach:

We believe in the potential that Shorts offer to marketers. We await further advancements from Google that will provide us with increased control.

How Strike Social Adapts to Drive Exceptional Results for our Clients

Meticulous Approach

It includes data analysis, visualization, and a deep understanding of your unique requirements.

Transparency and Accountability

We stay updated on industry developments and adapt to changes, delivering exceptional results while safeguarding your investments.

Advocacy for Enhanced Controls

Our commitment is to protect your brand and maximize your returns by advocating for industry improvements.