

# Demand Gen Playbook for Paid Social Advertisers

What’s changing, how to set up, and what to watch out for



## Google’s next move? Automation.

In 2025, Google is shifting toward audience-based buying; mirroring Meta.

That means fewer pure search campaigns and more spend routed through YouTube.

**YouTube drives discovery.**  
Video-first and algorithm-led, YouTube sparks demand through content and engagement.

**Google captures intent — but not for long.**  
Search and Shopping still convert, but keyword-driven traffic is shrinking.

### In Numbers:

Benefits of using Demand Gen

## 7.64%

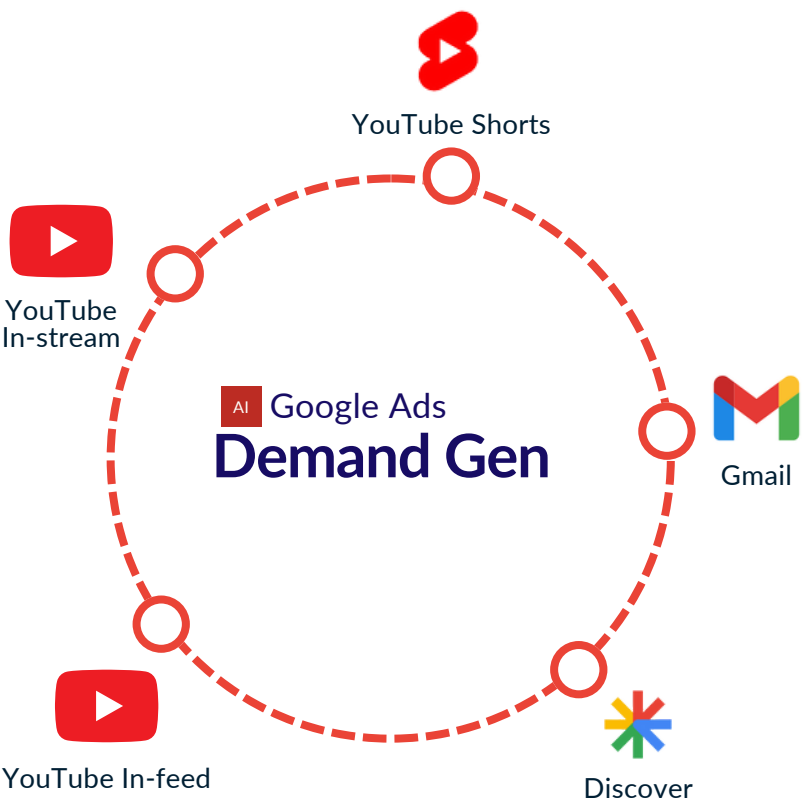
CTR with 43% better CPC efficiency on ads served in YouTube placements

*Source: Strike Social, CampaignLab Data*

## 58%

Higher ROAS than VACs (Nielsen, 2024 AI-powered YouTube ads analysis)

*Source: Google Internal Source*

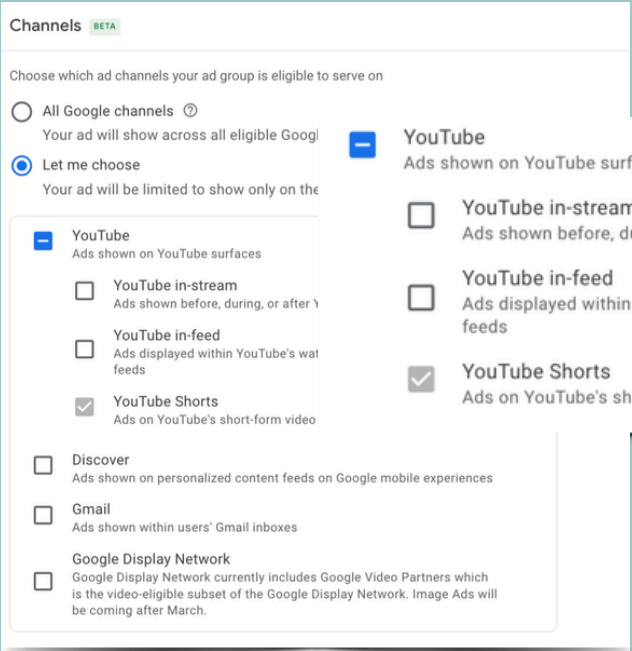


# New Tools for Media Buyers

As of April 2025

## New Inventory Controls

Source: Google Ads Blog



### Placement opt-ins now at ad group level

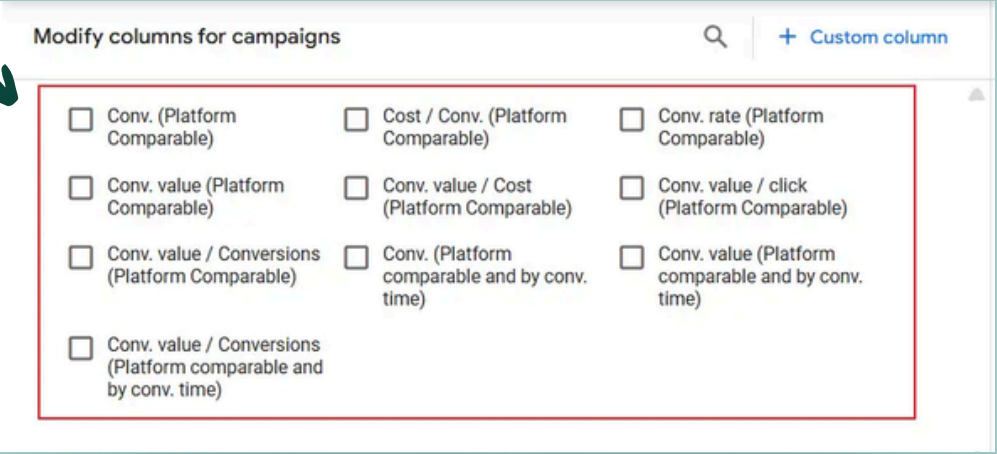
- ✓ To run only on YouTube:  
Uncheck GDN
- ✓ To run video + image ads separately:  
Split ad groups
- ✓ To exclude GDN for both:  
Uncheck at ad group level

## Platform Comparable Conversion Columns

Source: Search Engine Land

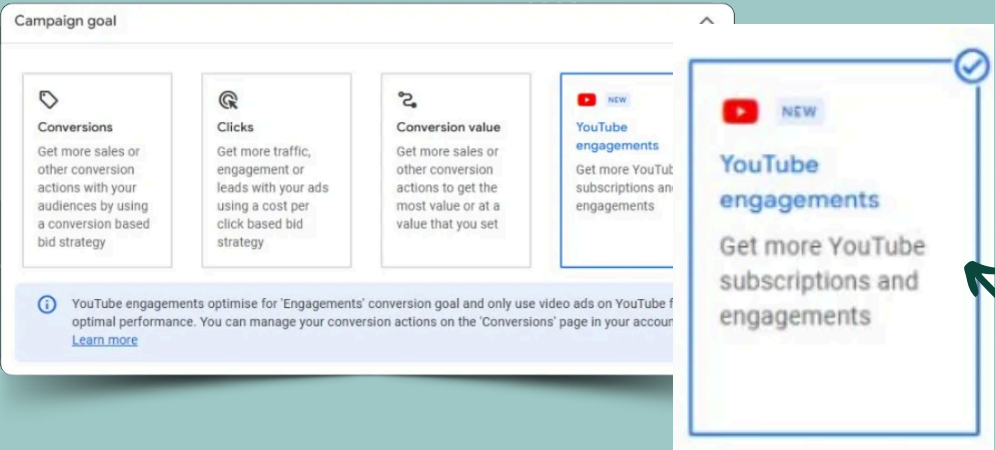
### Platform Comparable Conversion Columns

- ✓ 100% attribution to last DG touchpoint
- ✓ Available at campaign + ad group level
- ✓ Ideal for comparing YouTube with Meta or TikTok



## YouTube Engagements Goal (New)

Source: PPC Newsfeed



### Now available as a Demand Gen objective

- ✓ Requires video ad formats  
(no Shopping Feed support)
- ✓ Channel subscription can now be tracked or set as a biddable goal
- ✓ Restricted Channel Control — errors if YouTube channels aren't defined

**Demand Gen is new. We're not.**

The tools have changed, and so should your strategy. Strike Social has led YouTube-first strategies since the beginning. Let's launch yours next.

[Request a demo.](#)



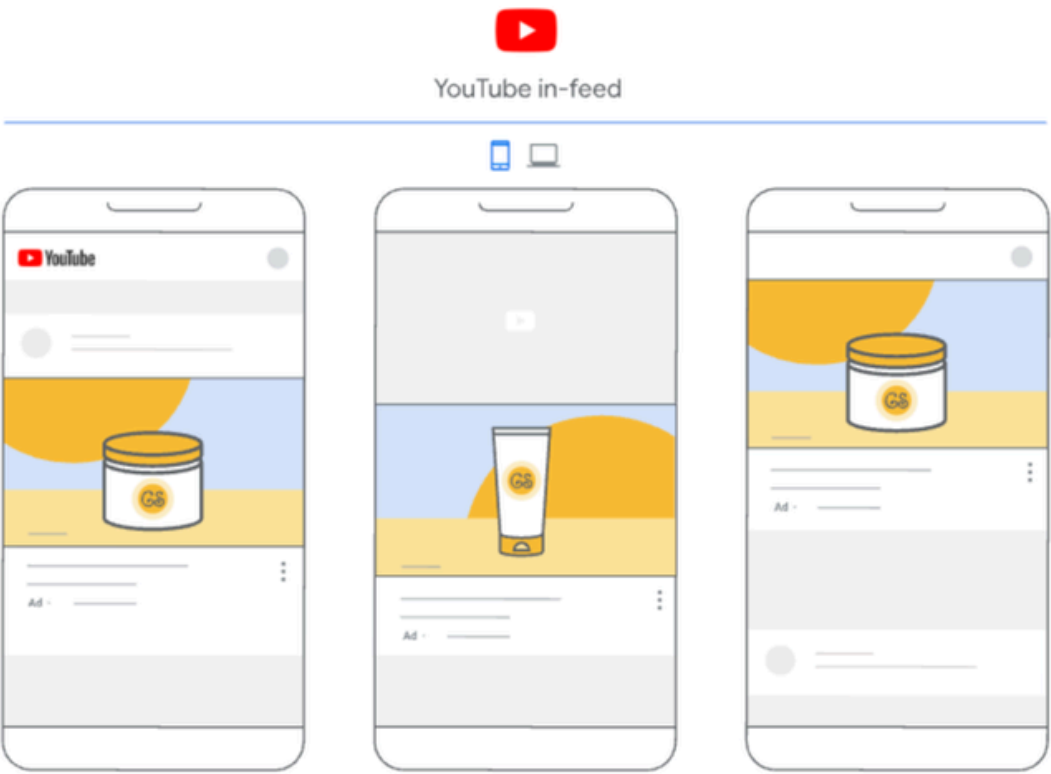
# Quick Guide: Setting up Demand Gen Campaigns

New:

Demand Gen now supports 9:16 images for full-screen placement on YouTube Shorts.



Supported: Vertical, Square and Portrait



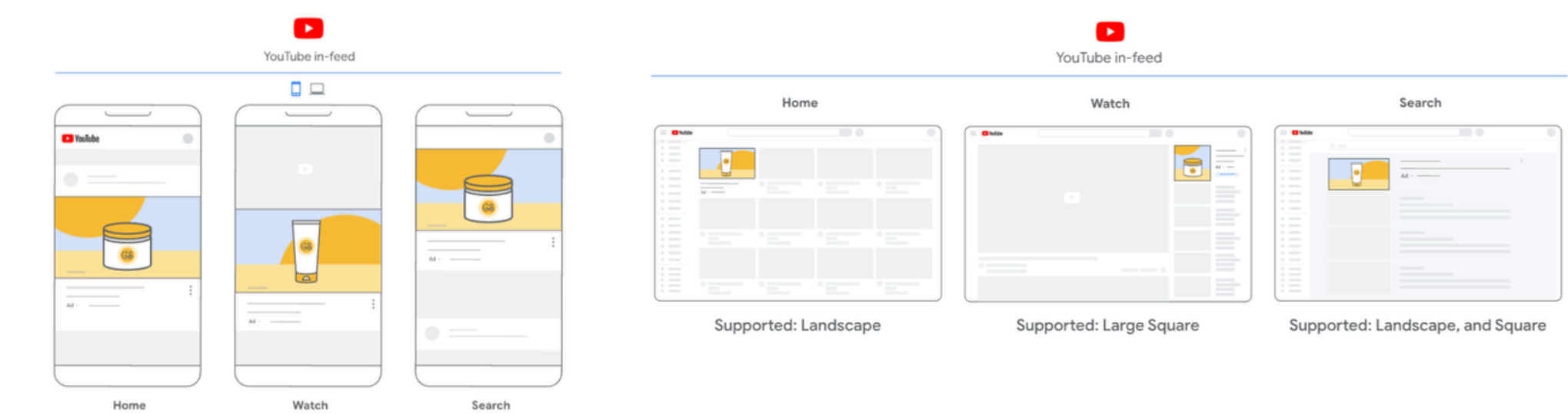
Home Watch Search  
Supported: Square, Compact Square, Landscape, and Portrait

Step	Action	Details
1	Choose Objective	Select Sales, Leads, Website Traffic, or Awareness & Consideration
2	Select Campaign Type	Choose Demand Gen
3	Set Campaign-Level Details	Define budget, CPA target, start/end dates, geo & language
4	Set Up Ad Groups	Apply audience targeting (lookalikes, custom segments, optimized targeting)
5	Upload Creatives	Choose from video, image, or carousel formats
6	Review Ad Preferences	Opt in/out of GDN at the ad group level; separate image & video as needed
7	Publish Campaign	Launch and monitor during the 2–6 week learning period

# Demand Gen Ad Specs Guide

Use these guidelines to create ads for Discover, Gmail, YouTube (Videos, Search, Watch Next, Home Feed, Shorts), and Google Video Partners.

## Image Ads

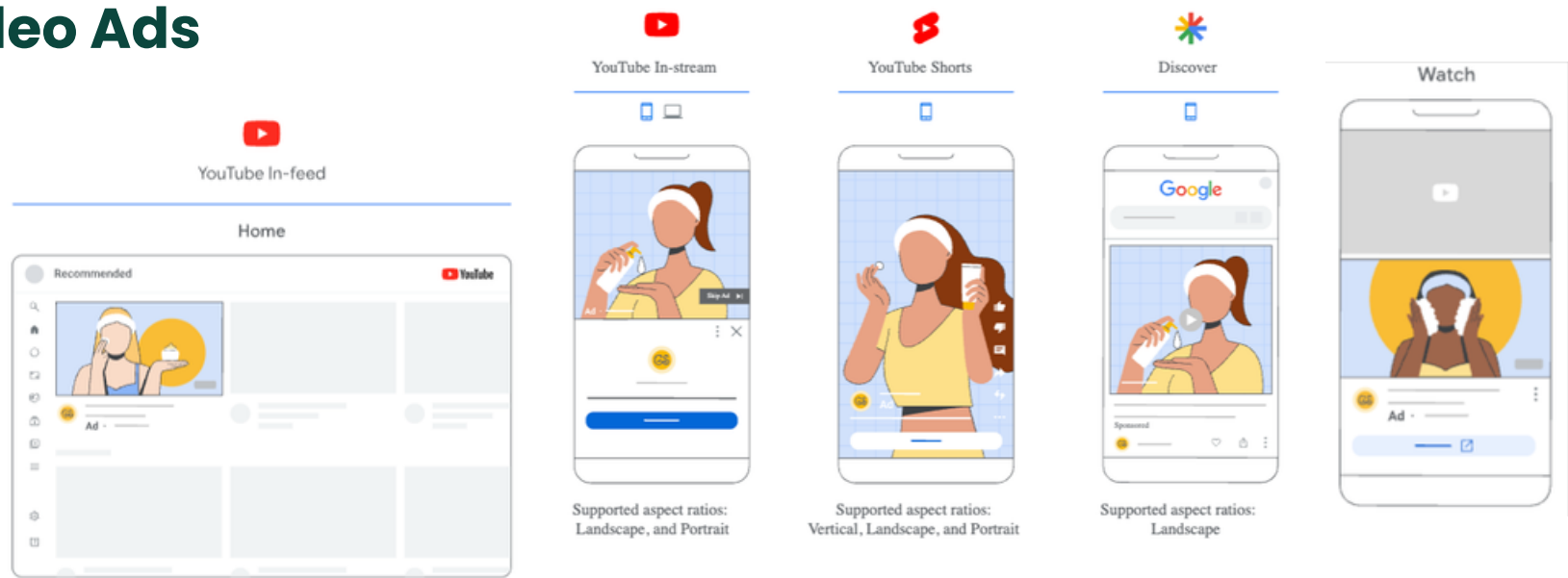


Aspect Ratios	File Size	Headlines	Descriptions	Logos	CTA Options	Notes
<b>1.91:1</b> (1200×628) <b>1:1</b> (1200×1200) <b>4:5</b> (960×1200) <b>9:16</b> (1080×1920, Shorts only)	Max 5 MB	Up to 5 (max 40 chars each)	Up to 5 (max 90 chars each)	Up to 5 (1:1, 1200×1200)	Apply Now, Book Now, Contact Us, Download, Learn More, Visit Site, Shop Now, Sign Up, Get Quote, Subscribe, See More	GIFs appear as static images

## Carousel Ads

Aspect Ratios	File Size	Headlines	Descriptions	Logos	CTA Options	Notes
Same options as Image Ads; except 9:16.  All carousel images must match dimensions	Max 5 MB per image	Up to 5 (max 40 chars each)	Up to 5 (max 90 chars each)	Up to 5 (1:1, 1200×1200)	Same options as Image Ads; CTAs can differ per card	Up to 10 cards. Different URLs allowed per card.

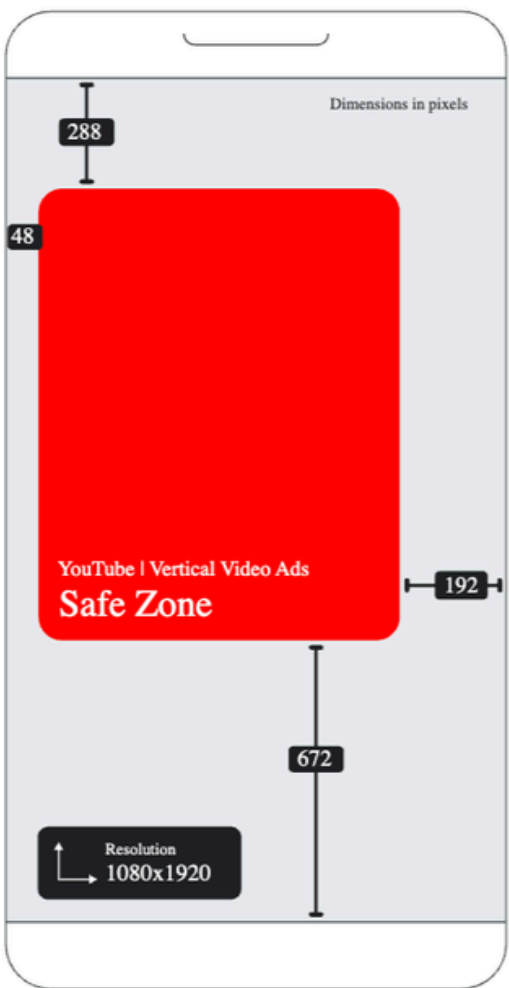
## Video Ads



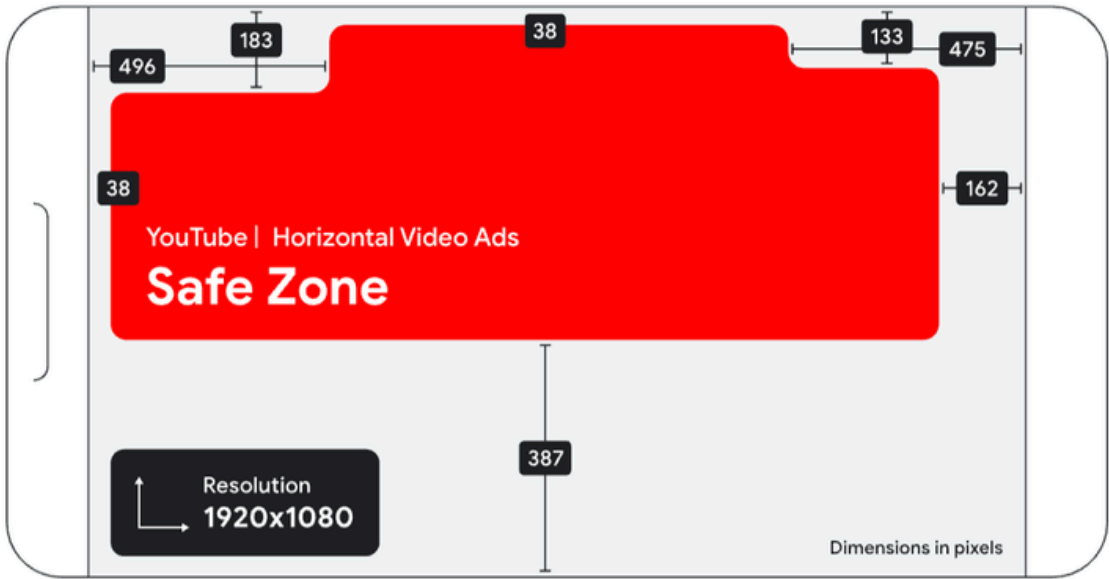
Aspect Ratios	File Size	Headlines	Descriptions	Logos	CTA Options	Notes
Same options as Image Ads	Max 256 GB	Up to 5 (max 40 chars each)  Long Headlines: Up to 5 (max 90 chars each)	Up to 5 (max 90 chars each)	Up to 5 (1:1, 1200×1200)	Same options as Image Ads + Buy Now, Donate Now, Order Now, Play Now, Start Now, Watch Now	Min. video length: 5 sec Shorts: max 60 sec Recommended max: 3 mins Must be uploaded public/unlisted to YouTube

## Video ad safe zones

### Vertical Ads



### Horizontal Ads



Ensure critical visuals and text are placed within the central 80% of your video frame.

This guarantees clarity and visibility across all devices and placements, avoiding accidental cropping or obstruction.





# Strike Social Named a 2025 Google Premier Partner

**We're in  
the Top 3%**

When platforms shift, the top 3% lead. Strike's Premier Partner status means early access, expert support, and faster results. [Get in touch to learn how this recognition could support your goals.](#)



## Why Strike Social Earned Premier Recognition

- ✓ Expert-Level Google Ads Certifications
- ✓ Proven Campaign Performance
- ✓ Significant Ad Spend Management

## Client Benefits Backed by Google Premier Status

- 1 Dedicated Expertise & Certified Support
- 2 Exclusive Access to Google Features & Beta Programs
- 3 Priority Support & Direct Google Assistance
- 4 Potential Advertising Credits
- 5 Data-Driven Optimization & AI-Powered Strategies
- 6 Exclusive Industry Insights