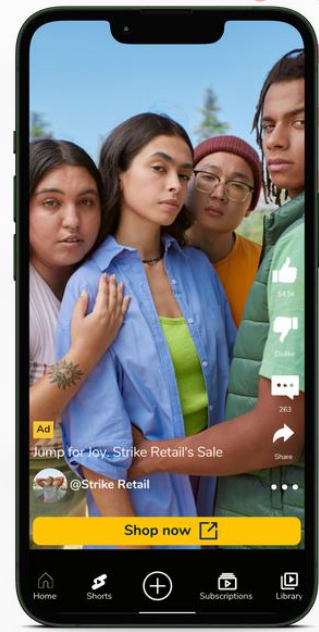


FAQs About: **YouTube Content Theme Exclusions**



80% higher CPMs for video campaigns with strategic use of content theme exclusions

What Are YouTube Content Theme Exclusions

YouTube content theme exclusions are your shield against content misalignment.

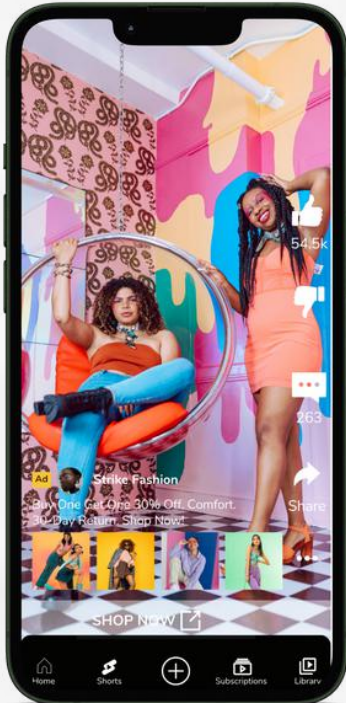
They prevent your ads from being displayed alongside specific themes that may not resonate with your brand identity.

How YouTube Content Exclusions Affect Ad Reach and Performance

Brand suitability doesn't just impact your brand image; it significantly influences your ad campaigns' reach and performance.



How to Set YouTube Content Theme Exclusions



01

In your Google Ads account, locate and click the Tools icon.

02

Click Content Suitability

03

The complete list of YouTube content exclusions can be found on the next screen

04

To skip to the YouTube content theme exclusions, click on Excluded content themes.

05

Select the YouTube content themes you want your ads to be excluded from

06

Click Save

Why You Should Apply YouTube Content Theme Exclusions To Your Ad Campaigns

Targeted Audience Reach

Enhance targeting accuracy by excluding irrelevant themes.

Control over Ad Placement

Maximizing views at a lower cost, strategically placing video ads where they perform best.

Enhanced Brand Suitability

Safeguard your brand by avoiding association with inappropriate or harmful content



YouTube Content Theme Exclusion Option

Content Theme	Description
Family	Content suitable for family viewing, including Made for Kids videos on YouTube.
Games (Fighting)	Video games that simulate hand-to-hand fighting or combat with modern or medieval weapons.
Games (Mature)	Video games featuring mature content, including violence, inappropriate language, or sexual suggestiveness.
Health (Sensitive)	Health content that might be sensitive or upsetting, such as medical procedures, images, and descriptions of various medical conditions.
Health (Source Undetermined)	Health content from less-cited sources on YouTube.
News (Recent)	Recently announced news content, irrespective of themes or people being reported on.
News (Sensitive)	News content that might be sensitive or upsetting, covering crimes, accidents, natural incidents, or commentary on controversial social and political issues.
News (Source Not Featured)	News content from sources not featured on Google News or YouTube News.
Politics	Political content, including statements made by well-known politicians, political elections, or events widely perceived to be political in nature.
Religion	Content with religious themes, encompassing teachings or customs, holy sites, well-known figures, people in religious attire, or religious opinions on social and political issues.