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Made for the Feed, Made for You:

YouTube Shorts with Animated Image Ads

These automatically generated ads seamlessly blend into the Shorts viewing experience, feeling more native than traditional video ads.

Even if you don't have video content, you can leverage images from your product feed to create engaging animated ads in seconds!

Demand Gen Gets a Boost in Shorts

GML announced exciting updates for Demand Gen campaigns, a tool that maximizes your presence across YouTube, Shorts, Discover, and Gmail.

Here's what you need to know for Shorts:

1 Product Feed: Showcase products in visually appealing ads across platforms.

2 Performance Optimization: Utilize Google's machine learning to reach the right audience and maximize conversions.

3 Unlock Shorts Reach: Include vertical video formats in your Demand Gen campaigns to tap into the massive Shorts audience.

Source: Google Blog

What are Animated Image Ads?

These ads are automatically generated using images from your existing product feed.

This means you can create dynamic ads without needing video content, making showcasing your products on YouTube Shorts easier than ever.

Benefits of Animated Image Ads for YouTube Shorts:

Effortless Creation: No video editing required! Leverage your product feed images to create eye-catching ads.

Seamless Integration: Animated image ads feel native to the Shorts feed, grabbing attention without disrupting the viewing experience.

Targeted Reach: Reach the right audience with relevant product suggestions based on user interests.

Learn how to set it up here

Pro tip: You can use the latest Product Studio to transform your product images into videos in just a few clicks. **See Google Product Studio here.**

1. Set Up Your Google Merchant Center:

- If you don't have one already, create a Google Merchant Center account.
- Upload high-quality images of your products. Ensure they meet Google's recommended specifications for image size and format (vertical: 9:16 aspect ratio is ideal for YouTube Shorts).

> *Optional:* *Optimize your product titles using the "short title" attribute ([short_title]) in your Merchant Center feed. This helps create clear and concise product descriptions that grab attention in your ads.*

2. Link Your Merchant Center to a Demand Gen Campaign in Google Ads:

- Go to your Google Ads account and start a new Demand Gen campaign or edit an existing one.
- During campaign creation, select "Run a product feed campaign" and choose your Google Merchant Center account from the dropdown menu.

3. Configure Your Campaign Settings:

- **Goal**: Choose a campaign goal that aligns with your objectives.
- **Bidding & Budget:** Set your budget and bidding strategy to optimize ad delivery based on your goals.
- **Targeting**: Select your target audience demographics, locations, and languages.

4. Focus on Ad Group Details:

- **Product Filters:** Choose specific products from your feed you want to showcase in the ads or select "All Products" to include your entire catalog.
- **Ad Creation:** This is where the magic happens! Within the ad group, select "New ad" and choose "Image and products ad" (recommended).
- Upload high-quality images from your Merchant Center feed that will be used in the animated ad.

> *Bonus Tip:*
> - *For even wider reach, consider creating a separate "Video and products ad" alongside your image ad. Upload videos in various aspect ratios (landscape, square, and vertical) to optimize for different placements.*
> - *Notably, a vertical video allows your ad to be shown on YouTube Shorts for maximum visibility.*

5. Review and Launch:

- Once you've finalized your ad details, review your campaign settings and launch it