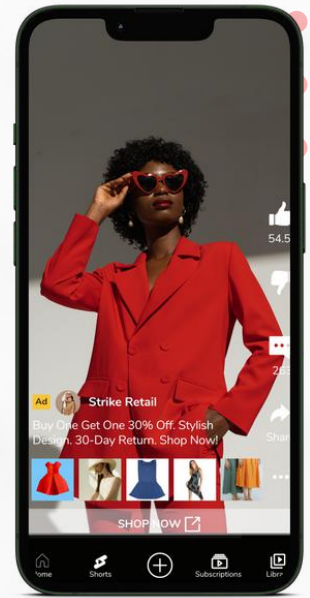


Reach the Right Viewers with

YouTube Audience Targeting



Demographic Targeting on YouTube Ads

Demographic Groups:

- Gender
- Age
- Parental status
- Household income (in select countries)

Audience Segments:

- Detailed demographics
- Affinity
- In-market and life events
- Your data segments
- Combined segments
- Custom segments

How To Use YouTube's Demographic Targeting Effectively

Craft Detailed Personas

Develop audience personas aligned with your business demographics

Utilize A/B Testing

Experiment with different demographic combinations through A/B testing

Narrow vs. Broad Targeting

Balance granular and broad targeting to resonate with specific niches while reaching a wider audience.

Diversify Your Approach

Combine YouTube audience targeting with contextual targeting for a dynamic advertising approach that adapts to user behaviors.

Setting Up: Audience Targeting for YouTube Ads

- 01 Log in to your **Google Ads Account** > **New Campaign**
- 02 Choose Awareness and consideration **campaign objective**
- 03 Select **Video** > **Continue** > **Fill out** needed information
- 04 Create an **Ad Group** > **Configure Audience Targeting** under People
- 05 Click **Demographics** > Select **targeting** for Gender, Age, Parental status, and Household Income.
- 06 Click **Audience Segments** > Choose from pre-defined audience segments or explore available segments
- 07 **Insert** your video ad into the ad group > **Configure** remaining ad campaign details
- 08 Click **Create Campaign**

