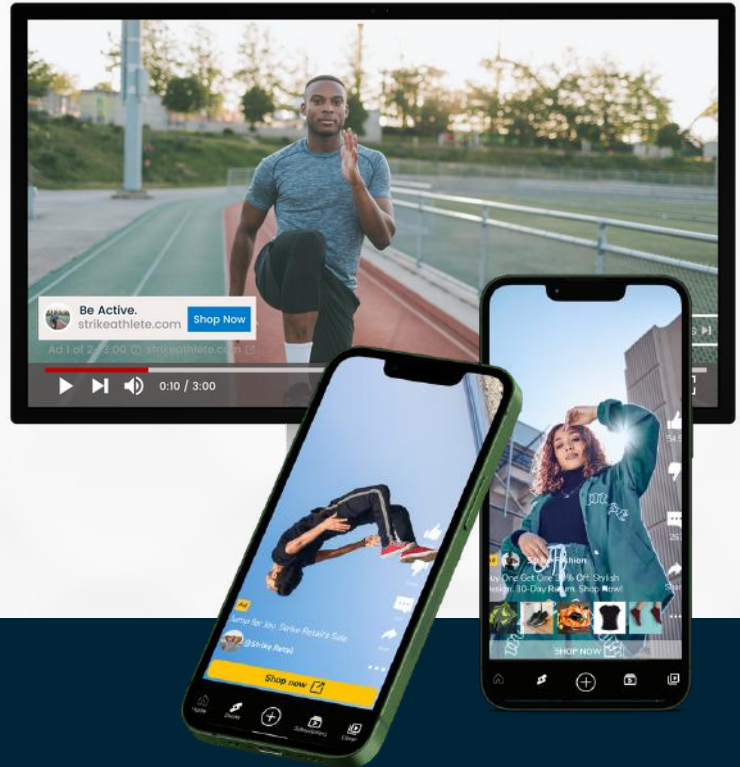![strikesocial logo]

Setting Up Content Exclusions for YouTube Video Ads

Add exclusions to ad targeting for enhanced security and avoid harmful content.

How YouTube proactively manages harmful content?

Remove **Reduce** **Raise** **Reward**

YouTube brand safety settings

Content Type
- Embedded YouTube videos
- Live streaming videos

Digital Content Labels
- DL-G: For general audiences
- DL-PG: With parental guidance
- DL-T: For teen and older audiences
- DL-MA: For mature audiences
- Not yet labeled

Inventory Type
- Expanded inventory
- Standard inventory
- Limited inventory

Set up Guide

When creating new video campaigns

01 Log in to Google Ads Account > Campaigns section

02 Create a New Campaign > Choose Goals

03 Go to Campaign Type > Select Video > Add your campaign details

04 Go to Content Exclusions > Click Inventory Types

05 Under Excluded types and labels choose what content type or labels to exclude

06 Create an Ad Group > Click Save and Continue to submit your ad

When editing an existing video campaign

01 Log in to Google Ads Account > Campaigns section

02 Go to Views > Select Video Campaigns > Settings (left side of the screen)

03 Choose the Video Campaign you want to edit > Context Exclusions

04 Configure your Inventory Type and Excluded Types and Labels settings > Save

Setting up for all video campaigns

01 Log in to Google Ads Account > Campaigns section

02 Go to Audiences, keywords, and content section > Content

03 Click Settings > Account Settings > Content Exclusions

04 Configure your Inventory Type and Excluded Types and Labels settings > Save

Let's connect. in