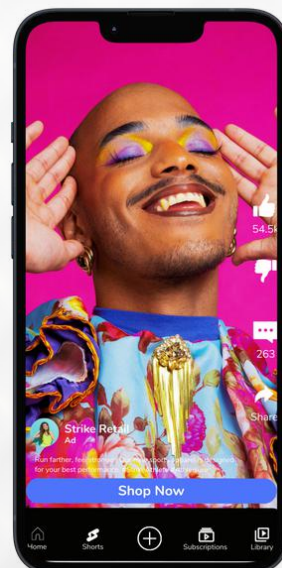


# What's the Latest: A Comprehensive Guide to YouTube Shorts Updates

Connect with engaging audiences on  
**YouTube's** latest ad placement.



**43%** of US advertisers listed YouTube Shorts among their top choices in 2022

## YouTube Shorts Advertising Updates: What You Need to Know



YouTube Shorts outperforms Instagram Reels and TikTok in engagement.



20% to 30% reduction in CPM compared to traditional YouTube ad inventory

## YouTube Shorts Ad Placements

### VAC (YouTube Video Action Campaigns)

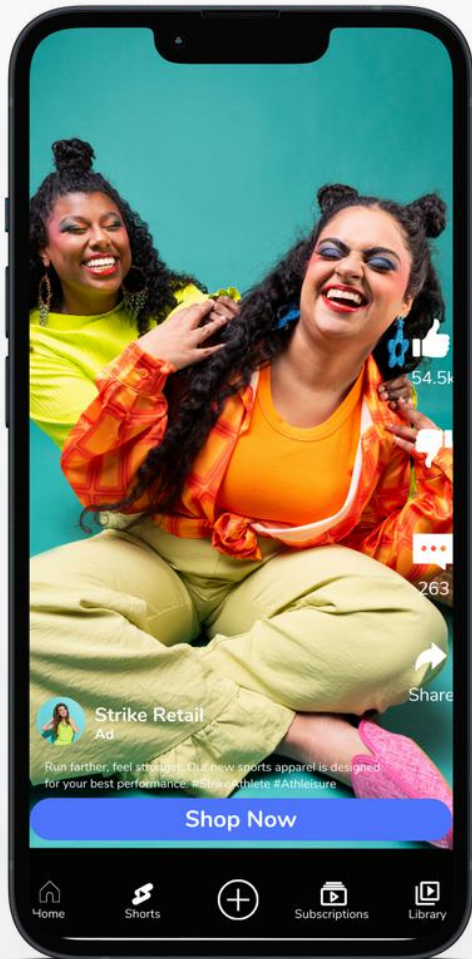
Formerly TrueView for Action, focusing on driving conversions on and off YouTube.

### VVC (YouTube Video Views Campaigns)

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



# Setting Up: Video Views Campaign (VVC)



- 01 Log in to your **Google Ads Account** > Click **New Campaign**
- 02 Switch to **Expert Mode** > Choose **Awareness and consideration**
- 03 Select **Video** > **Video Views** > **Continue** > Fill in needed details
- 04 Note: VVCs can **opt out** of showing on the **Video partners** on the **Google Display Network**
- 05 Create **Ad Group Name** > Define your **audience and contextual targeting**.
- 06 Note: Add up to **5 videos** to your VVC. Google AI will include videos with different orientations to boost views.
- 07 Specify **target CPV bid**. Note: Google AI will optimize bids to maximize views
- 08 **Review ad details** > **Create campaign**

# Setting Up: Video Action Campaign (VAC)

01

Log in to your **Google Ads Account** > Choose Expert Mode

02

Choose your **campaign objective** (Sales, Leads, and Website traffic)

03

Select **Video** > Continue > Fill out needed information

04

Create an **Ad Group** > Configure **Audience Targeting** under People

05

Upload **Video on YouTube** > Paste the **Video URL**

06

Fill in important details to complete ad set up

07

Choose between: Manual or Automatic **Companion Banner image**

08

Create **ad name** > Publish Ad

