

Advertising on YouTube



**Overview of the display
options currently available:**

IN-STREAM:

- ❖ Before, during or after videos
- ❖ Skippable after 5 seconds
- ❖ YouTube playback pages, websites and apps from Google video partners
- ❖ Campaign targets
 - Revenue
 - Leads
 - Access to the website
 - Brand awareness and reach
 - Product and brand building readiness
 - Without target project
- ❖ CPV (cost per view) -> Invoicing takes place:
 - After 30 seconds or
 - When the display has been viewed to the end or
 - Following an interaction with the display
- ❖ Maximize target CPM (cost per mill), target CPA (cost per action) and conversions -> invoicing based on views



IN-STREAM (UNSKIPABLE):

- ❖ Before, during or after videos
- ❖ 15 or 20 seconds, not skippable
- ❖ YouTube playback pages, websites and apps from Google video partners
- ❖ Campaign targets
 - Brand awareness and reach
 - Without target project
- ❖ CPM (cost per mill) -> Invoicing takes place:
 - On the basis of views



VIDEO DISCOVERY:

- ❖ Video thumbnails with text
- ❖ The aim is to play the video
- ❖ Next to similar YouTube videos, in the YouTube search result or on YouTube's mobile homepage
- ❖ Campaign targets
 - Product and brand building readiness
 - Without target project
- ❖ CPV (cost per view) -> Invoicing takes place:
 - After clicking on the title or thumbnail



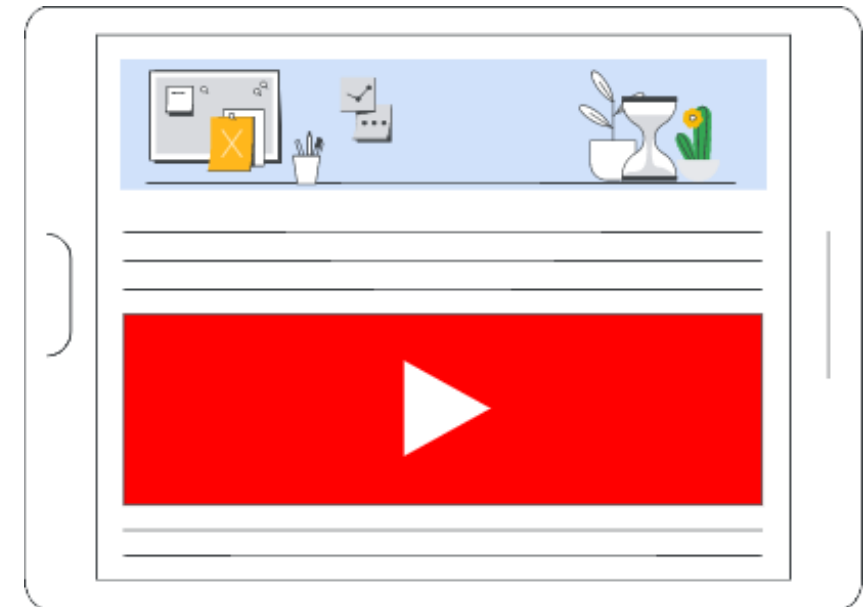
BUMPER:

- ❖ Before, during or after videos
- ❖ 6 seconds, not skippable
- ❖ YouTube playback pages, websites and apps from Google video partners
- ❖ Campaign targets
 - Brand awareness and reach
 - Without target project
- ❖ CPM (cost per mill) -> Invoicing takes place:
 - On the basis of views



OUT-STREAM:

- ❖ Banner placements, interstitials, feeds
- ❖ Playback automatically and without sound
- ❖ Tap to play with sound
- ❖ Not on YouTube, only available on Google video partners
- ❖ Campaign targets
 - Brand awareness and reach
 - Without target project
- ❖ vCPM (cost per mill) -> Invoicing takes place:
 - Video watched for at least 2 seconds



MASTHEAD:

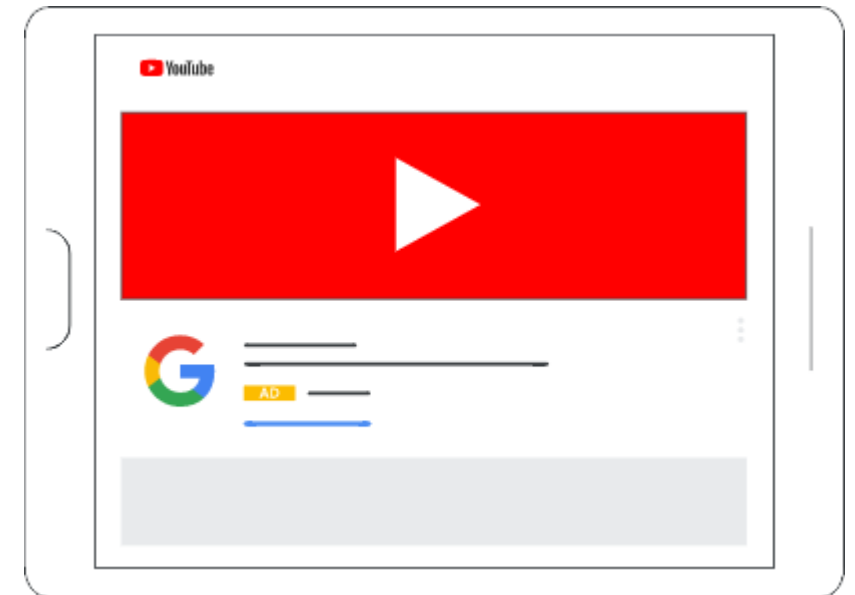
HTTP://WWW.YOUTUBE.COM/VIDEOMASTHEAD

- ❖ YouTube homepage feed (all devices)
- ❖ Draw attention to new products
- ❖ Reach a large target group in a short time
- ❖ Formerly only CPD (cost per day) – bookable as CPM since 2021
- ❖ Send creatives to Google sales team at least two working days in advance

Additional information:

GoogleMockup Tool can be used to show what the advertisement will look like from the customer's point of view

before it is published.



MASTHEAD:

* Mockup Tool: <https://create.withgoogle.com/youtubemockuptool/>