

# Drive Website Actions with YouTube

## 1 Find people with intent with Advanced Audience Targeting



Context	Recommended Targeting
Recently searched	Custom Intent
Looking to buy	In-market
Entering a key life milestone	Life events
Have engaged with your brand before	Remarketing
Similar profile to current or potential customers	Similar Audiences

## 2 Make it easy for viewers to take action



Clicks	Lead Gen	Shopping	Desired action
<ul style="list-style-type: none"> <li>Book Now</li> <li>Learn More</li> </ul>	<ul style="list-style-type: none"> <li>Get Quote</li> <li>Register</li> </ul>	Browse products	Examples
TrueView for action*		TrueView for shopping	Recommended Format

On average, TrueView for action campaigns have a 40% lower CPA and 3X CTR compared to other campaigns.

\* For App Installs please consider Universal App Campaigns (UAC)

## 3 Tailor your creative to inspire action



**Have a clear call-to-action:** Consider using 'lightweight' conversion actions

**Front-load your offer:** Hook attention in the first 5 to 10 seconds

**Keep it short:** Aim for 15-30 second ad length

**Repeat what you're offering:** Ensure call-to-action is echoed in the voiceover & superimposed graphics

**Build for mobile:** Large text & graphics, bright colors

**Brand authentically:** Show product, not just logo

## 4 Auto-optimize for results



Optimize for an action using target Cost Per Acquisition (tCPA)

### Conversion volume:

Set to >50 conversions/week. The more conversions the better since tCPA prediction and performance quality are related to conversion volume.

### Budget:

Budgets should be set at least 20X your CPA bid to allow for enough daily conversions for machine learning.

### Campaign duration:

Allow the bidding strategy at least 7 days, ideally 14 days to learn and adjust to drive more conversions.

Google's Smart Bidding technology uses machine learning across 70 million signals to get you the most conversions for your chosen objective

## 5 Prove that it works



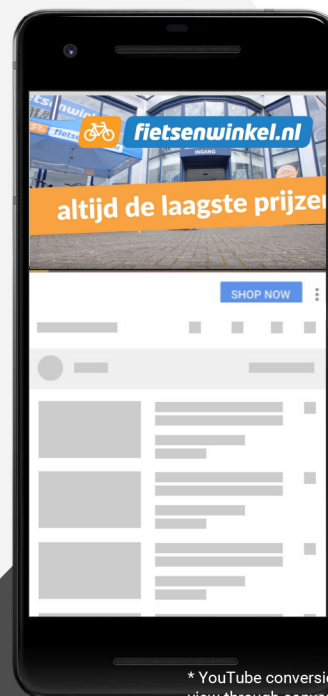
Use AdWords Conversion Tracking (AWCT) to measure online actions. Consider following these best practices

**Conversion Tracking Setup:** Setup YouTube campaign in the same Account or MCC account as Search and Display campaigns.

**Verify "Count" Setting in AdWords:** For [conversion actions](#) you can choose to count every conversion that happens after an interaction, or only one conversion that happens after an interaction, providing a better sense of your performance.

**Report full funnel impact by tracking Micro-Conversions:** Capture the conversions you want to bid against in the "Conversions" column. For a snapshot of full performance, track all valuable actions that occur further up the funnel in the "All Conversions" column.

**Ensure consistent comparisons:** Make consistent CPA calculations across media campaigns by either consistently including or removing VTCs in CPA calculations.



Using TrueView for action with **Custom Intent Audiences** Fietsenwinkel.nl achieved:

**-72.5%**  
Lower Cost per conversion\*

**+114.8%**  
Lift in Brand Interest

\* YouTube conversions measured with a separate conversion pixel and including view-through conversions