

Create a video campaign

Video ads are an exciting way to reach and engage your audience on YouTube and across the web. You can create and manage your campaigns in Google Ads, using the “Video” campaign type.

This article explains the steps you’ll need to follow to set up a [video campaign](#) and ad group.

Before you begin

Here are some things to keep in mind before you create video campaigns and ads:

Ads and ad groups are created with the “Video” campaign type. Depending on the goal selected for your campaign, specific [video ad formats](#) and bidding strategies are available.

To create a video ad, your videos must be hosted on YouTube.

Reports for video campaigns and ad groups include metrics specific to video ads, including [views](#), [view rate](#), and [earned actions](#), that aren’t available in all Google Ads campaign management tools.

If you want to run both in-stream and video discovery formats in the same video campaign, you will need to create multiple ad groups.


To create a video campaign with only one ad format, follow the first set of instructions below. To create a campaign with several ad formats, continue to the second set of instructions below to create an additional ad group.

To place ads on partner sites and apps on the Display Network, use [TrueView in-stream ads](#) or [outstream ads](#).

Each ad group can contain only one video ad format, either skippable in-stream, video discovery, non-skippable in-stream, bumper, or outstream.

You can’t use a portfolio bid strategy with a video campaign.

How to create a video campaign

1. Sign in to your [Google Ads account](#).
2. In the page menu, click Campaigns.
3. Click the plus button , then select New campaign.
4. Select from one of the following campaign goals:
 - Leads
 - Website traffic
 - Product and brand consideration
 - Brand awareness and reach
5. Select the Video campaign type.

Depending on your campaign goal, you may also need to select a campaign subtype. Eligible campaign subtypes include: skippable in-stream, bumper, non-skippable in-stream, outstream, or ad sequence.
6. Enter a name for your campaign.
7. In the “Bidding strategy” section, set your bid strategy. [Learn more about setting a bid strategy](#)
8. In the “Budget and dates” section, set your budget type, the start and end date for the campaign, and the budget delivery method.

For the budget type, select Daily (the average amount you’d like to spend each day) or Campaign (the total budget you’d like to spend for the duration of the campaign) and enter the amount you’d like to spend.

For the budget delivery method, select Standard (to spend your budget evenly over time) or Accelerated (to spend your budget as quickly as possible). If you select Accelerated, your budget may run out early.
9. Under “Networks,” select where you want your video campaign to appear. Provided your campaign is eligible, you can choose one or more of the following networks:


YouTube search results: Ads can appear next to search results on YouTube. You can use video discovery ads only.

YouTube videos: Ads can appear on YouTube videos, channel pages, and the YouTube homepage. You can use in-stream and video discovery ads.

Video partners on the Display Network: Ads can appear on Google Video Partner sites and apps.

10. Select the languages and the locations you want your campaign to target.
11. Choose your [content exclusion settings](#) to define where your campaign runs.
12. (Optional) Click Additional settings to target specific devices, set a frequency cap, and set a schedule for the campaign.
13. Enter a name for your ad group.
14. Choose the demographics and audience types you want to reach.
15. Choose the keywords, topics, and placements where you want your ad to show.
16. If available, set your bid amount.
17. In the “Create your video ad” section, search for a video you’ve uploaded, or enter the video URL from YouTube.
If “ad sequence” is your campaign subtype, go to [Create a video ad sequence campaign](#) and skip the next steps.
18. Choose an eligible video ad format. Depending on the goal you selected, you can choose: In-stream ad, Video discovery ad, Bumper ad, Non-skippable in-stream ad, or Outstream ad. You’ll see a message in Google Ads if a specific ad format is not eligible for the campaign.
19. Enter the final URL, which is the landing page you want people to reach when they click your ad.
20. Enter the display URL, which can be a shorter version of the final URL, or the same as the final URL.
21. Enter a call-to-action, which should be compelling and direct people to the website specified in the final URL.
22. Enter a headline, which will appear as the primary line of text that promotes your product or service.
23. (Optional) Click Ad URL options (advanced) to add a tracking template, final URL suffix, or custom parameters to the final URL.
24. Select either an image that’s automatically generated from the videos in your YouTube channel (recommended) or an image that you manually upload as your companion banner. Companion banners appear on computers only.
25. Enter a name for your ad.
26. Click Save and continue.

How to create an ad group for an existing campaign

1. Sign in to your [Google Ads account](#).
2. In the navigation panel, select Video campaigns.
3. Select the campaign you’d like to edit.
4. In the page menu, click Ad groups.
5. Click the plus button  to create a new ad group.
6. Enter an ad group name.
7. Set a bid amount.
8. Edit the targeting methods you want to use for your ads. By default, your ads will show to all viewers.
9. Next to “Your YouTube video,” choose a YouTube video.
10. Next to “Video ad format” choose an ad format. An ad group can contain only one ad format.
11. Enter the required information to create your ad. You can always save your ad group without creating an ad.
12. Click Save ad group.

Using goals in video campaigns

Choosing a goal is a simple way to help you set up a successful video campaign.

When setting up your campaign, you can select from these goals:

- Leads
- Website traffic
- Brand awareness and reach
- Product and brand consideration

You can also select Create your campaign without a goal if you don’t have a goal in mind.

[Learn more about the formats and networks available for each goal](#)

About campaign subtypes

Leads & Website traffic

The "Drive conversions" subtype helps drive clicks and relevant conversions on your website.

Brand awareness and reach

The "Skippable in-stream" subtype helps reach viewers on YouTube and across the web with skippable in-stream ads optimized for efficient impressions.

The "Non-Skippable in-stream" subtype helps you reach customer with your entire message with non-skippable in-stream ads.

The “Bumper” subtype helps reach viewers on YouTube and across the web with bumper ads optimized for efficient impressions.

The "Outstream" subtype helps you to get more people interested in your brand with video ads designed to reach people on their phones and tablets.

The "Ad sequence" subtype helps you tell your product or brand story by showing people a series of videos in the order that you define.

Product and brand consideration

The "Influence consideration" subtype connects users with your brand through video ads designed to drive interactions and engagements.

The "Shopping" subtype allows you to promote relevant products alongside your video ads to encourage viewers to learn about your products and shop on your website (a [Google Merchant Center account](#) is required).

The "Ad sequence" subtype helps you tell your product or brand story by showing people a series of videos in the order that you define.

Video campaign goals and subtypes

Goal	Subtype	Networks	Ad formats
Leads	Drive conversions	YouTube videos, Video partners on the Display Network	Skippable in-stream
Website traffic	Drive conversions	YouTube videos, Video partners on the Display Network	Skippable in-stream
Product and brand consideration	Influence consideration	YouTube search, YouTube videos, Video partners on the Display Network	Skippable in-stream Video discovery
	Shopping	YouTube videos	Skippable in-stream

	(requires a Google Merchant Center account)		
	Ad sequence	YouTube videos	Skippable in-stream Non-skippable in-stream Bumper
Brand awareness and reach	Skippable in-stream	YouTube videos, Video partners on the Display Network	Skippable In-stream
	Non-skippable in-stream	YouTube videos, Video partners on the Display Network	Non-skippable in-stream
	Bumper	YouTube videos, Video partners on the Display Network	Bumper
	Outstream	Video partners on the Display Network	Outstream
	Ad sequence	YouTube videos	Skippable in-stream Non-skippable in-stream Bumper
No goal	Custom video campaign	YouTube search, YouTube videos, Video partners on the Display Network	Skippable in-stream Video discovery Bumper
	Ad sequence	YouTube videos	Skippable in-stream Non-skippable in-stream Bumper