

FUNCTIONAL FEATURES INCLUDED IN THE SOLUTION

DATE	1 NOV 2023
NM ID	NM2023TMID11246
PROJECT NAME	YOUTUBE AD CAMPAIGN

The number of functional features included in a YouTube ad campaign:

1. Ad Formats:

- In-stream ads: These are video ads that play before, during, or after other YouTube videos.
- TrueView ads: Advertisers only pay when a viewer chooses to watch the ad.
- Bumper ads: Short, non-skippable ads of up to 6 seconds.
- Display ads: Appear next to YouTube videos.
- Overlay ads: Semi-transparent ads that appear on the lower portion of a video.

2. Targeting Options:

- Demographic targeting: Targeting based on age, gender, and parental status.
- Geographical targeting: Choose specific locations or regions for your ad to be shown.

- Interest-based targeting: Target viewers based on their interests and behavior.

- Remarketing: Show ads to users who have interacted with your brand previously.

3. Ad Scheduling:

- You can specify when your ads should run, such as certain days of the week or times of the day.

4. Budget and Bidding:

- Set daily or lifetime budgets for your campaign.
- Choose from various bidding strategies, including cost-per-view (CPV) or cost-per-click (CPC).

5. Ad Extensions:

- Add clickable elements, such as call-to-action buttons and additional links, to your video ad.

6. Custom Audiences:

- Create custom audiences based on your website visitors, email lists, or app users for targeting.

7. Video Ad Sequencing:

- Run a series of video ads in a specific order to tell a sequential story.

8. Call-to-Action Overlays:

- Add interactive elements to your videos, encouraging viewers to take action.

9. Analytics and Reporting:

- Access data on ad performance, including views, clicks, and conversion tracking.

10. Ad Placement:

- Choose specific YouTube channels, videos, or categories for ad placement.