MCC

Client User id (Tracking info)

New campaign

Without a goals guidance

Video

Custom video campaign

Ads for search results(save budget due to CPV, if person want to see video he will otherwise not)

Video link for ad(thumbnail by clien)

Add video title name in compaign name

Bidding strategy-> max cpv

Daily budget(dollar)-> like 2 dollar

Time duration of ad

Networks->youtube search results only

Location->enter another location(geography)

Language->leave

Expanded inventory

Exclude->embedded, live stream, content not yet labelled

Ad group name for our ease

Demographics-> depending on client need

Audience-> depending on client service or content(spend time)

Keywords-> leave keywords(keyword planner)

Topics->depending on content(skip is good)

Placements(leave)

Bidding-Max CPV(charge for one view, can also reach lower by google(if CTR good, then it can further lower cost)->minimum possible limit

Create your video ad->put link of video

Addition settings(computer, tablet, mobile…..)

Description

Description 2->name of author

Ad name could be anything

Continue to compagin-> approval to google and takes 24 to 48 hours