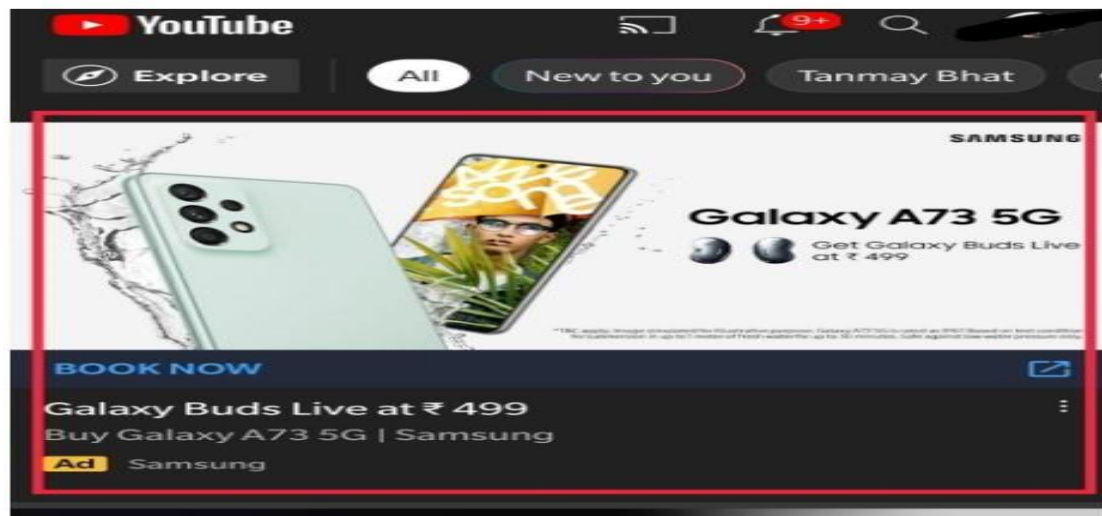


Q1)



a) The above video ad is **Youtube mast heads ad**.

b) Three features of such ads are-

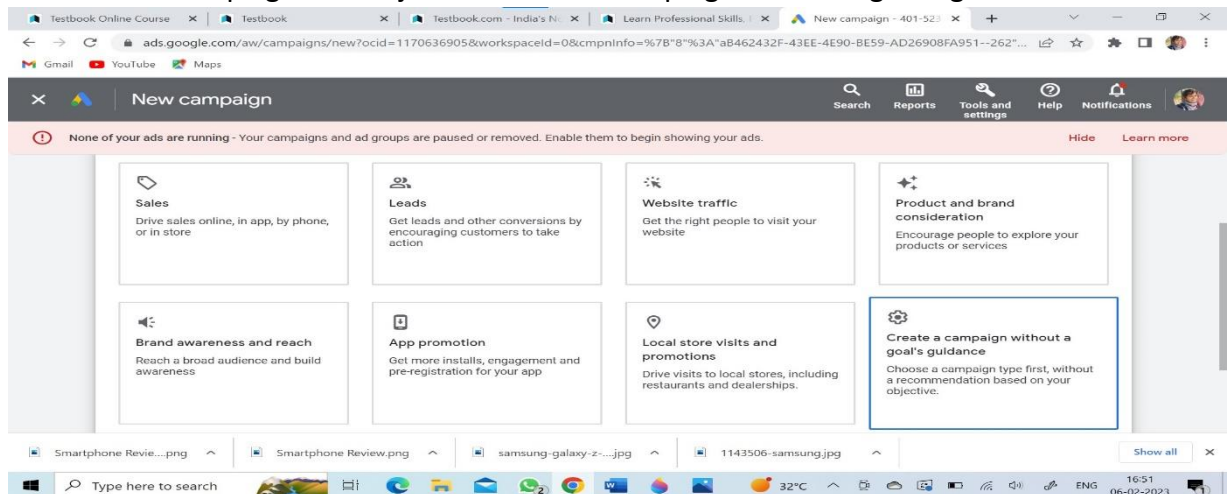
- Youtube mast heads is a great way to exposure of the brands. They are the digital billboards appears at the top of home feed on desktop, mobile and TV screens.  
It is ideal for people who use want to-
  - ◆ Drive massive reach or awareness.
  - ◆ Plan their buys and don't want to rely on auction.
  - ◆ Show off their brands or service in a prominent space in the Youtube home feed.
- Marketing strategy- Based on two types of bidding strategy
  - ◆ Cost per impression (CPM)- Provides fixed volume of impression during the course of this ad campaign.
  - ◆ Cost per day (CPD)-Provides 100% assurance of eligible impression during the reserved time you buy.
- Advertisers can customize the ad title, description, and the call-to-action button that appears next to the video. The target audience is quite vast.

c)

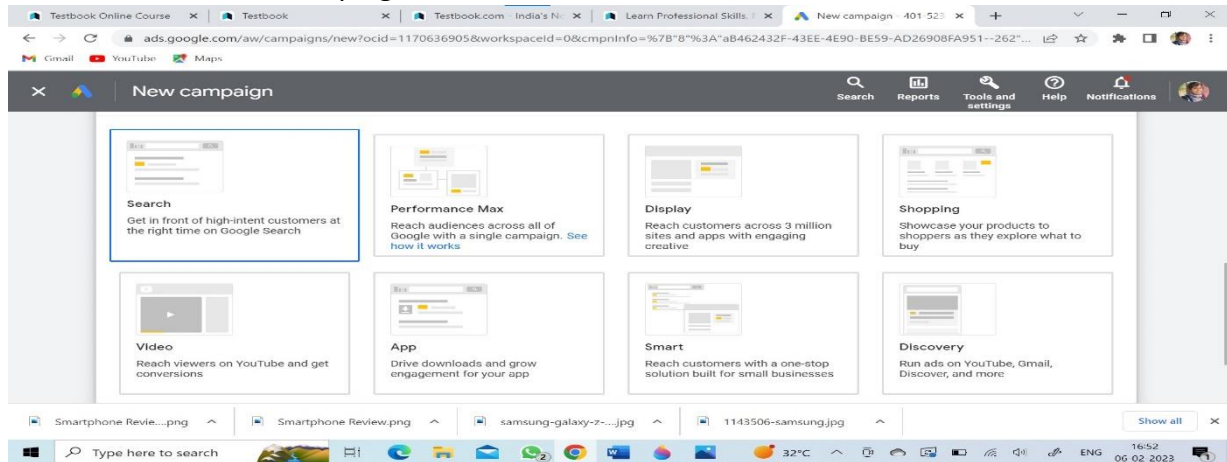


## Q2) Search Campaign for a blog post-

- Create a Campaign with objective- create a campaign without a goal's guidance



- Select the search campaign.



- Give the campaign name and how what want to get from the campaign.

ads.google.com/aw/campaigns/new?ocid=1170636905&workspaceid=0&cmpnInfo=%7B%1%3A0%2C%8%3A%aB462432F-43EE-4E90-BE59-AD2690...

New campaign

Select the results you want to get from this campaign

☒ Website visits

<http://www.socialpivot.club/dream-11-survey/>

☐ Phone calls

☐ App downloads

Campaign name

socialpivot search campaign

- Select the bidding strategy as clicks and set the maximum CPC bid limit.

ads.google.com/aw/campaigns/new/search/draft?ocid=1170636905&workspaceid=0&cmpnInfo=%7B%1%3A1%2C%3%3A%http%3A%2F%2Fwww.s...

New campaign

Bidding

What do you want to focus on?

Clicks

☒ Set a maximum cost per click bid limit

Maximum CPC bid limit

₹ 500.00

Alternative bid strategies like portfolios are available in settings after you create your campaign

Your estimated performance is shown after you've entered

- Keywords

- Select the campaign level setting like -networks, locations, language.

ads.google.com/aw/campaigns/new/search/draft?campaignid=281494620693772&ocid=1170636905&workspaceid=0&cmpnInfo=%7B%1%3A1%2...

New campaign

None of your ads are running - Your campaigns and ad groups are paused or removed. Enable them to begin showing your ads.

Campaign settings

To reach the right people, start by defining key settings for your campaign

Networks

Search Network

Ads can appear near Google Search results and other Google sites when people search for terms that are relevant to your keywords

☒ Include Google search partners

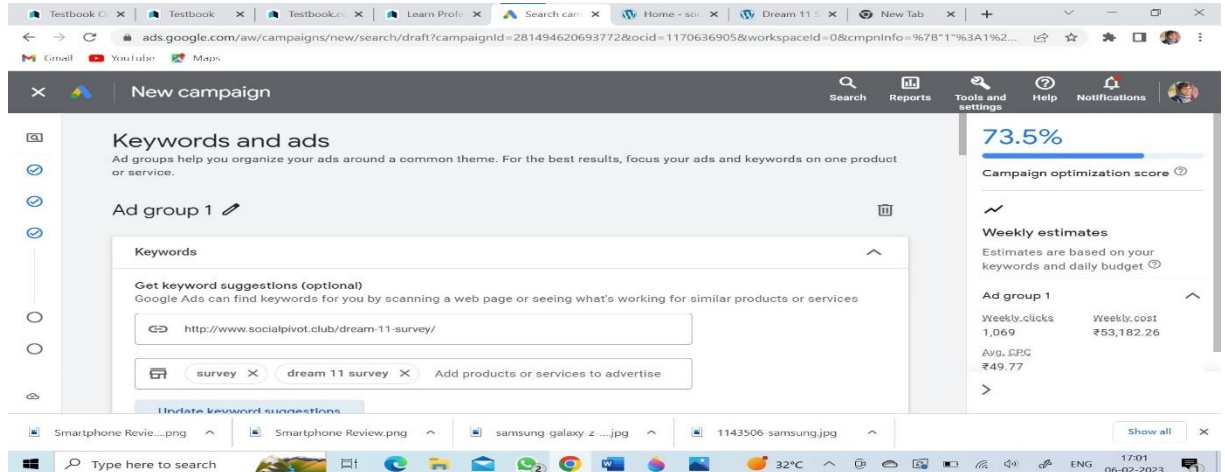
Display Network

Easy way to get additional conversions at similar or lower costs than Search with unused Search budget.

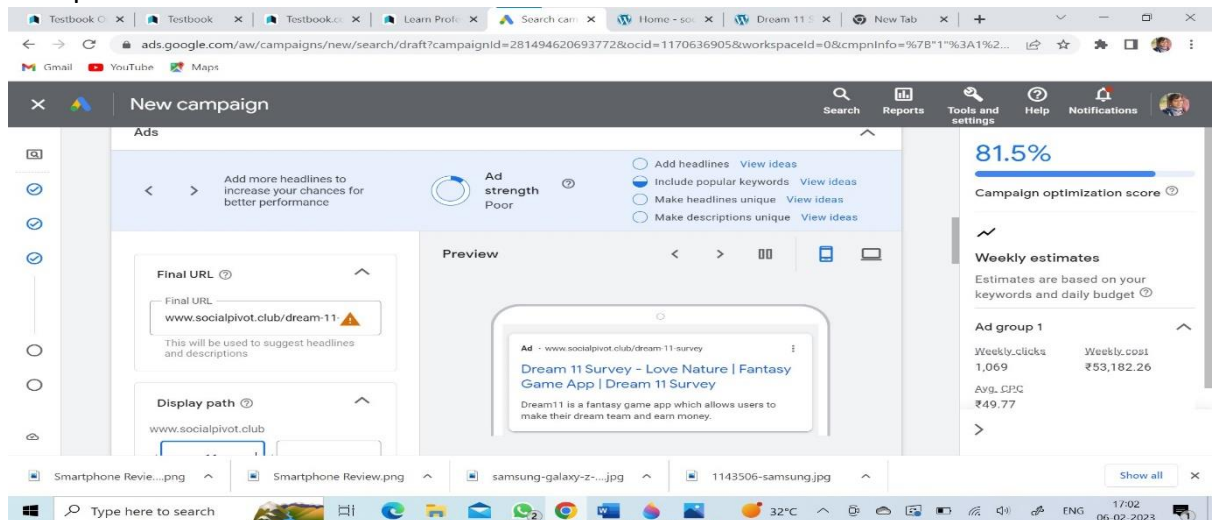
Your estimated performance is shown after you've entered

- Keywords

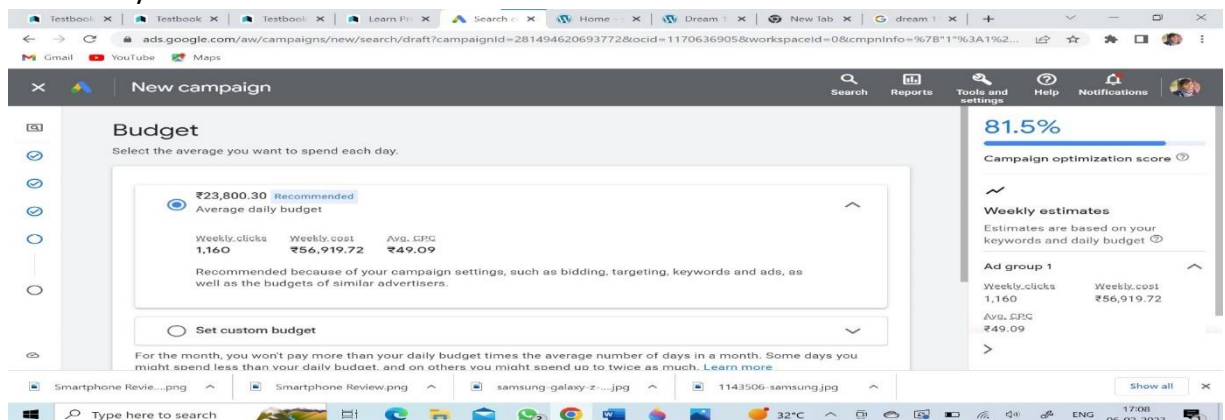
- Then the ad group level of setting is there where we can opt for keywords suggestion.



- Give the suitable headlines and descriptions and sitelinks so to increase the optimization score.

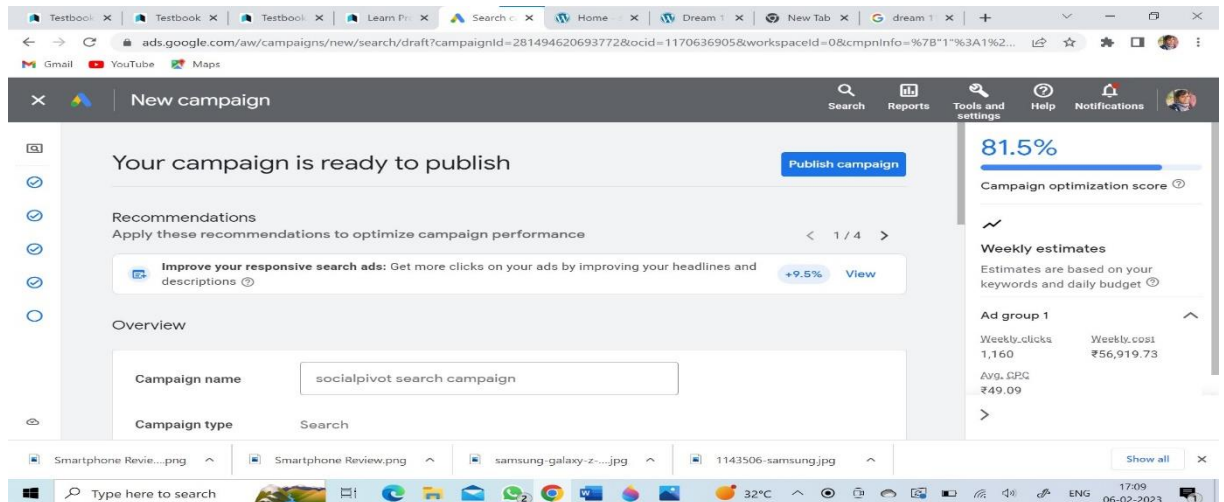


- Set the budget. Here we can estimate the weekly budget, average CPC and weekly clicks.

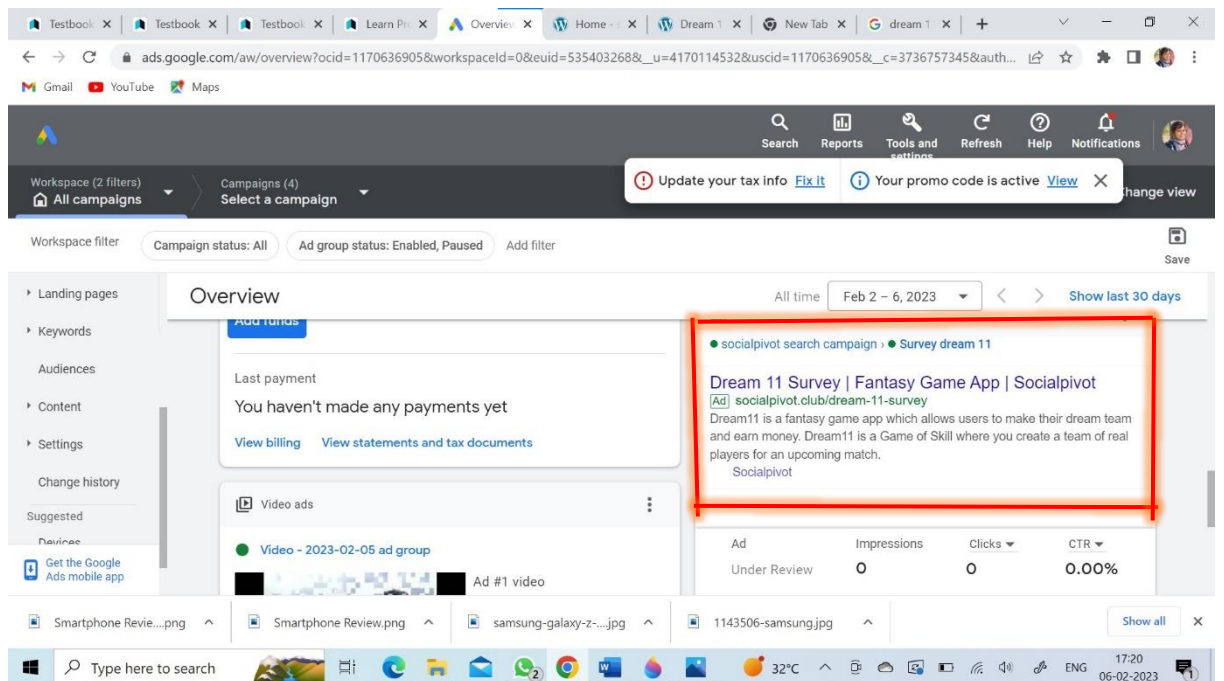




- Now the campaign is ready to publish.



This is the screenshot of how the ad will look.



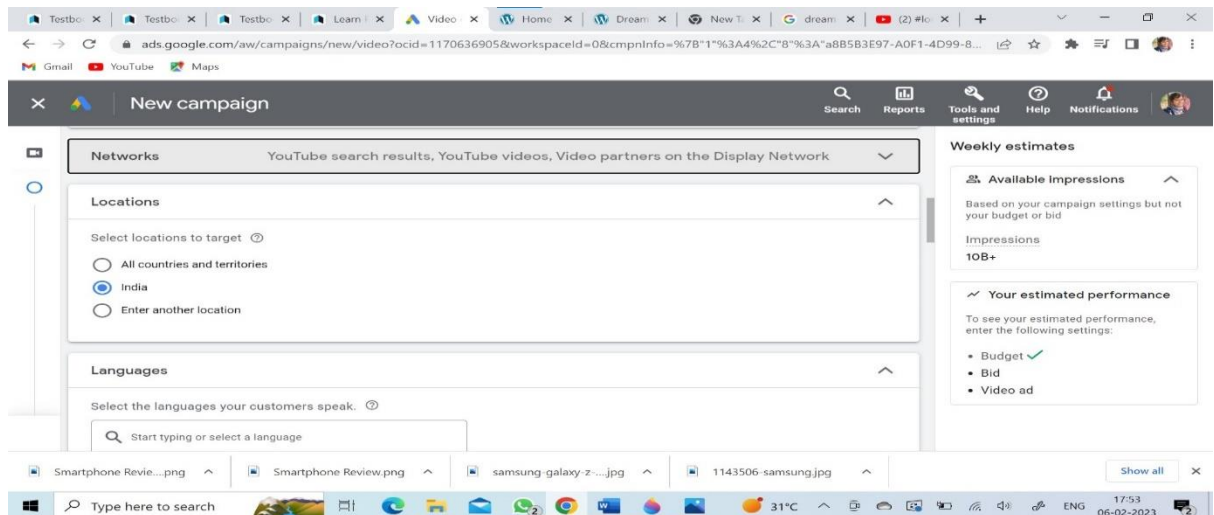
### Q3) Video ad campaign-

- Select the video campaign as the option

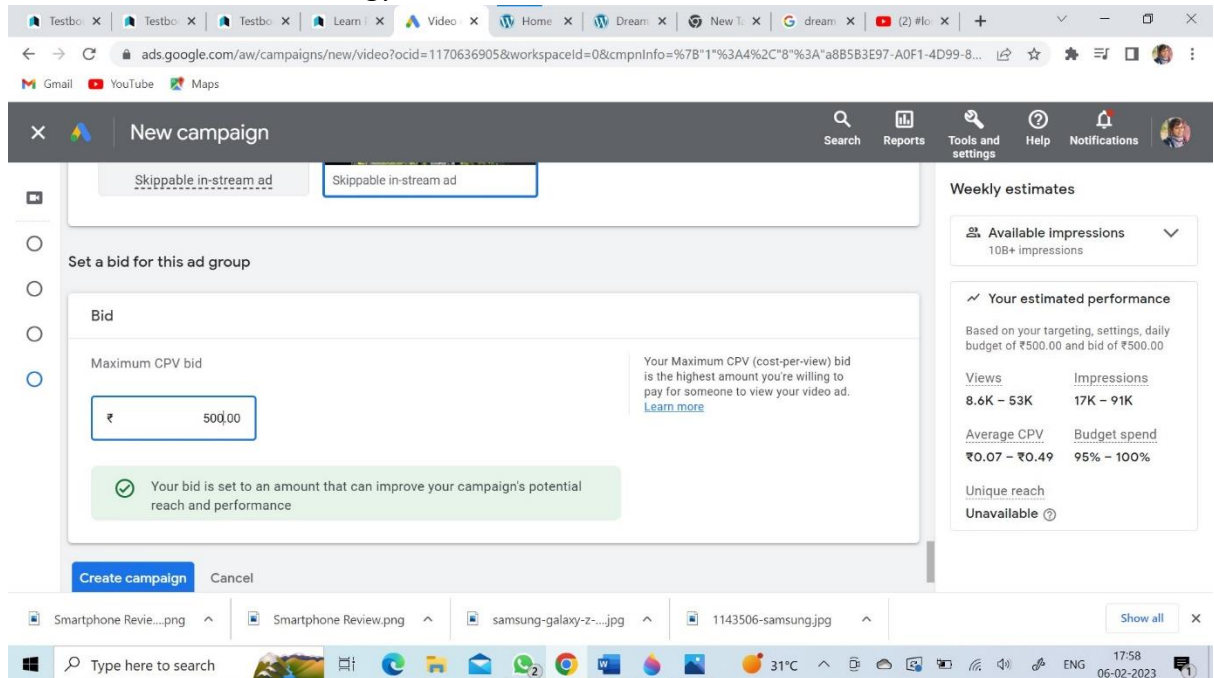
- [illegible]

- [illegible]

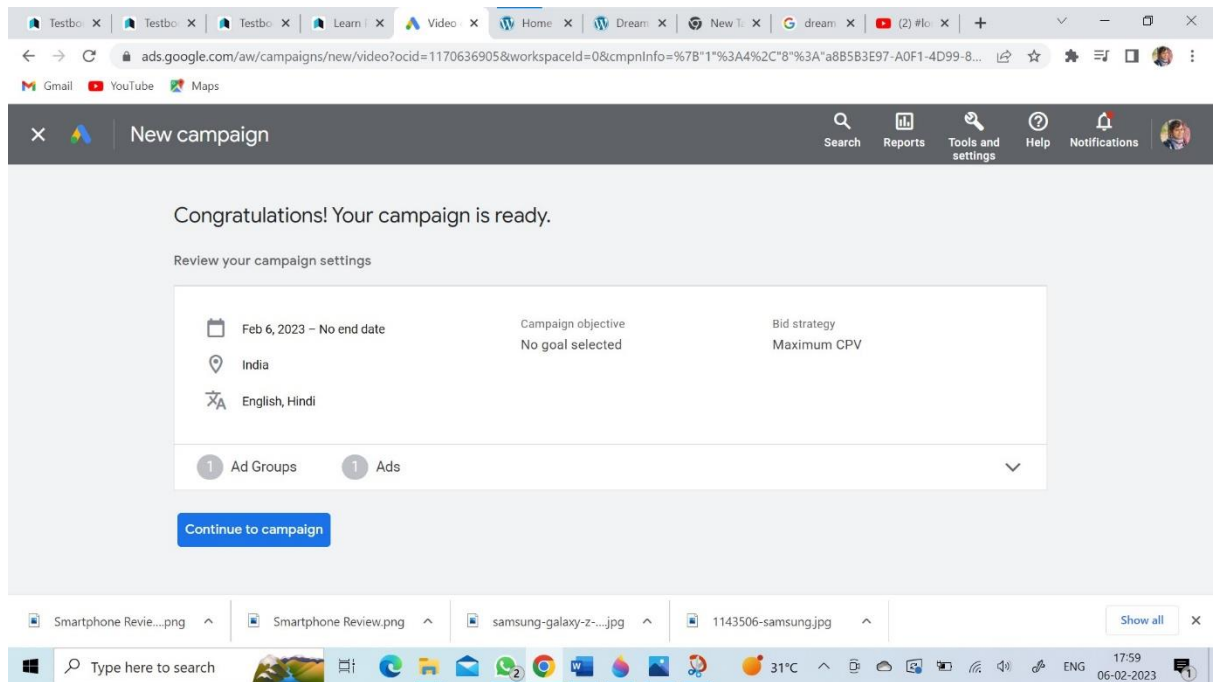
- Select the networks, locations and languages, keywords, topics and placement, what type of ad (skippable ad, Bumper ad, non-skippable ad etc.)



- Select the bid strategy and set the limit.



- Now the campaign is ready to publish.



- This is the outcome of how the video ad will look.

