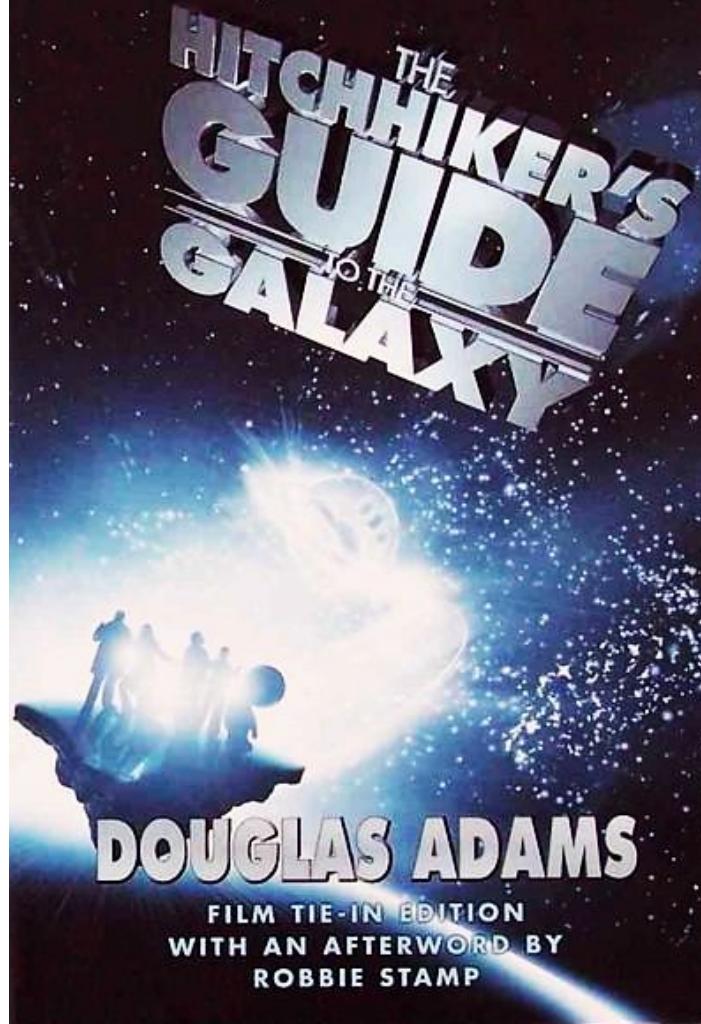




Vogon for Agencies

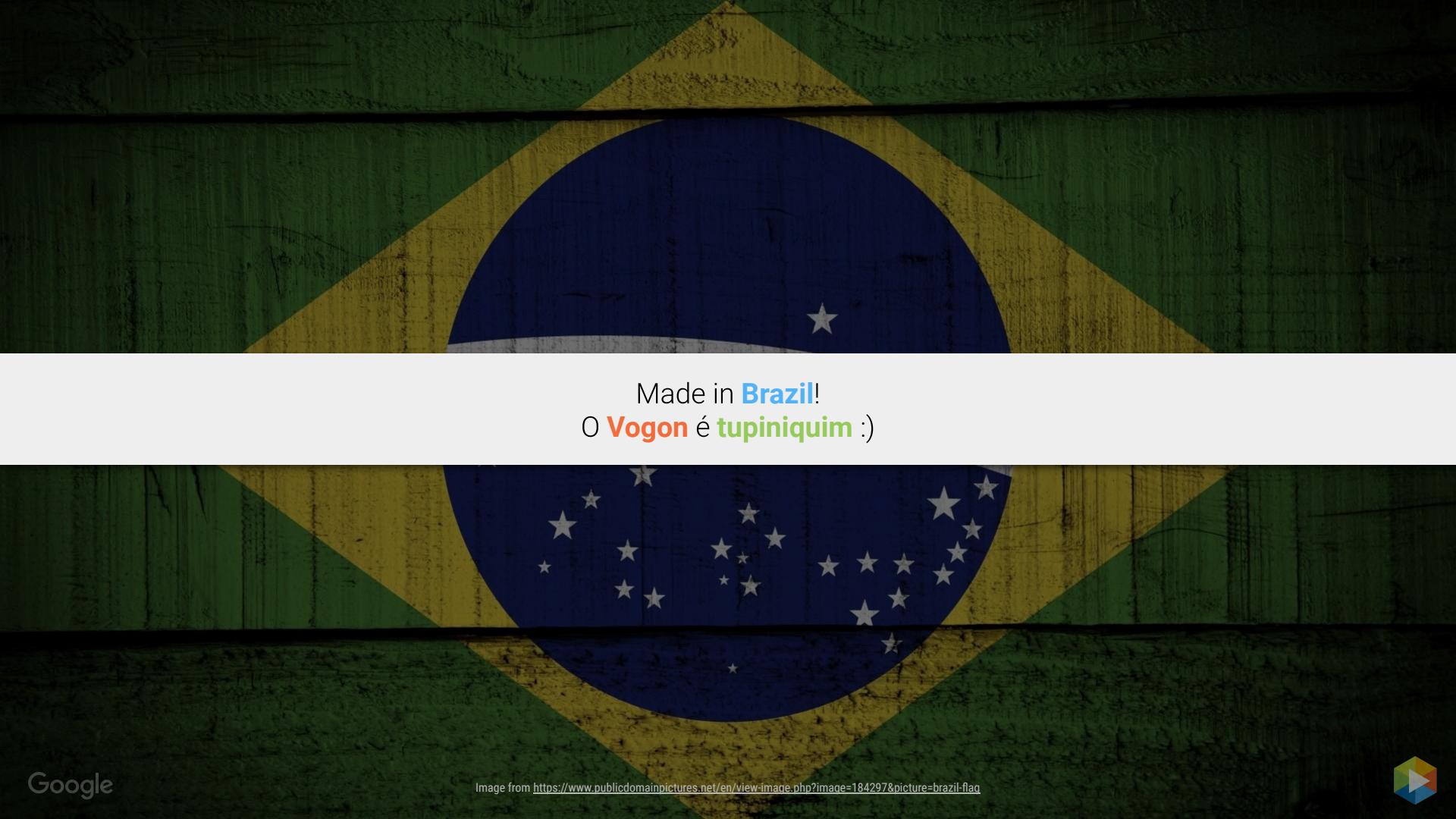
**V4A**





**Checkout a Vogon :)**

<https://www.google.com/search?q=vogon&tbo=isch>



Made in **Brazil!**  
O **Vogon** é **tupiniquim** :)



**YouTube Director Mix** is the Official  
Supported Google Solution





Base video



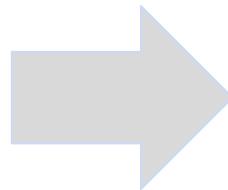
Images



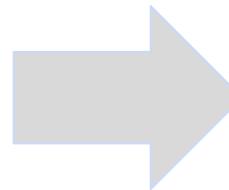
Texts



Layout



# VOGON



Multiple videos



Campaigns



# Let's go Through an Example ;)



# New Brand

Launching in three states

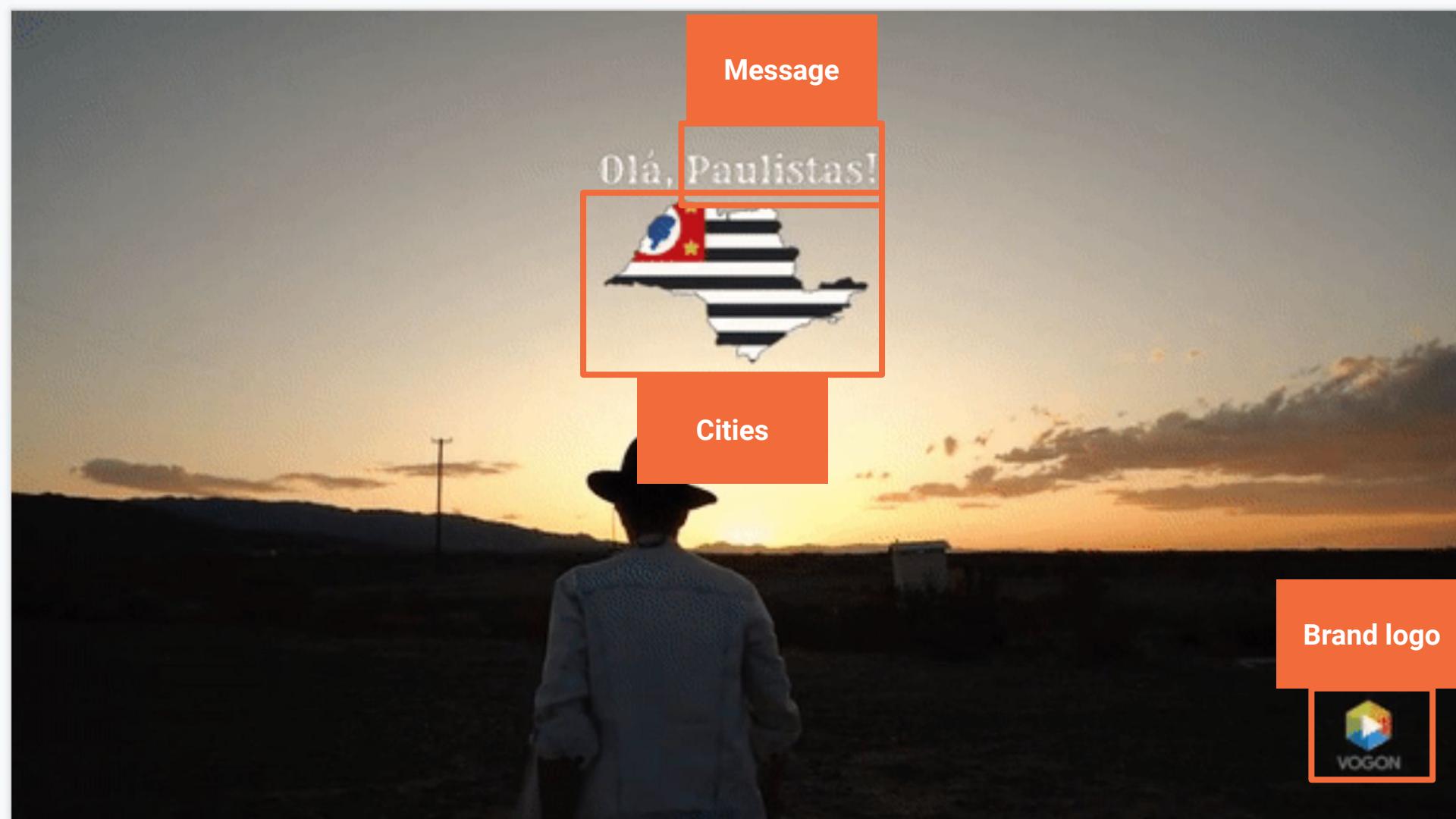


# Custom Message

Let's connect with local users!  
Awesome tailored ad!





The background image shows a person from behind, wearing a dark cowboy hat and a patterned jacket, looking out over a landscape at a sunset or sunrise. The sky is filled with warm orange and yellow hues, and there are hills in the distance.

**Message**

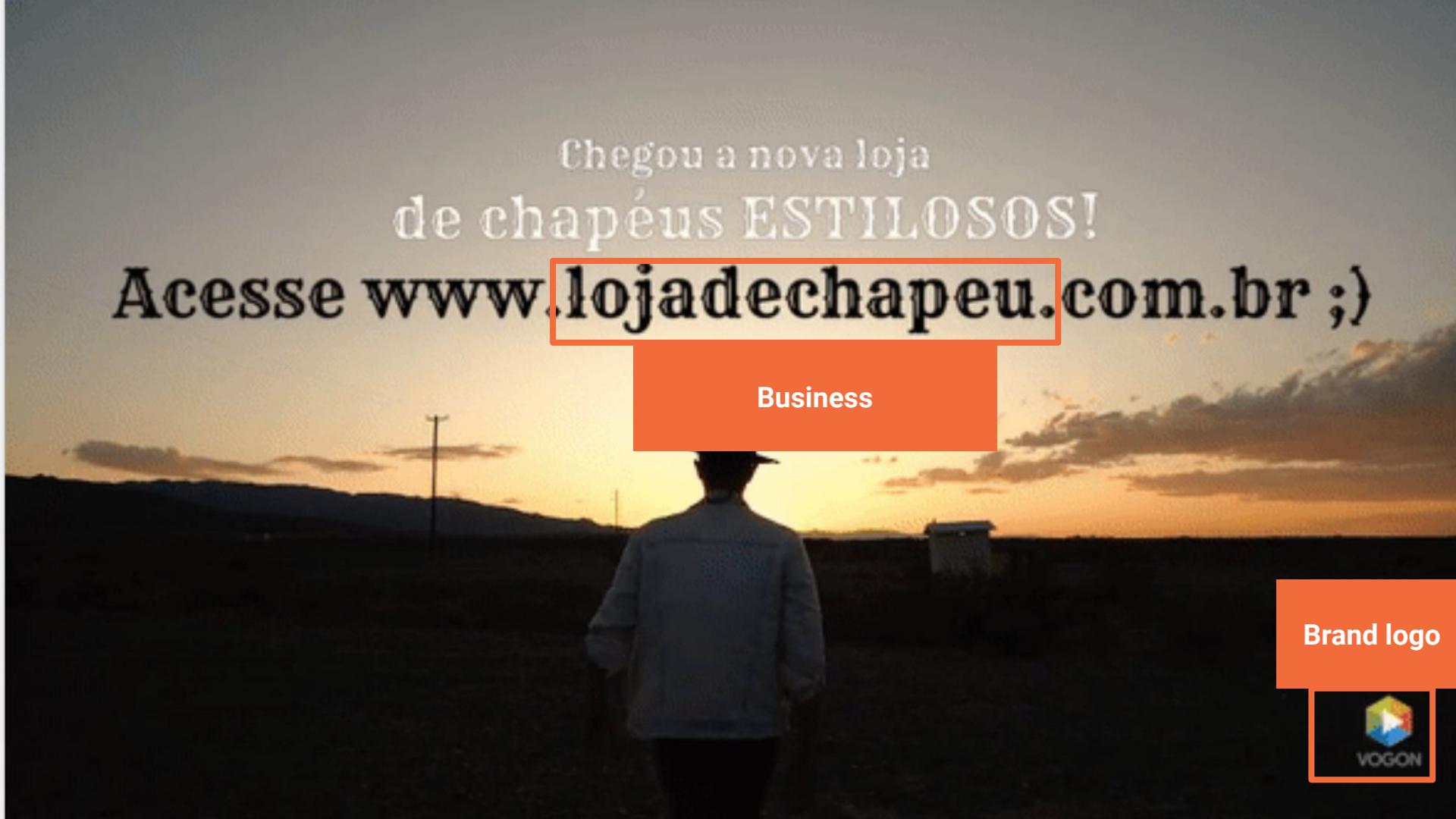
Olá, Paulistas!



**Cities**

**Brand logo**





Chegou a nova loja  
de chapéus ESTILOSOS!

Acesse [www.lojadechapeu.com.br](http://www.lojadechapeu.com.br) ;)

Business

Brand logo



# Example - Briefing

Business

Brand logo

Cities

Message

**Loja de Chapéus**



We are new here!



# Example - Creatives

Business

[lojadechapeu.com.br](http://lojadechapeu.com.br)

[lojadechapeu.com.br](http://lojadechapeu.com.br)

[lojadechapeu.com.br](http://lojadechapeu.com.br)

Brand logo



VOGON



VOGON



VOGON

Cities



Message

Olá, Paulistas!

Olá, Cariocas!

Olá, Candangos!



Example - Ad - São Paulo

Example - Ad - Brasília



# Agenda

1. Create a project
2. Setup Projects Assets
3. Setup Projects Feed
4. Generate All Video variations
5. Setup YouTube
6. Upload Generated Videos to youtube
7. Setup Google Ads Campaigns
8. Upload Google Ads Campaigns
9. Delete a project



# Agenda

1. **Create a project**
2. Setup Projects Assets
3. Setup Projects Feed
4. Generate All Video variations
5. Setup YouTube
6. Upload Generated Videos to youtube
7. Setup Google Ads Campaigns
8. Upload Google Ads Campaigns
9. Delete a project





VOGON

## Available Projects

Click CREATE  
NEW

+ CREATE NEW

Search project

No projects available





VOGON

localhost:8080 says

What is your project name?  
(use only a-z or \_ )

Cancel

OK

Input Project  
name

Click OK

## Available Projects

+ CREATE NEW



Search project

No projects available



# Agenda

1. Create a project
- 2. Setup Projects Assets**
3. Setup Projects Feed
4. Generate All Video variations
5. Setup YouTube
6. Upload Generated Videos to youtube
7. Setup Google Ads Campaigns
8. Upload Google Ads Campaigns
9. Delete a project





VOGON

Click on your  
project

## Available Projects

+ CREATE NEW

Search project

Name	Disk Size	Clear	Delete
<a href="#">MyProject</a>	2.1M	<button>CLEAR</button>	<button>REMOVE</button>



VOGON

FILES CONFIG

YOUTUBE CONFIG

GOOGLE ADS CONFIG

Click on files config tab

Editing project: MyProject

## Text Overlays

+ ADD NEW

Content	Time(s)		Position(px)		Disposition	Font			Remove
	start	end	x	y	rotation	size	color		
text Compre na {{nome}}	3	5	1000	500	-15	font ttf file	80	#16293	<span>DELETE</span>
	fade in 0	fade ... 0			alignment center				
text A partir de {{preço}}	5	7	1000	500	-15	font ttf file	80	#16293	<span>DELETE</span>
	fade in 0	fade ... 0			alignment center				



Click to Download  
an uploaded asset

Click to Remove an  
uploaded asset

Click to Add Assets  
(can be a ZIP File)

Click to Set Base Video  
(can be a [ZIP File](#))

Editing project: MyProject

Setup

Vogon Feed file  
feed.csv

Base video file  
base\_video.mp4

Project Assets

UPD

+ ADD NEW

README.txt



base\_video.mp4



vogon.png



G

# Agenda

1. Create a project
2. Setup Projects Assets
- 3. Setup Projects Feed**
4. Generate All Video variations
5. Setup YouTube
6. Upload Generated Videos to youtube
7. Setup Google Ads Campaigns
8. Upload Google Ads Campaigns
9. Delete a project





VOGON

Click on your  
project

## Available Projects

+ CREATE NEW

Search project

Name	Disk Size	Clear	Delete
<a href="#">MyProject</a>	2.1M	<button>CLEAR</button>	<button>REMOVE</button>



VOGON

FILES CONFIG

YOUTUBE CONFIG

GOOGLE ADS CONFIG

Click on files config tab

Editing project: MyProject

## Text Overlays

+ ADD NEW

Content	Time(s)		Position(px)		Disposition	Font			Remove
	start	end	x	y	rotation	size	color		
text Compre na {{nome}}	3	5	1000	500	-15	font ttf file	80	#16293	<span>DELETE</span>
	fade in 0	fade ... 0			alignment center				
text A partir de {{preço}}	5	7	1000	500	-15	font ttf file	80	#16293	<span>DELETE</span>
	fade in 0	fade ... 0			alignment center				



VOGON

FILES CONFIG

VIDEO C

Input your feed URL

Click Update

Editing project: MyProject

Setup

Vogon Feed file

[https://docs.google.com/spreadsheets/d/some\\_large\\_token/edit#gid=0](https://docs.google.com/spreadsheets/d/some_large_token/edit#gid=0)

UPDATE

Base video file

base\_video.mp4

Project Assets

+ ADD NEW



Search Asset

README.txt



base\_video.mp4



vogon.png



G



A new TAB will appear!

Click it ;)



VOGON

FILES CONFIG

FEED CONFIG

VIDEO CONFIG

YOUTUBE CONFIG

GOOGLE ADS CONFIG

Editing project: MyProject

Setup

Vogon Feed file

<https://docs.google.com/spreadsheets/d/1H7G4B-V28CkP9juvBzj5yXJEndlGChlwP1r9fVGmeA/edit#gid=0>

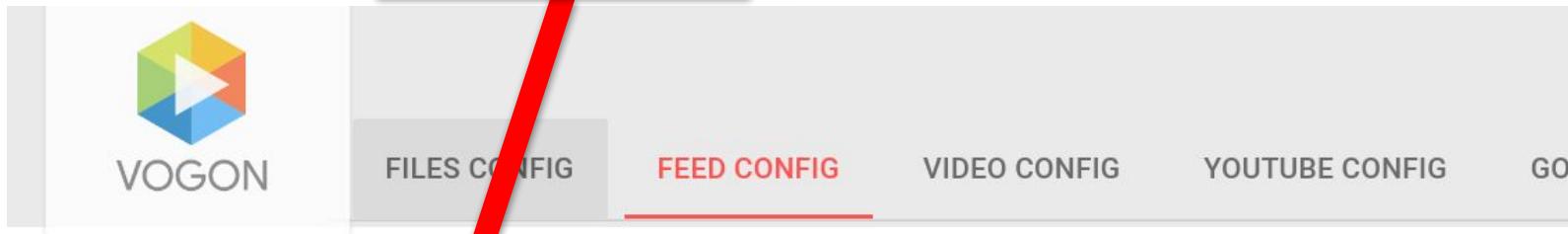
Base video file

Google



This is your feed.

You can add Columns and rows to it.



The screenshot shows a Google Sheets document titled "Blank V4A Feed". The spreadsheet has three columns labeled A, B, and C, and four rows labeled 1, 2, 3, and 4. The data is as follows:

	A	B	C
1	coluna_1	coluna_2	coluna_3
2	valor 1	valor 2	valor 3
3	valor 4	valor 5	valor 6
4			

A large red arrow points from the text "You can add Columns and rows to it." in the top right towards the bottom right cell "valor 6".



# Understanding the feed

Your feed should contain information about:

1. Stuff that will appear on your videos (text and images)
2. YouTube Configuration(title and description)
3. Google Ads Campaign Configuration:
  - a. Targeting
  - b. Account
  - c. Campaign
  - d. AdGroup
  - e. Ad

Column names should have no special chars, nor space



# Understanding the feed

Column names should not have special chars, nor space,  
nor enter

	A	B	C	D	E	F
1	coluna com espaço	espaço_nao	colunão	colunão com espaço	nao_use enter_no_nome	bom_nome_de_colunao
2						

Bad examples, do not do this.

Good example!

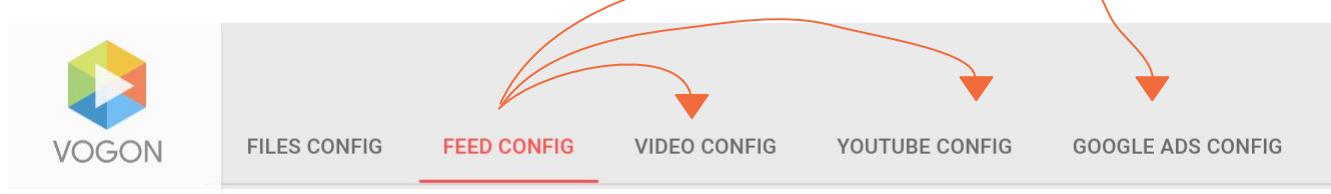


# Understanding the feed

Each row of your feed will:

- Become a video
- Be uploaded to youtube
- Generate a google ads campaign

The values you input on each column of a row will update the  
“{{column\_template\_value}}” of **Video Config TAB**, **YouTube config TAB** and  
**Google Ads Config TAB**.





## Video



# Example - Assets

The screenshot shows the VOGON software interface for project setup. At the top, there's a logo and tabs for FILES CONFIG, FEED CONFIG, VIDEO CONFIG, YOUTUBE CONFIG, and GOOGLE ADS CONFIG. The FILES CONFIG tab is selected. Below it, the text "Editing project: MyProject" is displayed. A "Setup" section contains a "Vogon Feed file" input field with a URL and an "UPDATE" button. Under "Base video file", "base\_video.mp4" is listed. A "Project Assets" section shows four files uploaded: "base\_video.mp4", "bsb.png", "rj.png", and "sp.png", each with download and delete icons. A "SAVE ALL CHANGES" button is at the bottom.

Create feed with  
column  
**imagem\_cidade**  
and images  
references

Upload **images** and **font** referent to feed column.  
Upload and setup **base video**.

## Custom font



## Images



# Example - messages

The screenshot shows the VOGON software interface. On the left, there's a preview window with a play button icon and the word "VOGON". Below it, the title "Editing project: MyProject" is displayed. A file browser sidebar lists files: "Blank V4A F", "File Edit View", "fx", and a table with rows labeled 1 through 4, containing file names like "imagem\_cidade", "bsb.png", "sp.png", and "rj.png". A red arrow points from the "imagem\_cidade" entry in the table to the preview window. The preview window itself has a blue header bar with the "VOGON Image/Video Overlays" logo. The main area of the preview window shows a timeline with two entries. The first entry is for "vogon.png", which starts at 0 and ends at 17 seconds. It has a width of 800 and a height of 400 pixels, centered on the screen. The second entry is for "{{imagem\_cidade}}", which starts at 1 and ends at 6 seconds. It has a width of 100 and a height of 100 pixels, centered on the screen.

Image/Video	Time(s)	Position(px)	Disposition	Remove
image/video file vogon.png	start 0 end 17	x 800 y 400	rotation 0	<b>DELETE</b>
	fade in 3 fade out 3	width 50 height	alignment center	
image/video file {{imagem_cidade}}	start 1 end 6	x 427 y 110	rotation 0	<b>DELETE</b>
	fade in 1 fade out 1	width 100 height	alignment center	

**{{imagem\_da\_cidade}}**



# Example - messages

The screenshot shows two main windows of the VOGON software:

- Left Window (FILES CONFIG):** Displays a file structure for "MyProject". A red dashed box highlights the "Blank V4A Feed" file. Inside, there's a table with four rows:

	A	B
1	imagem_cidade	texto_nome_local
2	bsb.png	Candangos
3	sp.png	Paulistas
4	rj.png	Cariocas
- Right Window (VIDEO CONFIG):** Shows the "Editing project: hiro" screen. The "Text Overlays" tab is selected. A red arrow points from the "texto\_nome\_local" value in the table to the "Content" field of the first row in the "Text Overlays" table. The "Font" column for this row is also highlighted with a red box, showing "font ttf file Rye Regular".

**Text Overlays Table:**

Content	Time(s)	Position(px)	Disposition	Font	Remove
text Olá, {{texto_nome_local}}!	start 1 end 7 fade in 2 fade out 2	x 427 y 80	rotation 0 alignment center	font ttf file Rye Regular	size 20 color #FFFFFF DELETE

**Resulting Text:**

Olá, Paulista!  
Olá, Candango!  
Olá, Carioca!

Olá, {{texto\_nome\_local}}!



# Example - YT

The screenshot shows the VOGON software interface. At the top, there are tabs: FILES CONFIG, FEED CONFIG (which is highlighted with a red underline), and VIDEO. The logo "VOGON" is on the left. Below the tabs, it says "Editing project: MyProject". The main area displays a "Blank V4A Feed" with a green document icon. The feed contains a single row of data:

	A	B	C
1	imagem_cidade	texto_nome_local	youtube_titulo
2	bsb.png	Candangos	Chegamos em Brasília!
3	sp.png	Paulistas	Chegamos em São Paulo
4	rj.png	Cariocas	Chegamos no Rio de Janeiro

The screenshot shows the VOGON software interface. At the top, there are tabs: FILES CONFIG, FEED CONFIG, VIDEO CONFIG, and YOUTUBE (which is highlighted with a red underline). The logo "VOGON" is on the left. Below the tabs, it says "Editing project: hiro". A blue header bar says "YouTube uploaded videos should have:". In the main area, there is a "Title" field containing "{{youtube\_titulo}}!". An orange arrow points from the "youtube\_titulo" cell in the Google Sheets feed to this field. Below the title field, there is a "Description" field with the text "Generated by Vogon."

**{{youtube\_titulo}}!**



# Example - YT

VOGON

FILES CONFIG FEED CONFIG VIDEO

Editing project: MyProject

Blank V4A Feed

File Edit View Insert Format Data Tools Add-ons

100% \$ .0 .00 123 Sans Serif

	A	B	C
1	imagem_cidade	texto_nome_local	youtube_titulo
2	bsb.png	Candangos	Chegamos em Brasília!
3	sp.png	Paulistas	Chegamos em São Paulo
4	rj.png	Cariocas	Chegamos no Rio de Janeiro

VOGON

Editing project: hiro

YouTube upload

Title: {{youtube\_titulo}}!

Description: Generated by Vogen.

Canal

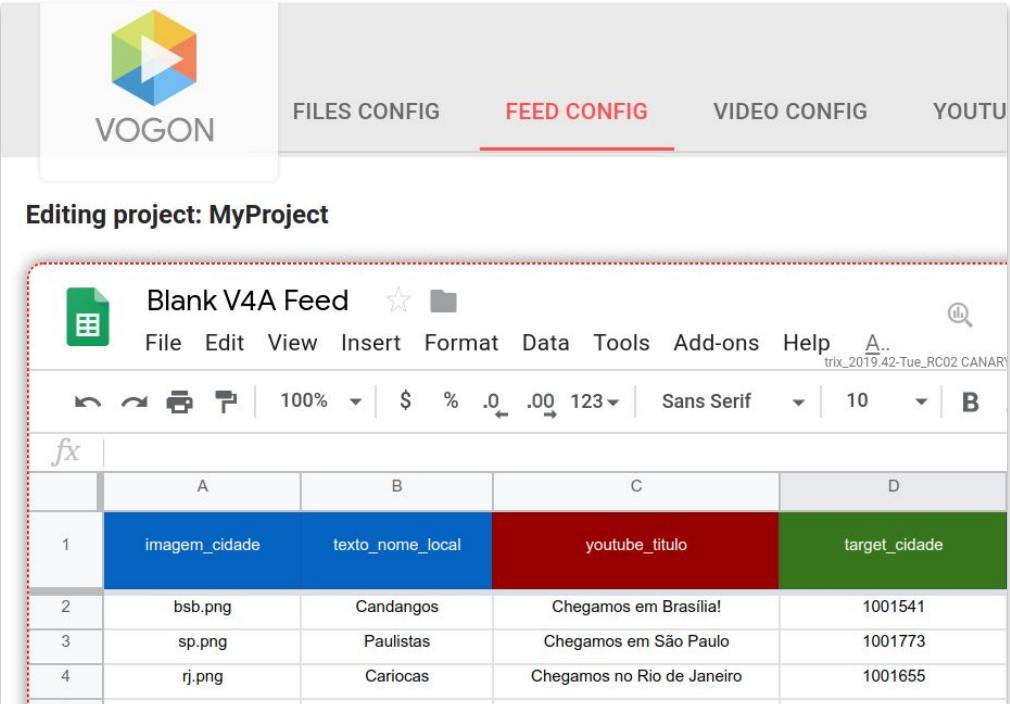
HOME VIDEOS PLAYLISTS

Uploads PLAY ALL

Image	Title	Length	Published
	Chegamos a nova loja de chapéus ESTILOOS! Acesse www.lojadechapeu.com.br ;)	0:18	No views • 4 hours ago
	Chegamos em São Paulo!	0:18	No views • 4 hours ago
	Chegamos em Brasília!	0:18	No views • 4 hours ago



# Example - Ads Target



The screenshot shows the VOGON software interface. At the top, there's a navigation bar with tabs: FILES CONFIG, FEED CONFIG (which is highlighted in red), VIDEO CONFIG, and YOUTU. On the left, there's a logo for 'VOGON' with a play button icon. Below the navigation bar, it says 'Editing project: MyProject'. The main area is titled 'Blank V4A Feed' and contains a spreadsheet-like table with four columns labeled A, B, C, and D. The first row has colored headers: blue for A, red for B, green for C, and grey for D. The second row contains file paths: 'bsb.png' and 'Candangos' in column A, 'Chegamos em Brasília!' in column B, and '1001541' in column D. The third row contains 'sp.png' and 'Paulistas' in column A, 'Chegamos em São Paulo' in column B, and '1001773' in column D. The fourth row contains 'rj.png' and 'Cariocas' in column A, 'Chegamos no Rio de Janeiro' in column B, and '1001655' in column D.

	A	B	C	D
1	imagem_cidade	texto_nome_local	youtube_titulo	target_cidade
2	bsb.png	Candangos	Chegamos em Brasília!	1001541
3	sp.png	Paulistas	Chegamos em São Paulo	1001773
4	rj.png	Cariocas	Chegamos no Rio de Janeiro	1001655



# Agenda

1. Create a project
2. Setup Projects Assets
3. Setup Projects Feed
- 4. Generate All Video variations**
5. Setup YouTube
6. Upload Generated Videos to youtube
7. Setup Google Ads Campaigns
8. Upload Google Ads Campaigns
9. Delete a project



# Generate All video Variations

1. Setup Assets position and values with **{{column\_names}}**
2. Check previews for position
3. Generate all video variations
4. Follow up video generation here

## Video Generation Status

4

Latest generation started at: 2019-10-21 19:37:16

Latest generation status is: b'[DONE] - 2019-10-21 19:37:33.007457!'

2

SAVE ALL CHANGES

3

SAVE & GENERATE A PREVIEW FOR ROW

SAVE & GENERATE ALL VIDEO VARIATIONS

CANCEL VIDEO GENERATION

# Agenda

1. Create a project
2. Setup Projects Assets
3. Setup Projects Feed
4. Generate All Video variations
- 5. Setup YouTube**
6. Upload Generated Videos to youtube
7. Setup Google Ads Campaigns
8. Upload Google Ads Campaigns
9. Delete a project



# Manage YouTube videos

0.Click this button

Video Upload Status

Latest upload status is: --

SAVE ALL CHANGES

LINK YT CHANNEL

UPLOAD 0 GENERATED VIDEOS TO YT

REMOVE UPLOADED VIDEOS FROM YT

**1.copy this code**

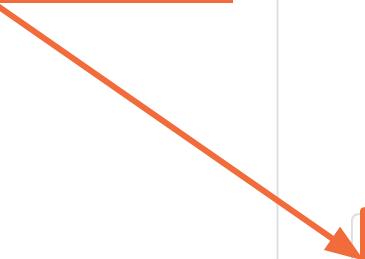
**2.Access this link**

YouTube authorization process

To authorize this device access the link: <https://www.google.com/device> and input the code: SRN-RTP-QHD

CHECK DEVICE AUTHORIZATION

### 3.Paste the code



Google

## Connect a device

Enter the code displayed on your device

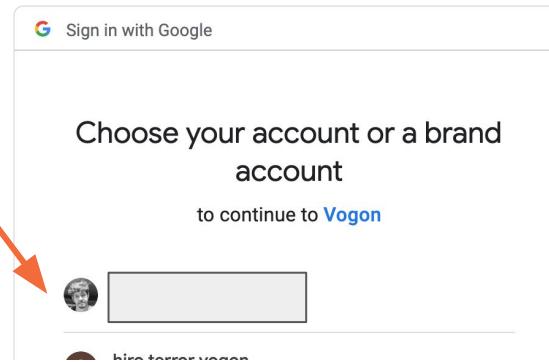
Enter code

SRN-RTP-QHD

Next



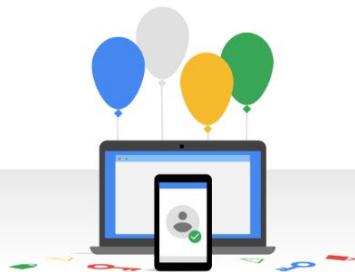
## 4. Choose a customer channel



## 5.Close the window and get back to vogon UI

Sign in with Google

Success! Device connected



Continue on your device

To see all apps connected to your Google Account go to  
[Google Account](#)



**6.After authorizing, Click this!**

YouTube authorization process

To authorize this device access the link: <https://www.google.com/device> and input the code: SRN-RTP-QHD

CHECK DEVICE AUTHORIZATION

## 7. Channel should appear here!

The screenshot shows the VOGON software interface with the following details:

- Project Name:** hiro
- Section:** YOUTUBE CONFIG (highlighted in red)
- Text Area:** YouTube uploaded videos should have:
  - Title:** {{youtube\_titulo}}!
  - Description:** Generated by Vogon.
  - Linked YT Channel:** Hiro Ferreira (highlighted with a red box and arrow)



# Agenda

1. Create a project
2. Setup Projects Assets
3. Setup Projects Feed
4. Generate All Video variations
5. Setup YouTube
- 6. Upload Generated Videos to youtube**
7. Setup Google Ads Campaigns
8. Upload Google Ads Campaigns
9. Delete a project



# Manage YouTube videos

Click upload

Follow up progress here

Video Upload Status

Latest upload status is: --

SAVE ALL CHANGES

LINK YT CHANNEL

UPLOAD 0 GENERATED VIDEOS TO YT

REMOVE UPLOADED VIDEOS FROM YT

# Manage YouTube videos

**Remove ALL uploaded videos clicking here**

Video Upload Status

Latest upload status is: --

SAVE ALL CHANGES

LINK YT CHANNEL

UPLOAD 0 GENERATED VIDEOS TO YT

REMOVE UPLOADED VIDEOS FROM YT

# Agenda

1. Create a project
2. Setup Projects Assets
3. Setup Projects Feed
4. Generate All Video variations
5. Setup YouTube
6. Upload Generated Videos to youtube
- 7. Setup Google Ads Campaigns**
8. Upload Google Ads Campaigns
9. Delete a project



## Targeting

+ ADD NEW

Type	Value	Level	Max CPV	Remove
Targeting Type Location (Campaign)	Target Value {{target_cidade}}	Target Level Campaign	Max. CPV/CPM 10	DELETE
Targeting Type Age (AdGroup)	Target Value {{target_age}}	Target Level Ad Group	Max. CPV/CPM 11	DELETE
Targeting Type Gender (AdGroup)	Target Value {{target_gender}}	Target Level Ad Group	Max. GPV/CPM 12	DELETE
Targeting Type Keyword (AdGroup)	Target Value {{target_keyword}}	Target Level Ad Group	Max. CPV/CPM 13	DELETE
Targeting Type Ad Schedule (Campaign)	Target Value {{target_ad_schedule}}	Target Level Campaign	Max. CPV/CPM 14	DELETE
Targeting Type Audience - Affinity(AdGroup)	Target Value {{target_audience}}	Target Level Ad Group	Max. CPV/CPM 15	DELETE
Targeting Type Topic in-Market(AdGroup)	Target Value {{target_topic}}	Target Level Ad Group	Max. CPV/CPM 16	DELETE

## Account Info

Account ID

## Campaign Info

Campaign Name  
{{campanha}}

## Ad/AdGroup Info

Ad Group Name  
{{grupo\_de\_anuncio}}

Campaign Type  
Bumper (CPM)

Ad Name  
{{anuncio}}



# Targeting types

Target Name	Format
Location	<p>1001541;1001655;1001773  <a href="https://developers.google.com/adwords/api/docs/appendix/geotargeting">https://developers.google.com/adwords/api/docs/appendix/geotargeting</a> and check the ids on "Latest .csv"  <a href="https://developers.google.com/adwords/api/docs/appendix/targetingtypes">https://developers.google.com/adwords/api/docs/appendix/targetingtypes</a></p> <p>After importing final CSV to Google Ads Editor, find and click on "Check Locations" <a href="#">to resolve IDs</a> to the real location.</p> <div style="border: 1px solid #ccc; padding: 5px; display: inline-block;">  Check locations       </div>
Age	18-24;25-34;35-44;45-54;55-64;65 or more;Unknown
Gender	Male;Female;Unknown
Audience	<p>Interest:96;Coffee;Lifestyles &amp; Hobbies &gt; Fashionistas        Attention to change"/" to "&gt;" ;)  <a href="https://support.google.com/google-ads/editor/answer/1052569?hl=en">https://support.google.com/google-ads/editor/answer/1052569?hl=en</a>  <a href="https://support.google.com/google-ads/answer/2497941">https://support.google.com/google-ads/answer/2497941</a>  <a href="https://developers.google.com/adwords/api/docs/appendix/verticals">https://developers.google.com/adwords/api/docs/appendix/verticals</a></p>
Topic	<p>Technology News;Space Technology;  <a href="https://support.google.com/google-ads/editor/answer/30517?hl=en">https://support.google.com/google-ads/editor/answer/30517?hl=en</a>  <a href="https://developers.google.com/adwords/api/docs/appendix/verticals">https://developers.google.com/adwords/api/docs/appendix/verticals</a></p>
Keyword	[keyword1];-thekeyword2;"keyword phrase";keyword4 Exact   negativize   phrase   broad
Schedule	(Monday[08:00-17:30]);(Wednesday[08:00-17:30]);(Friday@80%[08:00-17:30]) <a href="https://support.google.com/google-ads/editor/answer/57751">https://support.google.com/google-ads/editor/answer/57751</a>
Placement	www.url.com;www.url.com;www.url.com; <a href="https://support.google.com/google-ads/editor/answer/59109?visit_id=637076171673321769-130801629&amp;rd=1">https://support.google.com/google-ads/editor/answer/59109?visit_id=637076171673321769-130801629&amp;rd=1</a>



E	F	G	H	I	J	K	L	M	N
campanha	grupo_de_anuncio	anuncio	target_cidade	target_age	target_gender	target_keyword	target_ad_schedule	target_topic	target_a
Campanha 1	AdGroup 1	Anuncio 1	1001655	5-44;45-54;55-64;65 or more	Male;Female;Unknown	style;hat;estilo;chapéu	(Monday[08:00-17:30]); Fashion & Style;News	Interest:96;	
Campanha 2	AdGroup 2	Anuncio 2	1001773	18-24	Female	style;hat;estilo;chapéu	(Monday[08:00-17:30]); Fashion & Style;News	Interest:96;	
Campanha 3	AdGroup 3	Anuncio 3	1001541	25-34	Male	style;hat;estilo;chapéu	(Monday[08:00-17:30]); Fashion & Style;News	Interest:96;	
Campanha 4	AdGroup 4	Anuncio 4	1001655	35-44	Unknown	style;hat;estilo;chapéu	(Monday[08:00-17:30]); Fashion & Style;News	Interest:96;	
Campanha 5	AdGroup 5	Anuncio 5	1001773	45-54	Male;Female;Unknown	style;hat;estilo;chapéu	(Monday[08:00-17:30]); Fashion & Style;News	Interest:96;	
Campanha 6	AdGroup 6	Anuncio 6	1001541	55-64	Female	style;hat;estilo;chapéu	(Monday[08:00-17:30]); Fashion & Style;News	Interest:96;	
Campanha 7	AdGroup 7	Anuncio 7	1001655	65 or more	Male	style;hat;estilo;chapéu	(Monday[08:00-17:30]); Fashion & Style;News	Interest:96;	
Campanha 8	AdGroup 8	Anuncio 8	1001773	Unknown	Unknown	style;hat;estilo;chapéu	(Monday[08:00-17:30]); Fashion & Style;News	Interest:96;	

Remember to work well with CAMPAIGN, AD\_GROUP and AD naming. Recommended to have different CAMPAIGN, AD\_GROUP and AD for each feed row.

Case you want to use same CAMPAIGN for two rows, be aware of targetings at CAMPAIGN level, like location.

Case you want to use same AD\_GROUP for two rows, be aware of targetings at AD\_GROUP level, like audiences, topic and ad schedule.



After changing your Ads  
Config, click Save all  
changes

Daily Budget  
1.00

Mobile bid modifier  
0%

Delivery method  
Standard

Delivery Networks  
YouTube Search, YouTube Videos, Video Partners

Ad Tracking Template

**SAVE ALL CHANGES**

**DOWNLOAD GOOGLEADS EDITOR CSV**



# Agenda

1. Create a project
2. Setup Project Assets
3. Setup Project Feed
4. Generate All Video variations
5. Setup YouTube
6. Upload Generated Videos to youtube
7. Setup Google Ads Campaigns
- 8. Upload Google Ads Campaigns**
9. Delete a project



# Agenda

1. Create a project
2. Setup Projects Assets
3. Setup Projects Feed
4. Generate All Video variations
5. Setup YouTube
6. Upload Generated Videos to youtube
7. Setup Google Ads Campaigns
- 8. Upload Google Ads Campaigns**
9. Delete a project



Click to download the csv  
containing all  
configurations to upload  
to Google Ads Editor

Daily Budget

1.00

Mobile bid modifier

0%

Delivery method

Standard

Delivery Networks

YouTube Search;YouTube Videos;Video Partners

[SAVE ALL CHANGES](#)

[DOWNLOAD GOOGLEADS EDITOR CSV](#)



# Upload downloaded CSV to Google Ads Editor

1. Download Editor
2. Open it
3. Navigate to desired account
4. On top menu, click on “Account > Import > from file”
5. Choose the CSV you downloaded from vogon
6. Select all vogon campaigns
7. Update Video IDs  
(next couple of slides has more info on how to do this)
8. Check Locations (Case you have Location target on Vogon)  
(next couple of slides has more info on how to do this)
9. Post changes to Google Ads ([how to is here](#))



# Update Video IDs in Google Ads Editor

1. Choose all campaigns uploaded by CSV
2. Click on **Ads**, under **MANAGE** section
3. Choose the Video Ads you uploaded (Bumper, Trueview)
4. Select all Ads
5. Click "Check videos" Button
6. You're Good :)

The screenshot shows the Google Ads Editor interface. On the left, the 'MANAGE' sidebar is open, displaying a list of entities: Account-level (369), Campaigns (1), Ad groups (1), Keywords and targeting (12), Ads (1), and Bumper video ads (38). A red circle labeled '1' points to the 'Ads (1)' item. A red circle labeled '2' points to the 'Bumper video ads (38)' item. A red circle labeled '3' points to the 'Check videos' button in the top right corner of the main window. A red circle labeled '4' points to the list of video ads in the main table, which includes entries like 'Campanha 1' through 'Campanha 15'. A red circle labeled '5' points to the 'Check videos' button in the top right of the main table area.

Name	Campaign	Ad group	Status	Labels	Video
Anunci...	Campanha 1	AdGroup 1	Campai... + 1	zKn3u...	
Anunci...	Campanha 2	AdGroup 2	Campai... + 1	KCNVH...	
Anunci...	Campanha 3	AdGroup 3	Campai... + 1	WqdP4...	
Anunci...	Campanha 4	AdGroup 4	Campai... + 1	4Uz04...	
Anunci...	Campanha 5	AdGroup 5	Campai... + 1	iOL7C5...	
Anunci...	Campanha 6	AdGroup 6	Campai... + 1	Oj1Xs....	
Anunci...	Campanha 7	AdGroup 7	Campai... + 1	cia7IUJ...	



# Check Location IDs in Google Ads Editor

1. Choose all campaigns uploaded by CSV
2. Click on **Keywords and targeting**, under **MANAGE** section
3. Click on **Locations** subitem
4. Select all Locations
5. Click "Check locations" Button
6. You're Good :)

The screenshot shows the Google Ads Editor interface. At the top, there's a navigation bar with tabs like 'Review changes', 'Proposed', and 'Unp'. Below it is a search bar labeled 'Search Campaigns or Ad gro...'. The main area is titled 'MANAGE' and contains a sidebar with categories: 'Account-level (369)', 'Campaigns (1)', 'Ad groups (1)', 'Keywords and targeting (12)', and 'Locations (38)'. A red circle with the number '1' points to the 'Locations' item. Red arrows from circles '2' and '3' point to the 'Keywords and targeting' and 'Locations' items respectively in the sidebar. A red box encloses the 'Locations' list in the main content area, with a red circle containing the number '4' pointing to it. Another red circle with the number '5' points to the 'Check locations' button at the top right of the main content area.

Campaign	Type	ID	Reach	Location...	Radius	Unit	Bid adju...	Con...
Campanha 21	Unkn...	1001541	-					
Campanha 3	Unkn...	1001541	-					
Campanha 36	Unkn...	1001541	-					
Campanha 33	Unkn...	1001541	-					
Campanha 6	Unkn...	1001541	-					
Campanha 30	Unkn...	1001541	-					
Campanha 27	Unkn...	1001541	-					
Campanha 9	Unkn...	1001541	-					
Campanha 24	Unkn...	1001541	-					
Campanha 39	Unkn...	1001541	-					
Campanha 12	Unkn...	1001541	-					
Campanha 19	Unkn...	1001541	-					



# Agenda

1. Create a project
2. Setup Project Assets
3. Setup Project Feed
4. Generate All Video variations
5. Setup YouTube
6. Upload Generated Videos to youtube
7. Setup Google Ads Campaigns
8. Upload Google Ads Campaigns
- 9. Delete a project**



# Agenda

1. Create a project
2. Setup Projects Assets
3. Setup Projects Feed
4. Generate All Video variations
5. Setup YouTube
6. Upload Generated Videos to youtube
7. Setup Google Ads Campaigns
8. Upload Google Ads Campaigns
- 9. Delete a project**





VOGON

## Available Projects

Click Remove

+ CREATE NEW

Search project

Name	Disk Size	Clear	Delete
<a href="#"><u>teste</u></a>	4.0M	<button>CLEAR</button>	<button>REMOVE</button>





VOGON

localhost:8080 says

[Project 'teste'] You will lose all project files, including configs and assets.

Cancel

OK

## Available Projects

+ CREATE NEW

Search project

Click Ok

Name	Disk Size	Clear	Delete
<a href="#">teste</a>	4.0M	<a href="#">CLEAR</a>	<a href="#">REMOVE</a>



Thank You!

**V4A**

