

Google Ads

New campaign

Help

225 452 1796 accounts

myaccount.google.com

Video

Campaign settings

Ad group

Ads

Bid

Create your video ads

Create one or more ads now, or skip this step and create them later. Your campaign won't run without at least one ad.

Your YouTube Video

Add up to 3 videos. Improve your campaign performance by using videos with different orientations.

October 27, 2023

By Adam Smith · 0 views

ⓘ

Add a horizontal video. Horizontal videos can get more views across in-stream and in-feed video ad formats.

🔍

Search for a video or paste the URL, from YouTube

You're using multi-format video ads

Multi-format video ads help you get more views at a lower cost per view by showing your videos across the ad formats that perform best. You can turn off multi-format video ads in campaign settings.

http://

https://

Third URL

Required

Display URL ⓘ

YouTube

Google video partners

All formats ▾

<

>

📱

📺

📺

Example of your ad on Shorts

📱

📺

📱

📺

📱

📺

Campaign estimates

Available impressions ⓘ

To see your available impressions, enter an end date ⓘ

• End date

✓ Your estimated performance

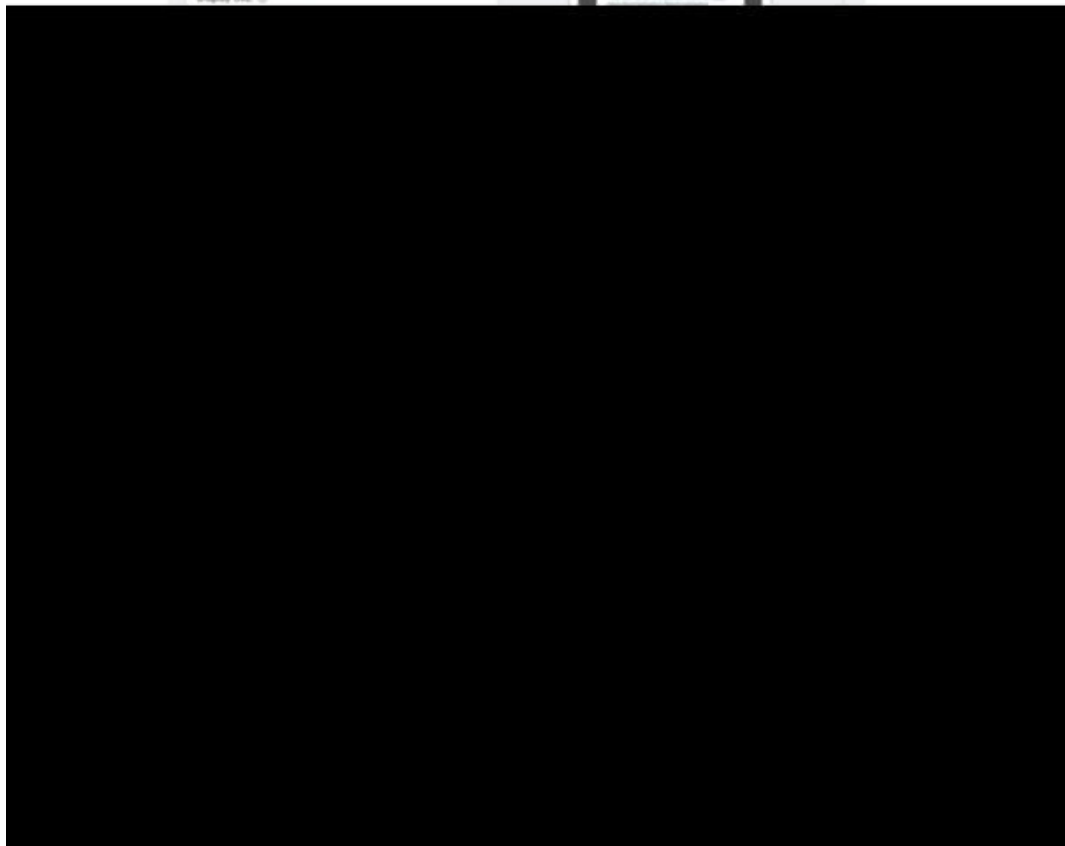
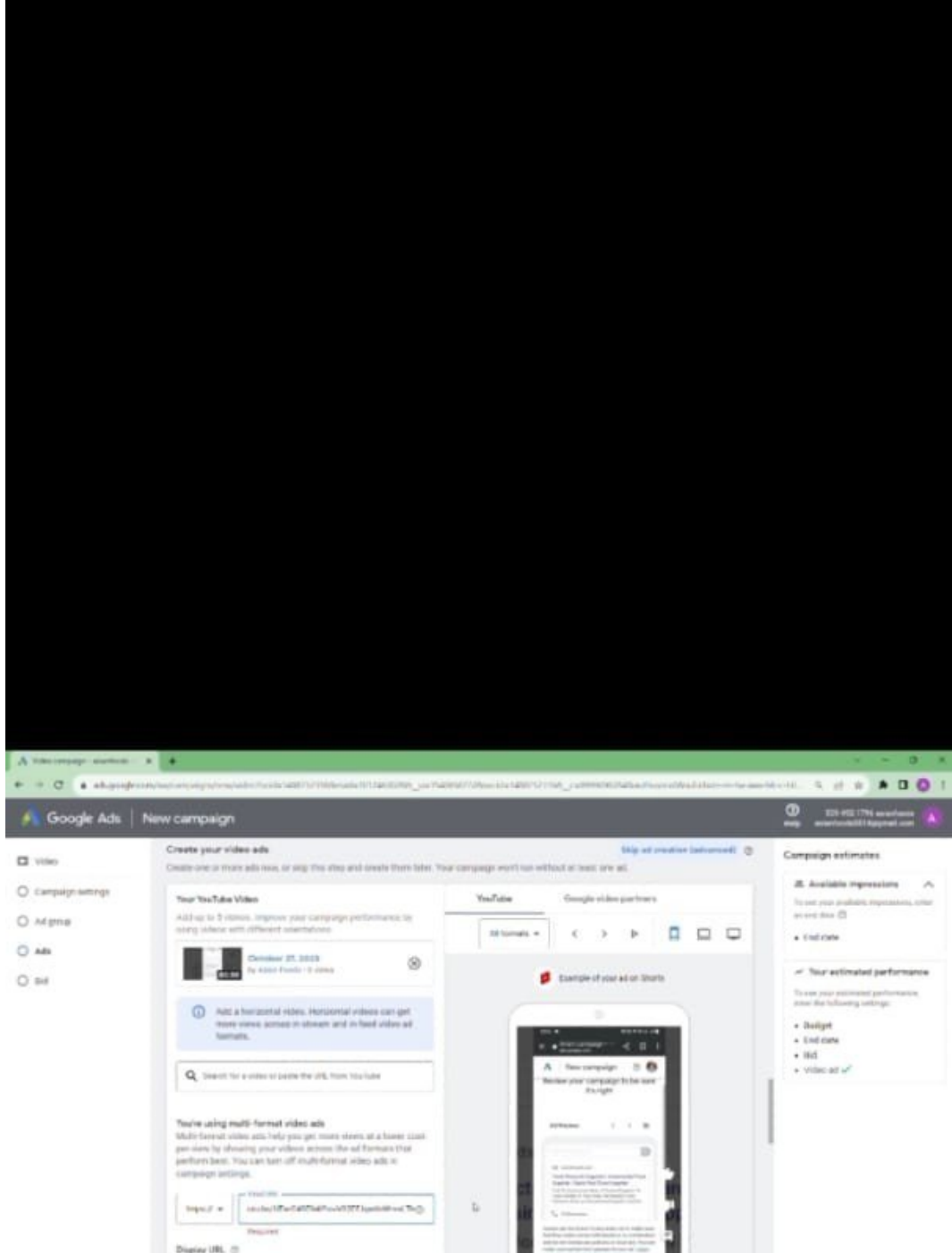
To see your estimated performance, enter the following settings:

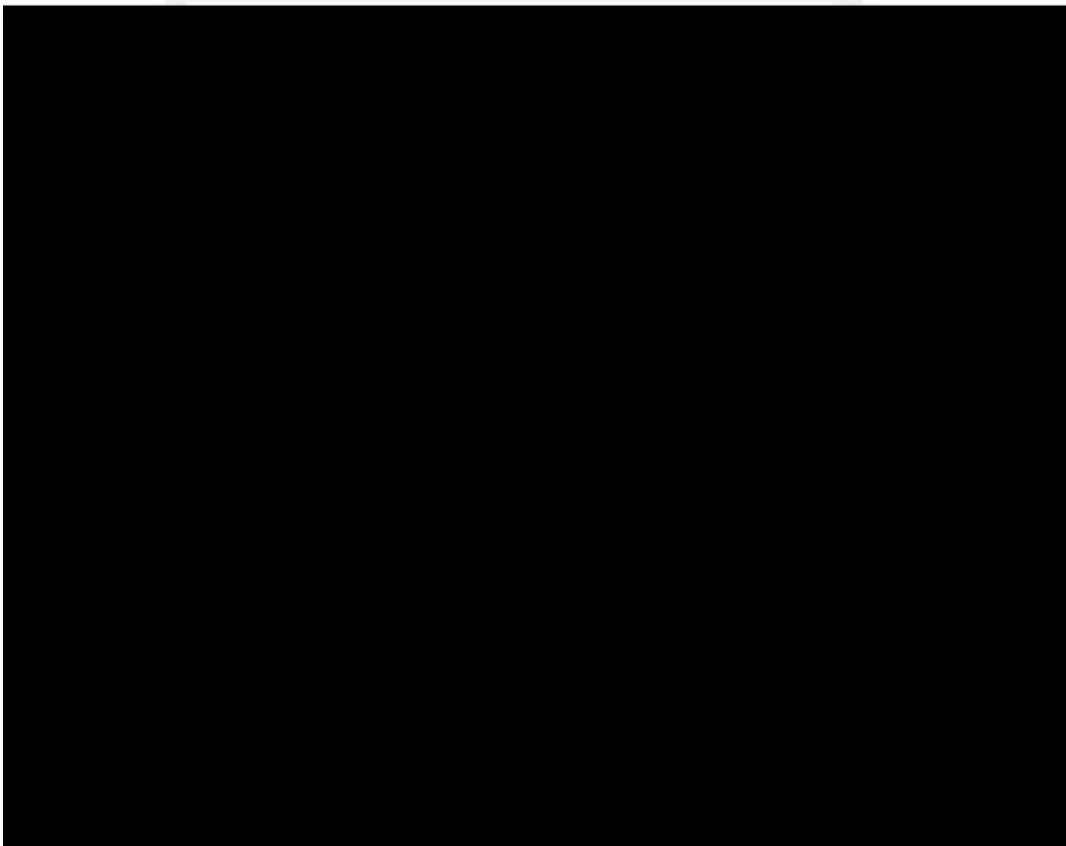
• Budget

• End date

• Bid

• Video ad ✓





Google Ads | Create your first campaign

What is your goal for this campaign?
Select the most relevant conversions for your campaign. [Learn more about conversion goals](#)

- ☐ **Purchases**
Someone buys a product or service
- ☐ **Submit lead form**
A potential customer fills out a form
- ☐ **Phone call leads**
A potential customer calls your business
- ☐ **Page views**
Someone views a key page (such as an article or product page)
- ☐ **Brand awareness**
Reach a broad audience, get video views, and build consideration for your brand

[See more](#)

[Skip](#) [Back](#) [Next](#)

Need help? Call for free ad setup help at 1-800-875-6334, 9 AM to 6 PM PT (PT, MT, W, Th, F, Sa, Su). [Help](#) [Get started](#)

- Add your information for faster campaign setup**
This helps Google suggest headlines and descriptions for campaigns

What's your business name?

Enter your business name here

www.elsevier.com

Where should people go after clicking your ad?

Return to page 105 (continued)

GO www.flycatcher.com

Create an account without a campaign

Source:

Google Ads | Create your first campaign

Link your accounts for faster campaign setup
This saves you time by creating headlines and descriptions for campaigns

Linked accounts

Phone number
Use US, (313) 563-2958 to let people call right from your ads. [Add](#)

You info comes from your Google account, and can be removed or edited after campaign creation. [Learn more about linked accounts](#)

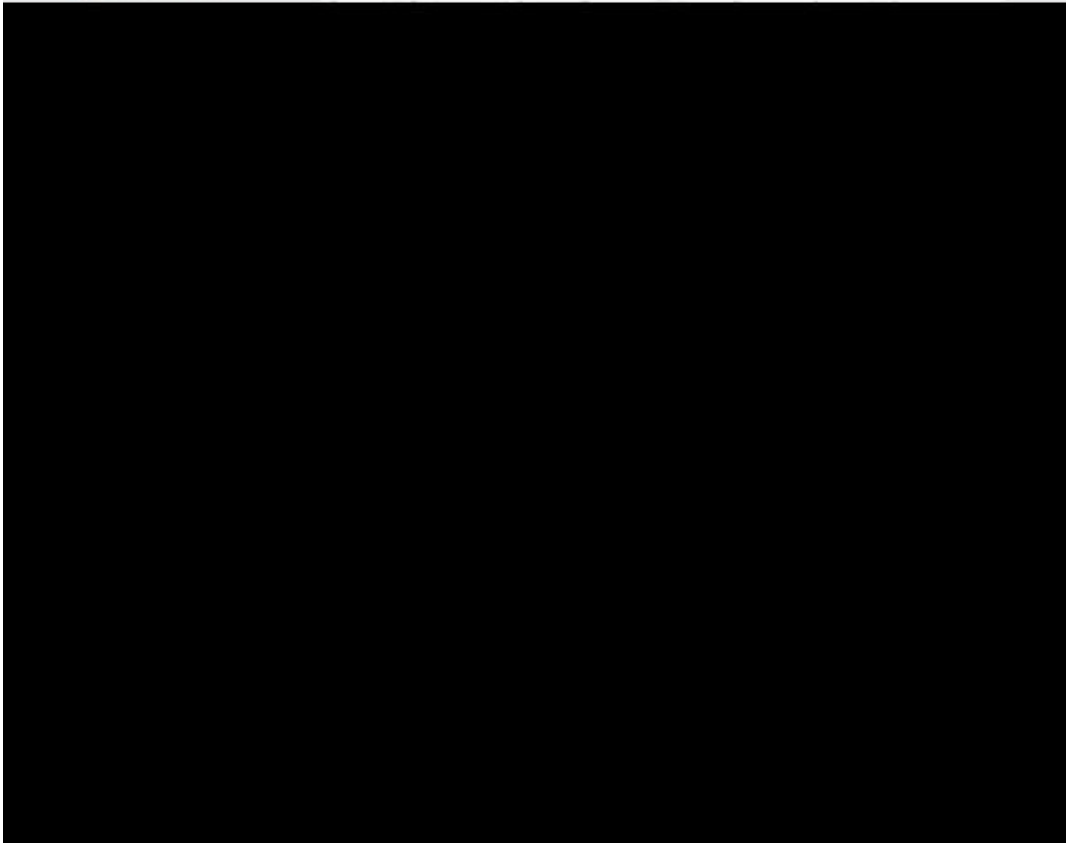
Link more accounts

YouTube channel
Gain insight into how people engage with your video ads and YouTube channel. [Add](#)

Mobile app
Promote your app across Search, YouTube, and Google Play. [Add](#)

Google Business Profile
Highlight your business in Search and Google Maps. [Add](#)

Need help? Call for free ad setup help at 1-800-873-6334, 9 AM to 6:30 PM EDT, Mon-Fri. [Help](#) [Chat with us](#)



new campaign - youtube

advertising

Google Ads

New campaign

Search for a page or campaign

Account overview

Help

Notifications

Get more from your account

account1@gmail.com

What's your campaign objective?

Choose your objective

Select an objective to tailor your experience to the goals and settings that will work best for your campaign.

Leads

Get leads and other conversions by encouraging customers to take action.

Website traffic

Get the right people to visit your website.

App promotion

Get more installs, engagement and pre-registration for your app.

Local store visits and promotions

Drive visits to local stores, including restaurants and businesses.

Awareness and consideration

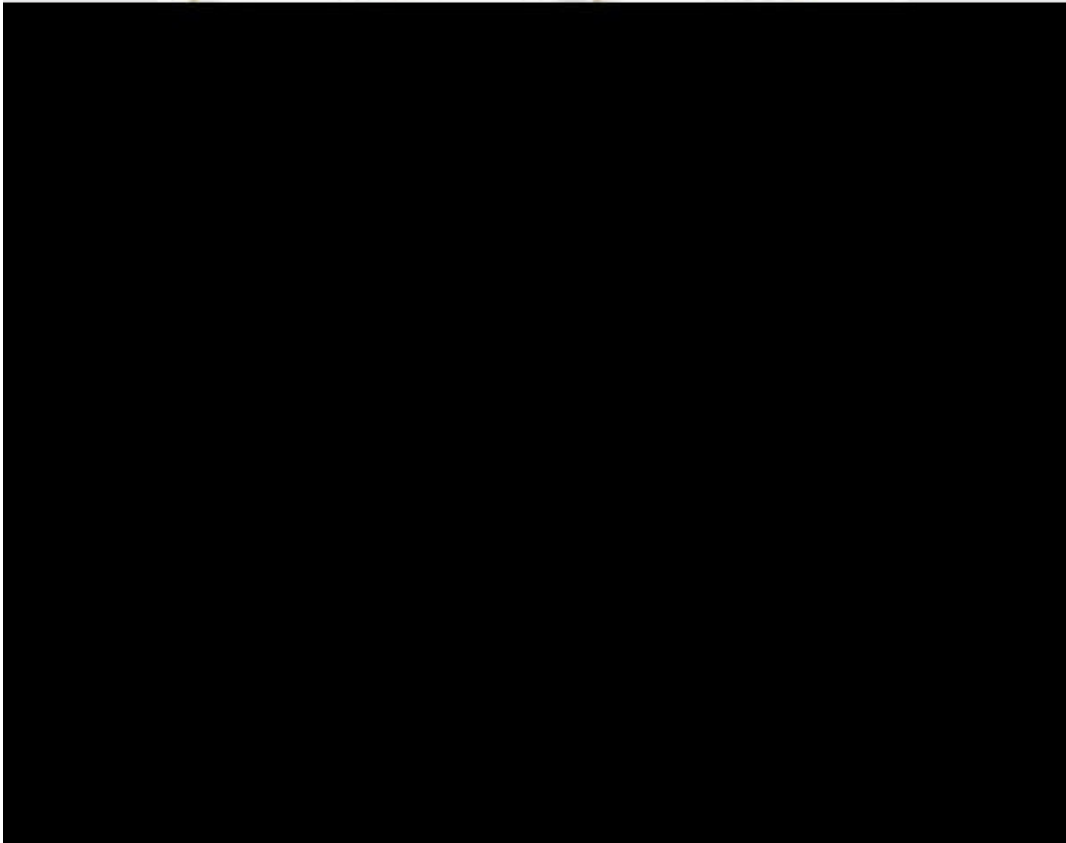
Reach a broad audience and build interest in your products or brand.

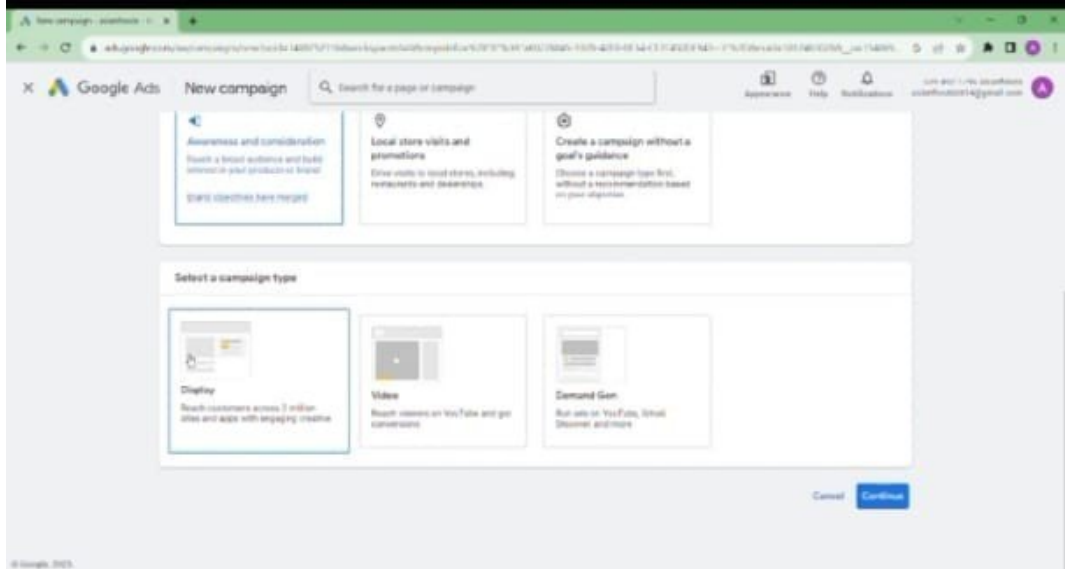
Create a campaign without a goal's guidance

Choose a campaign type first, without a recommendation based on your objective.

Event objectives have changed

Select a campaign type





New campaign

Google Ads

New campaign


Search for a page or campaign


Account


Help

Notifications

Link and Link account account@gmail.com

**Display**
Reach customers across 7 million sites and apps with engaging images

**Video**
Reach viewers on YouTube and get conversions

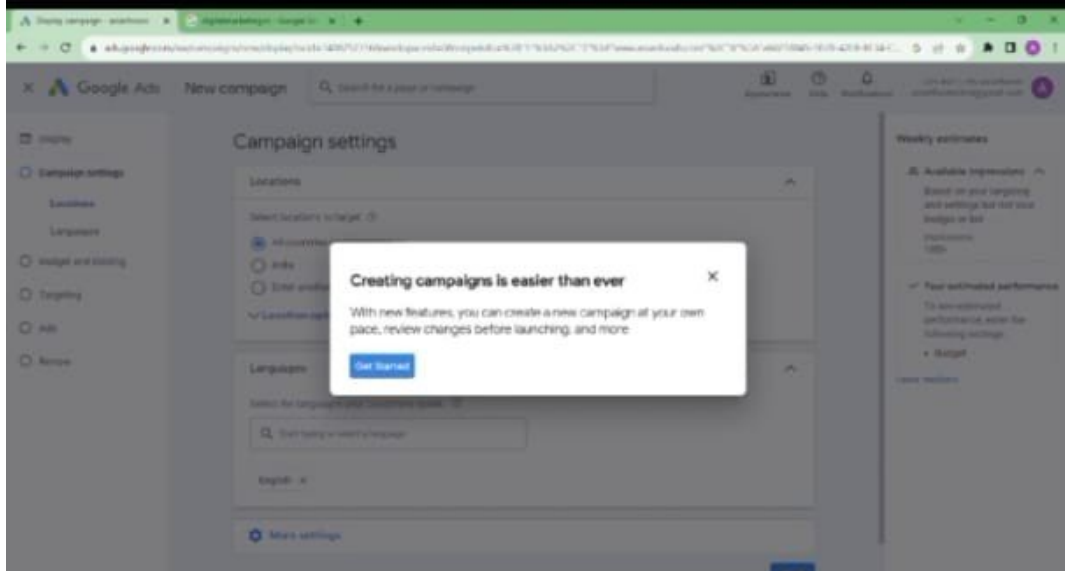
**Demand Gen**
Run ads on YouTube, Gmail, Discover and more

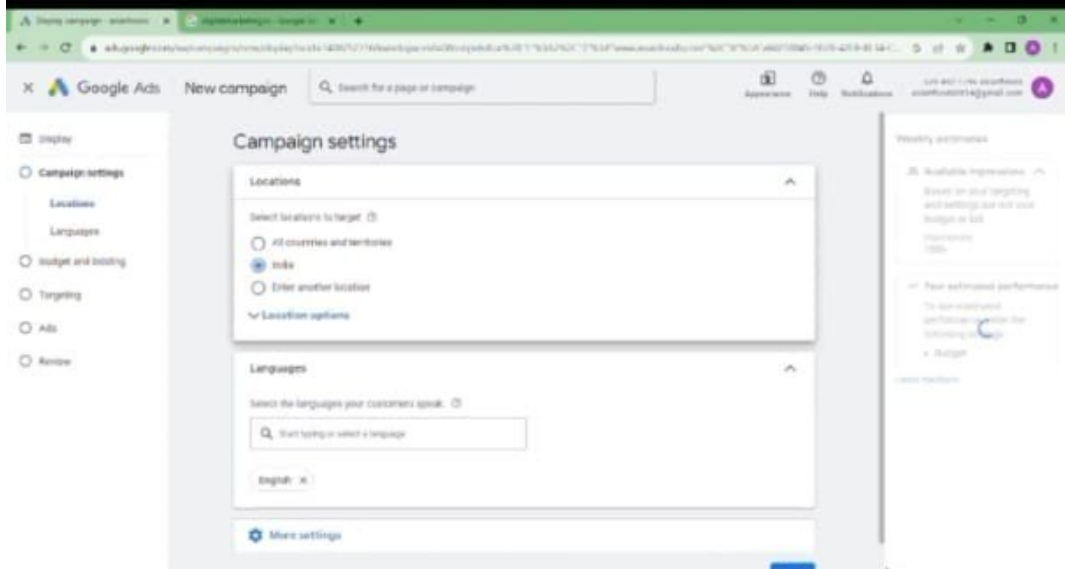
This is the web page people will go to after clicking your ad

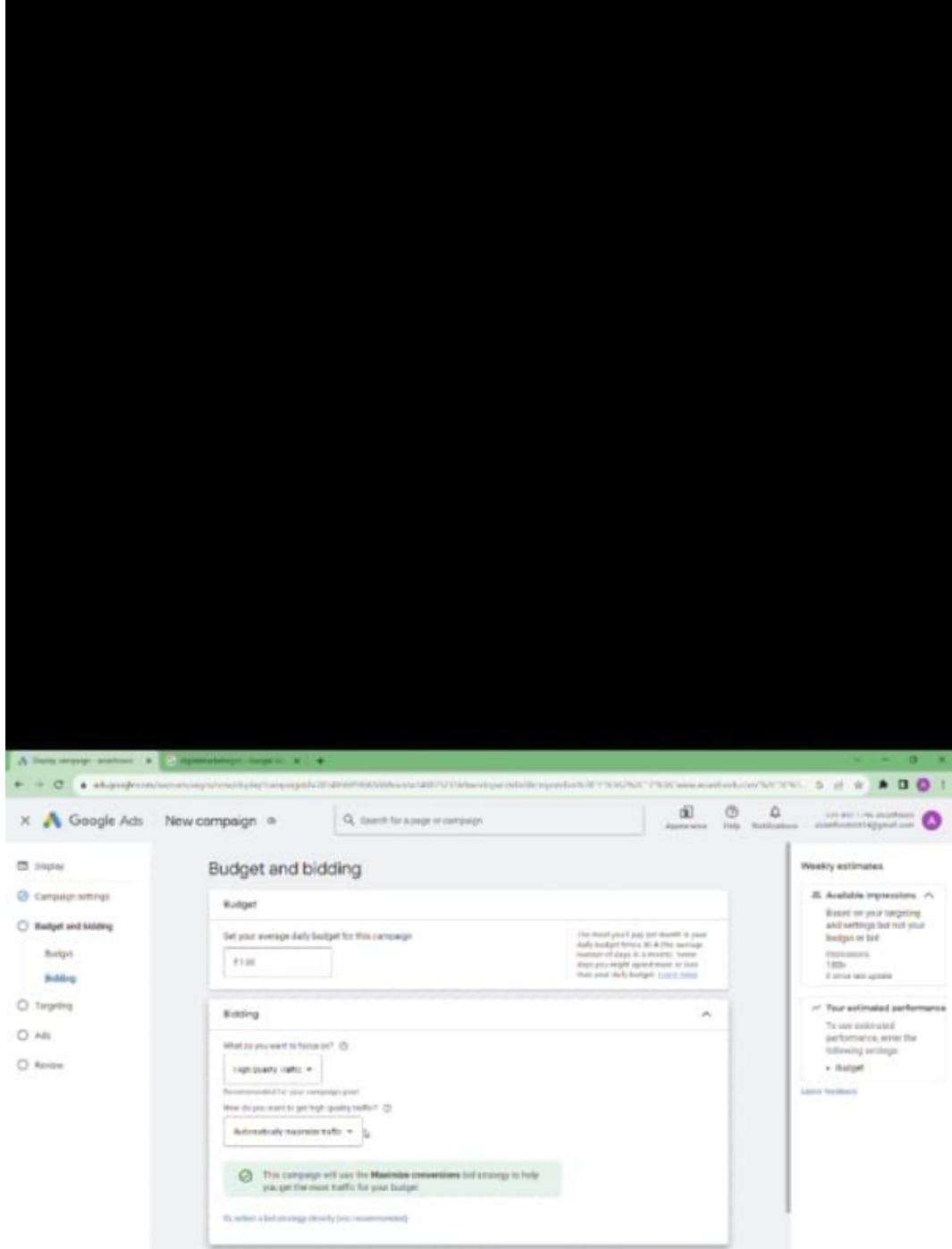
Campaign name

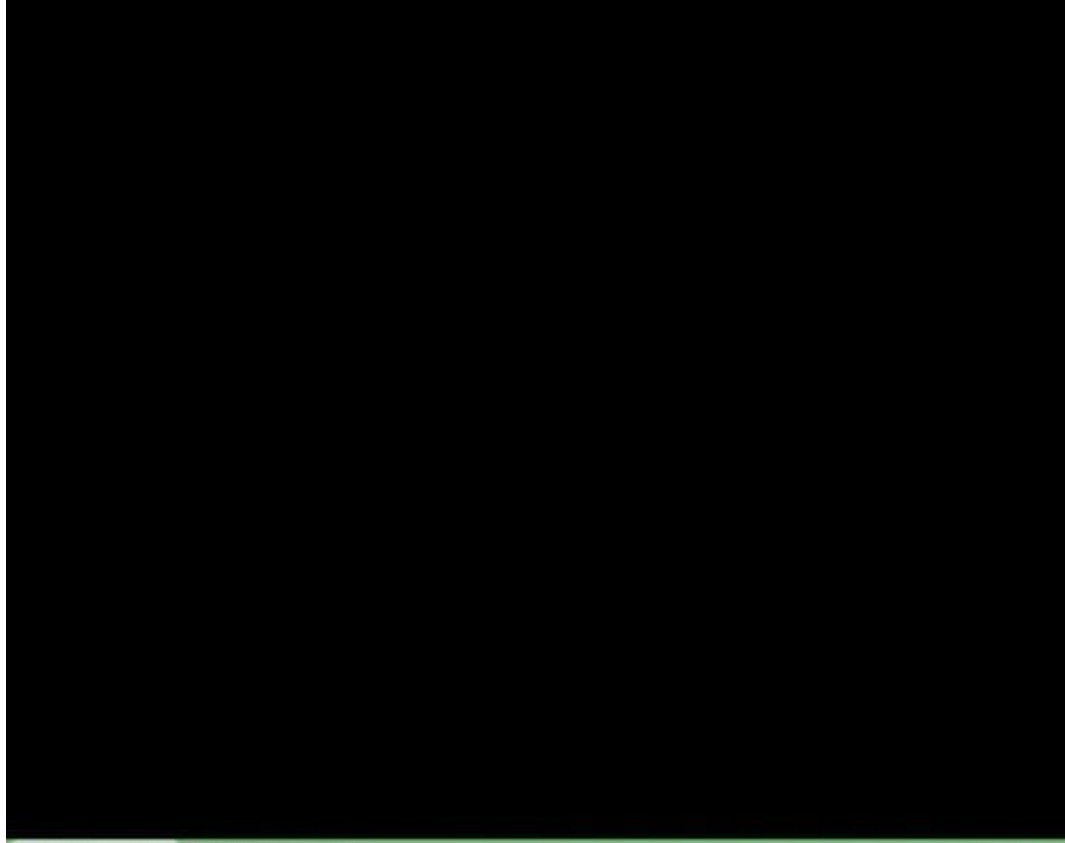
Cancel

Continue









Google Ads New campaign

Search for a page or campaign

App review Help Notifications

Use and privacy preferences

Display Campaign settings Budget and bidding Budget Bidding Targeting Ads Remove

Budget and bidding

Budget

Set your average daily budget for this campaign

The most you'll pay per month is your daily budget times 30 & this average number of days in a month. You may spend more or less than your daily budget.

\$10,000 US

Bidding

What do you want to focus on?

maximize conversions

High quality traffic is recommended for your campaign goal.

Enter your maximum CPM bid for this ad group

\$400

This campaign will use the **YouTube CPM bid strategy** to help you get the most impressions for your bid.

Go, select a bid strategy strategy (not recommended)

Weekly estimates

Available impressions

Based on your targeting and settings but not your budget or bid

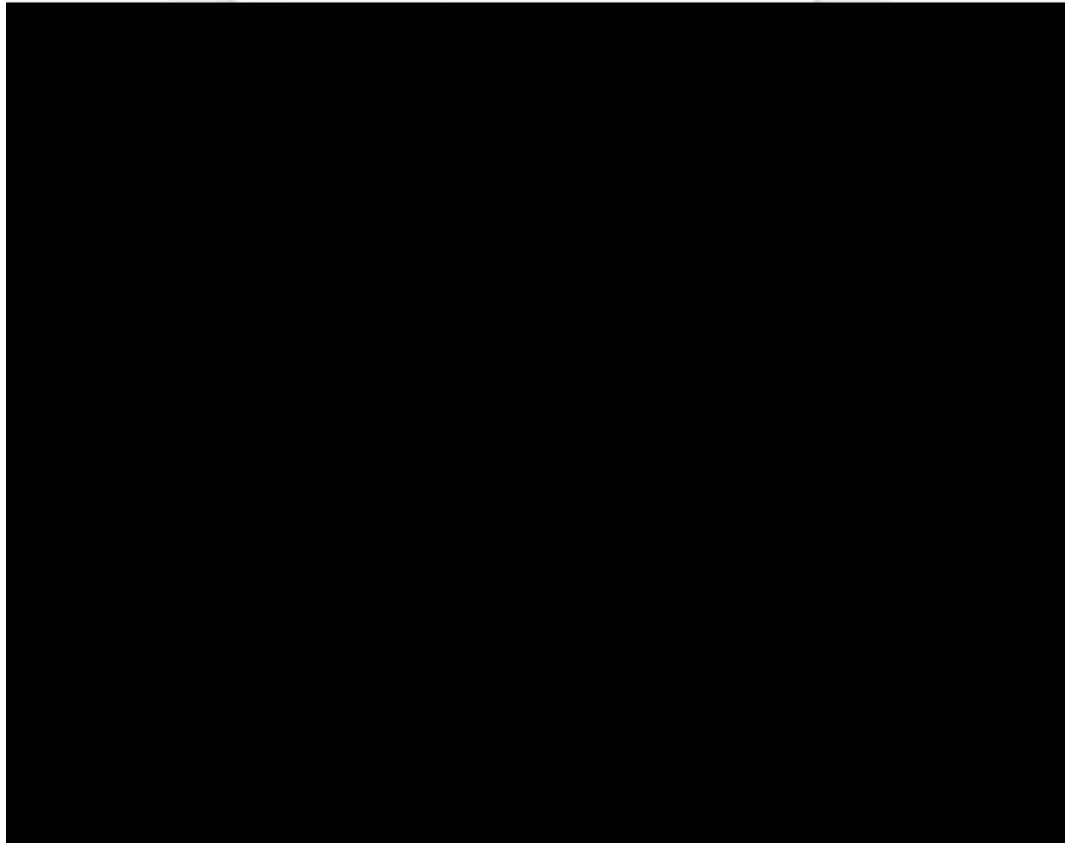
Impressions: 180k
2 days last update

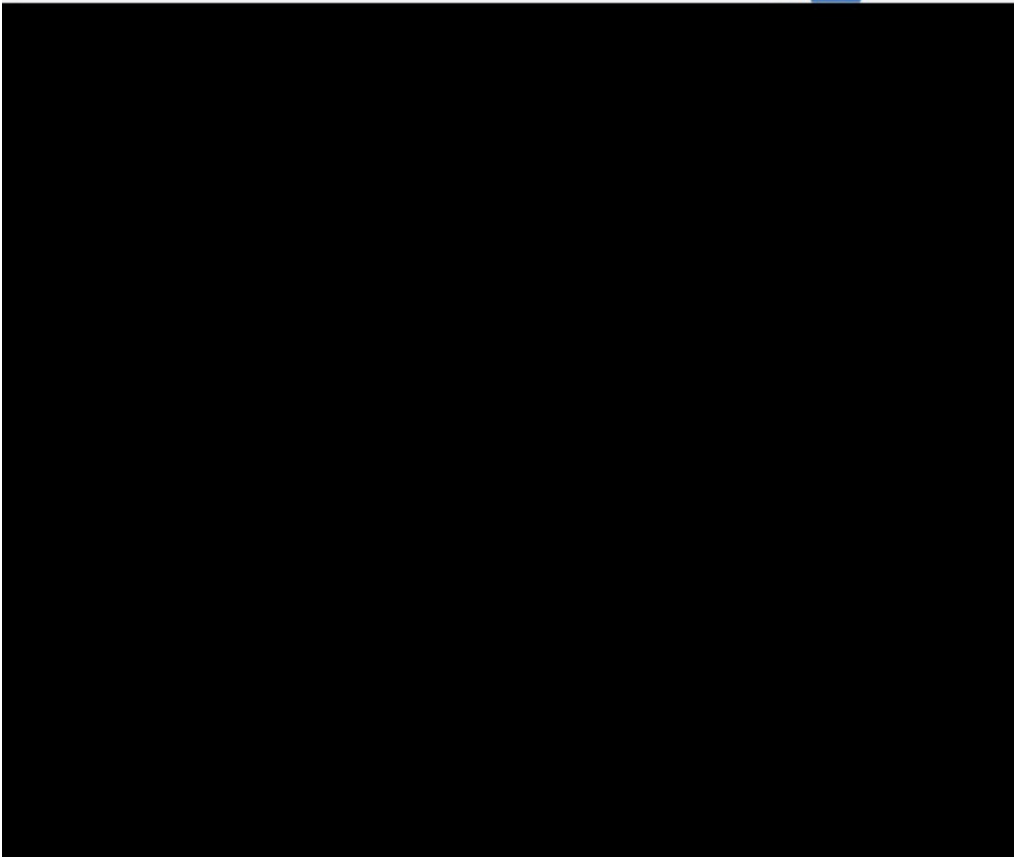
Your estimated performance

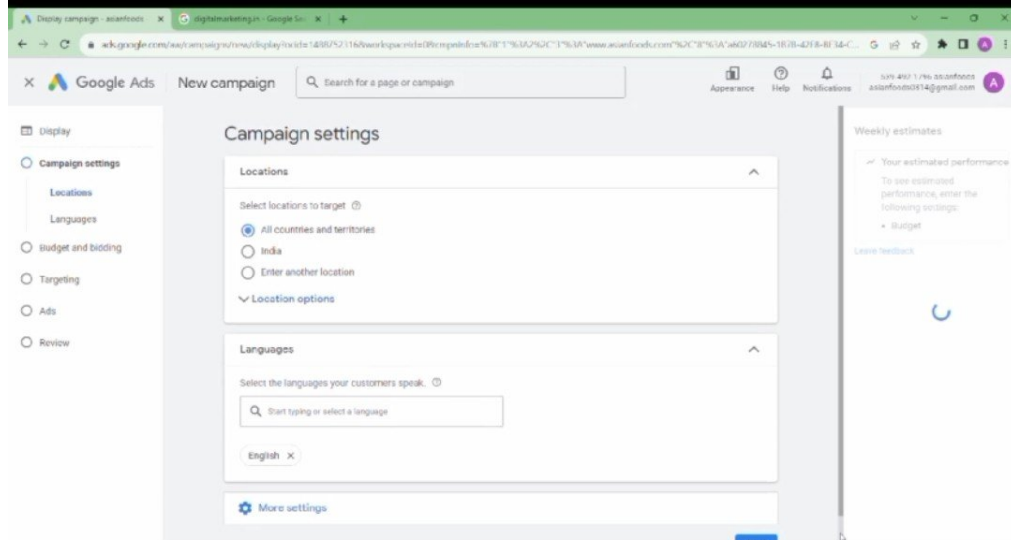
Based on your targeting, settings, daily budget of \$10,000.00 and a cost of \$5.00

Viewing 2024: 1 month
\$0.00 0 - 10

Learn feedback







Display campaign: asianfoodz x digitalmarketing.in - Google Search

adsgoogle.com/web/ads/campaigns/new/display?site=148052116/weekspac...&ref=...&utm_source=...&utm_medium=...&utm_campaign=...

Google Ads New campaign Search for a page or campaign Appearance Help Notifications sur. and 1 / su.asianfoodz asianfoodz14@gmail.com

Display Campaign settings

- Display
- Campaign settings
 - Locations
 - Languages
 - Budget and bidding
 - Targeting
 - Ads
 - Review

Campaign settings

Locations

Select locations to target

- ☒ All countries and territories
- ☐ India
- ☐ Enter another location

Location options

Languages

Select the languages your customers speak

Start typing or select a language

English

More settings

Creating campaigns is easier than ever

With new features, you can create a new campaign at your own pace, review changes before launching, and more

[Get Started](#)

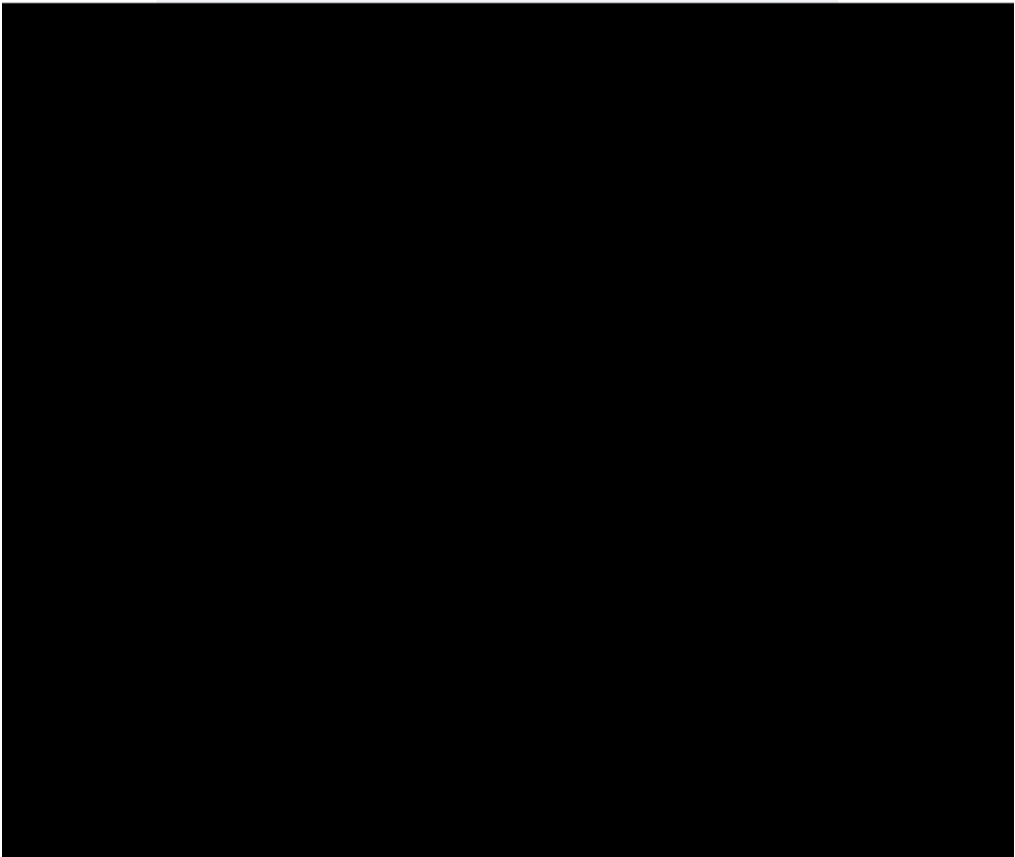
Weekly estimates

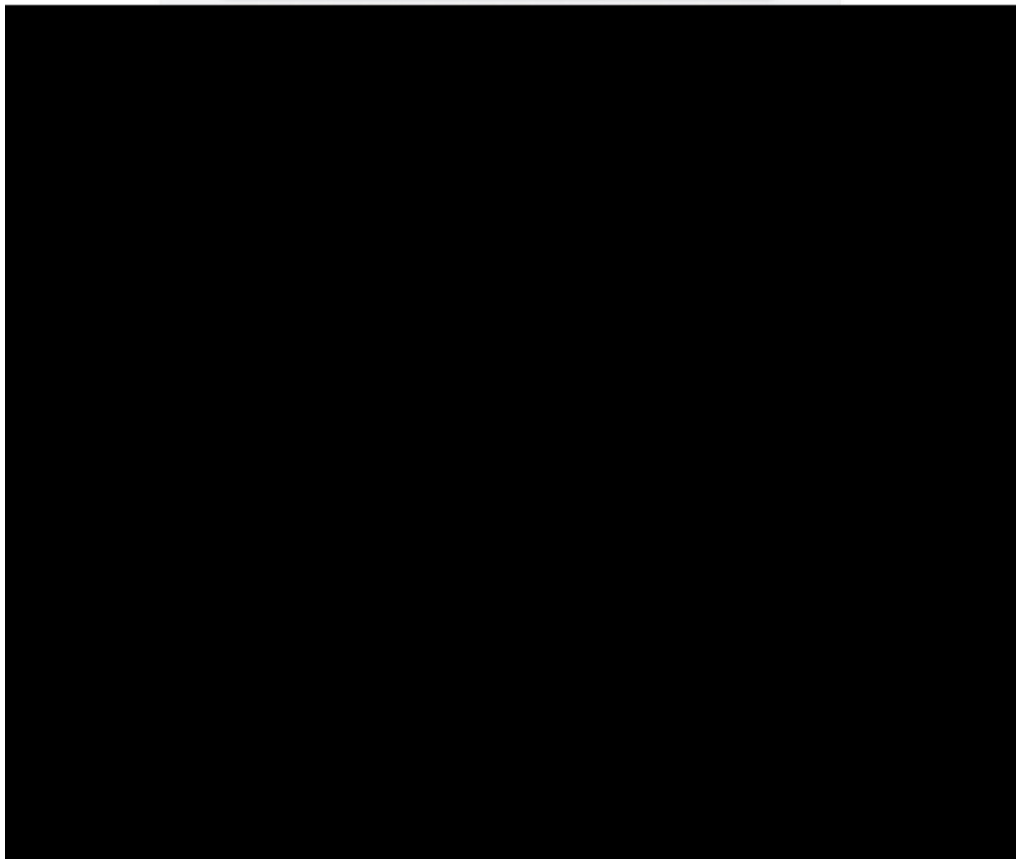
✓ Your estimated performance

To see estimated performance, enter the following settings:

- Budget

[Learn more](#)





Display campaign: asienfox

digitalmarketing.in - Google

adsk.google.com/web/ads/ga/na/display/campaign?id=2614545500&source=1480752116&workspaceid=0&mpindex=0&rt=1%2A%2C1%2Awww.asienfox.com%2C0%2A...

Google AdsNew campaignSearch for a page or campaignAppearanceHelpNotifications5/16 4/17 1/16 asienfoxasienfox0014@gmail.com

Display

Campaign settings

Budget and bidding

Budget

Bidding

Targeting

Ads

Review

Budget and bidding

Budget

Set your average daily budget for this campaign

£16,000.00

The most you'll pay per month is your daily budget times 30.4 (the average number of days in a month). Some days you might spend more or less than your daily budget. [Learn more](#)

Bidding

What do you want to focus on?

Recommended

High Quality Traffic

PROVIDE YOUR

Other optimization options

Visible impressions

Recommended because you track conversions, and these options will help you get the most conversions for your budget

Maximize conversions bid strategy to help your budget

Or, select a bid strategy directly (not recommended)

Weekly estimates

Available impressions

Based on your targeting and settings but not your budget or bid

Impressions100+

0 since last update

Your estimated performance

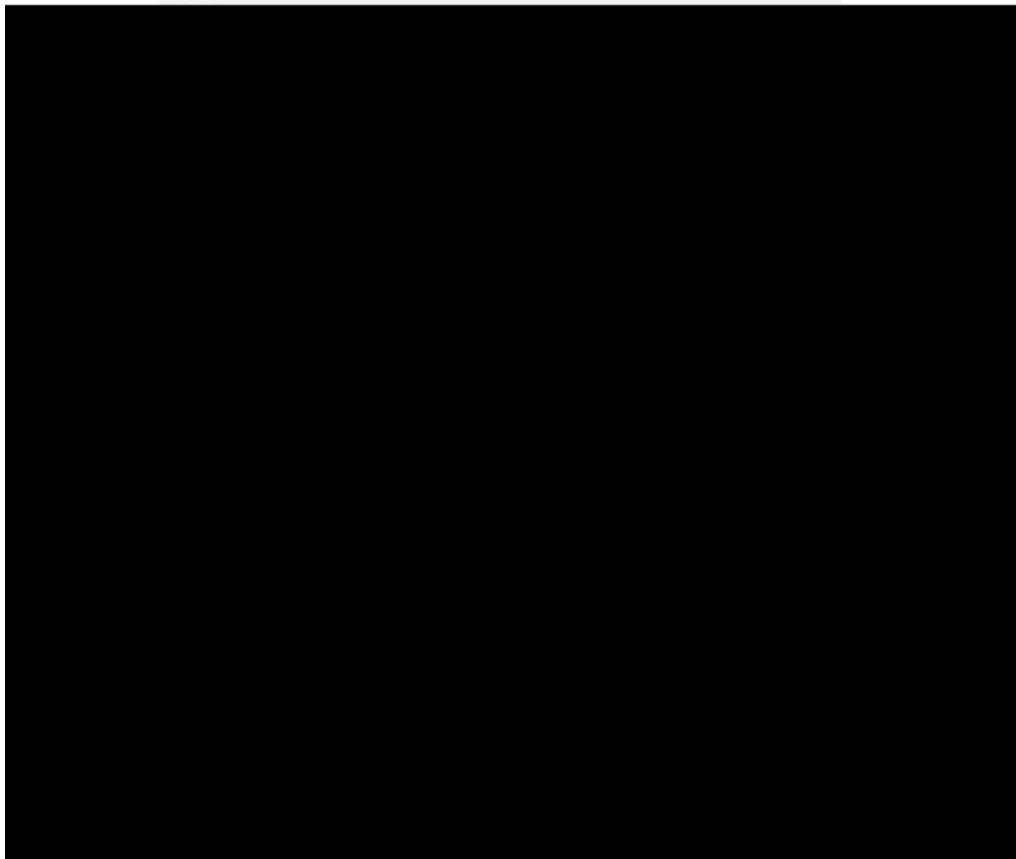
Based on your targeting, settings and daily budget of £16,000.00

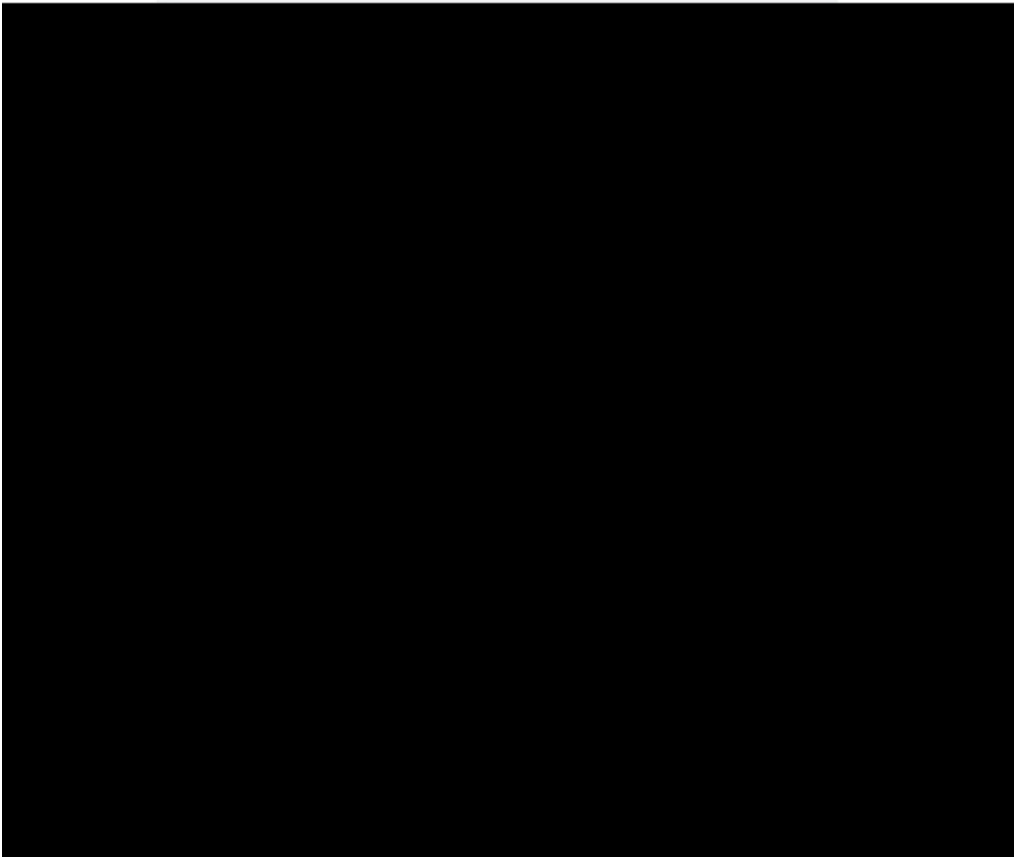
Clicks10K - 20K

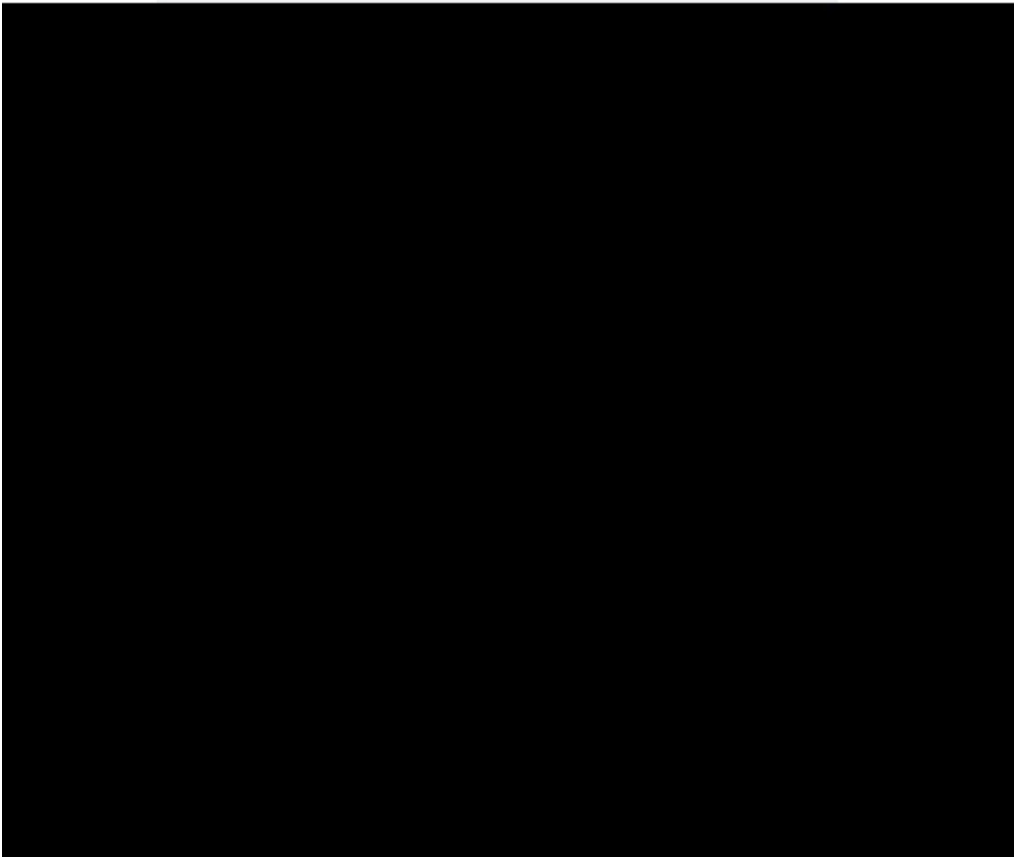
ConversionsUnavailable

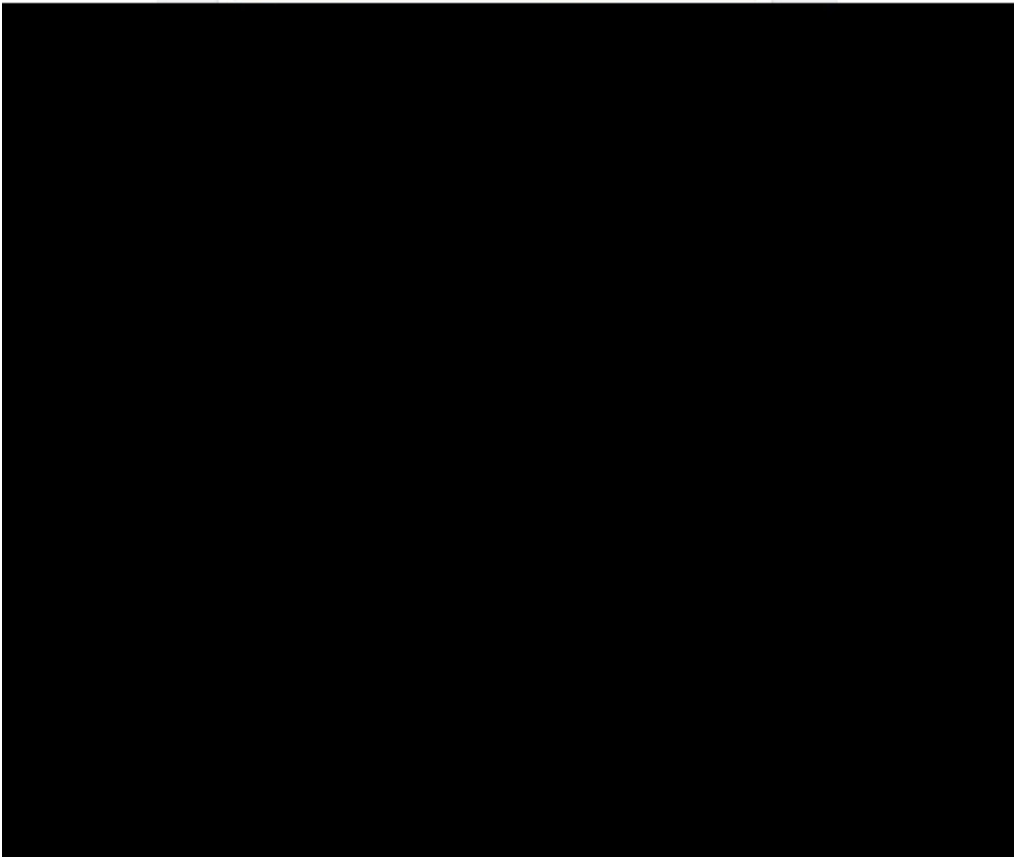
Conversion CTRUnavailable

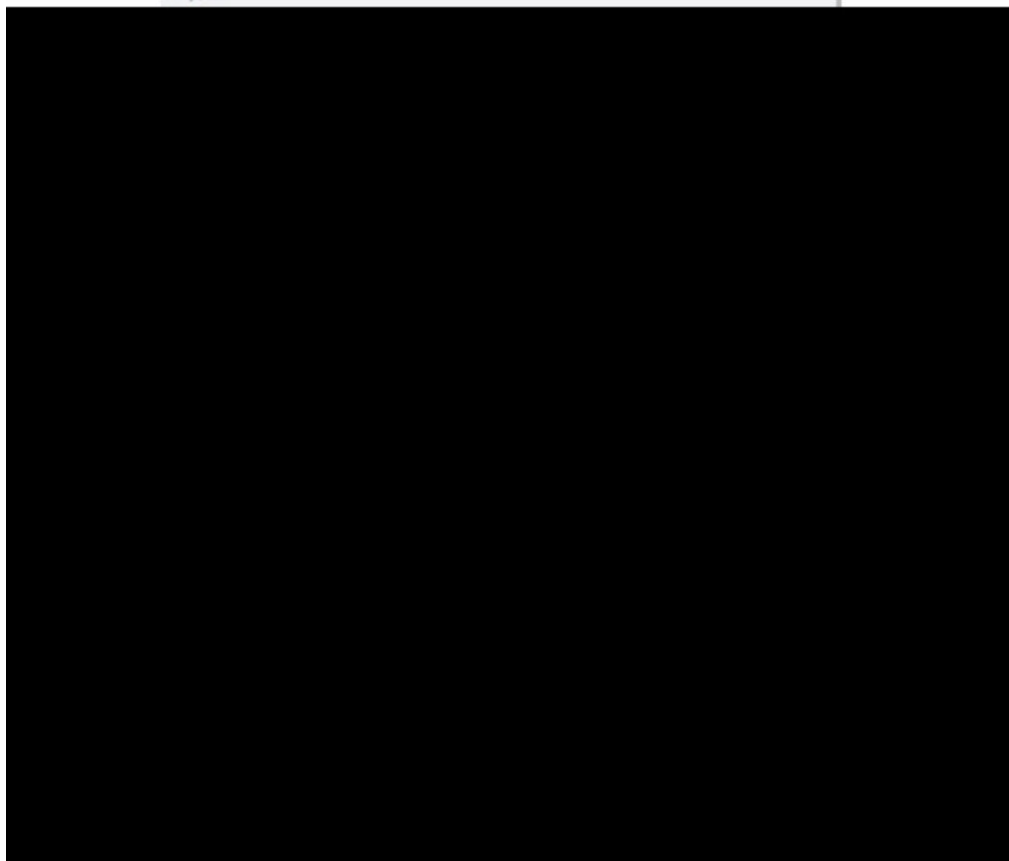
[Leave feedback](#)











Display campaign: asianfoods x digitalmarketing.in - Google Su

ad.google.com/web/ads/manager/new/display/campaign?id=2614254550050305&site=1438752116&workspaceId=00&mpinfo=SU8T1%3A%2C1%3A%3Awww.asianfoods.com%3C%3E%3E... G ☆ ★ ⓘ ⌵

Google Ads New campaign [Viewing draft...](#) Search for a page or campaign [Appearance](#) [Help](#) [Notifications](#) [View 492 / 1 / 96 asianfoods](#) [asianfoods014@gmail.com](#)

Display

- ☒ Campaign settings
- ☒ Budget and bidding
- ☒ Targeting
- ☐ Ads
 - Ad creation
- ☐ Review

Ads

Ad creation

In Progress
Responsive display ad
[Change](#)

[Add some images and logos to make your ad stand out.](#)

Ad strength ⓘ
Incomplete

☐ Images ☐ Headlines
☐ Video ☐ Descriptions

Final URL ⓘ
 ⓘ
Required

Business name ⓘ

Required 0 / 25

Images ⓘ

Preview ⓘ

Websites and apps

YouTube and Gmail

To preview this ad, add a final URL, business name, 2 images, 1 headline, and 1 description

Weekly estimates

Available impressions ⓘ
Based on your targeting and settings but not your budget or bid
Impressions
100+ ⓘ
~100+ since last update

Your estimated performance
Based on your targeting, settings, daily budget of ₹16,000.00 and a bid of ₹40.00
Average CTR Impressions
₹19.08 2.6M - 7.8M
₹30.80

[Leave feedback](#)

Display campaign - asanfoos

digitalmarketing.in - Google

adg.google.com/web/ads/campaigns/new/display/campaignId/28142545500503040xsite/14387521166/workpordid/00mpindoc%3B1%3A%2C1%3A%3Awww.asanfoos.com%3C%3E%3A... 4/4 1/46 asanfoos asanfoos0014@gmail.com

Google Ads

New campaign

Search for a page or campaign

Appearance Help Notifications

Display

Campaign settings

Budget and bidding

Targeting

Demographics

Optimized targeting

Ads

Review

Gender

Age

Parental status

Household income

☒ Female

☒ Male

☒ Unknown

☒ 18 - 24

☒ 25 - 34

☒ 35 - 44

☐ 45 - 54

☐ 55 - 64

☐ 65+

☐ Unknown

☒ Not a parent

☒ Parent

☒ Unknown

☒ Top 10%

☒ 11 - 20%

☒ 21 - 30%

☒ 31 - 40%

☒ 41 - 50%

☒ Lower 50%

☒ Unknown

Note: Household income targeting is only available in select countries. [Learn more](#)

Optimized targeting On

Add targeting

Next

Weekly estimates

Available impressions

Based on your targeting and settings but not your budget or bid

Impressions

100+

-100+ since last update

Your estimated performance

Based on your targeting, settings, daily budget of ₹16,000.00 and a bid of ₹40.00

CPA

₹19.08

Impressions

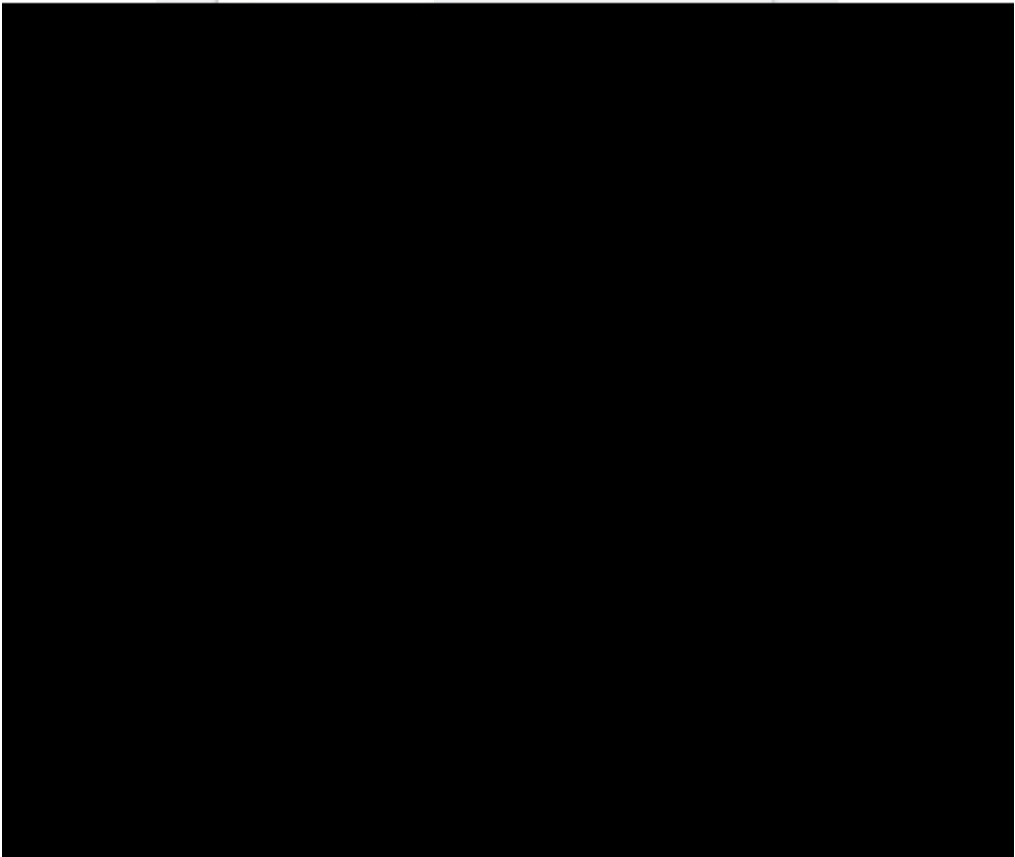
2.6M

7.8M

₹30.80

Leave feedback

© Google, 2023



Display campaign: asstefox

digitalmarketing.in - Google S...

ad.google.com/web/ads/gma/new/display/campaign?id=2614254545065030&website=1436752116&workspaceId=0&mpindex%3D1%3D%3C%3F%3A%3Ewww.asstefox.com%3C%3F%3...

Google AdsNew campaignSearch for a page or campaignAppearanceHelpNotifications5/16 4/17 1/16 asstefox asstefox0014@gmail.com

Display

Campaign settings

Budget and bidding

Targeting

Ads

Ad creation

Review

<>Add some images and logos to make your ad stand out

Ad strength Incomplete

ImagesHeadlinesVideosDescriptions

Sysco lives at the heart of food and serv.

Required44 / 90

Description0 / 90

+ Description

Additional format options

Ad URL options

More options

Your ads might not always include all your text and images. Some cropping or shortening may occur in some formats, and either of your custom colors may be used.

Create adCancel

Weekly estimates

Available impressions

Based on your targeting and settings but not your budget or bid

Impressions100+•

-100+ since last update

Your estimated performance

Based on your targeting, settings, daily budget of ₹15,000.00 and a bid of ₹40.00

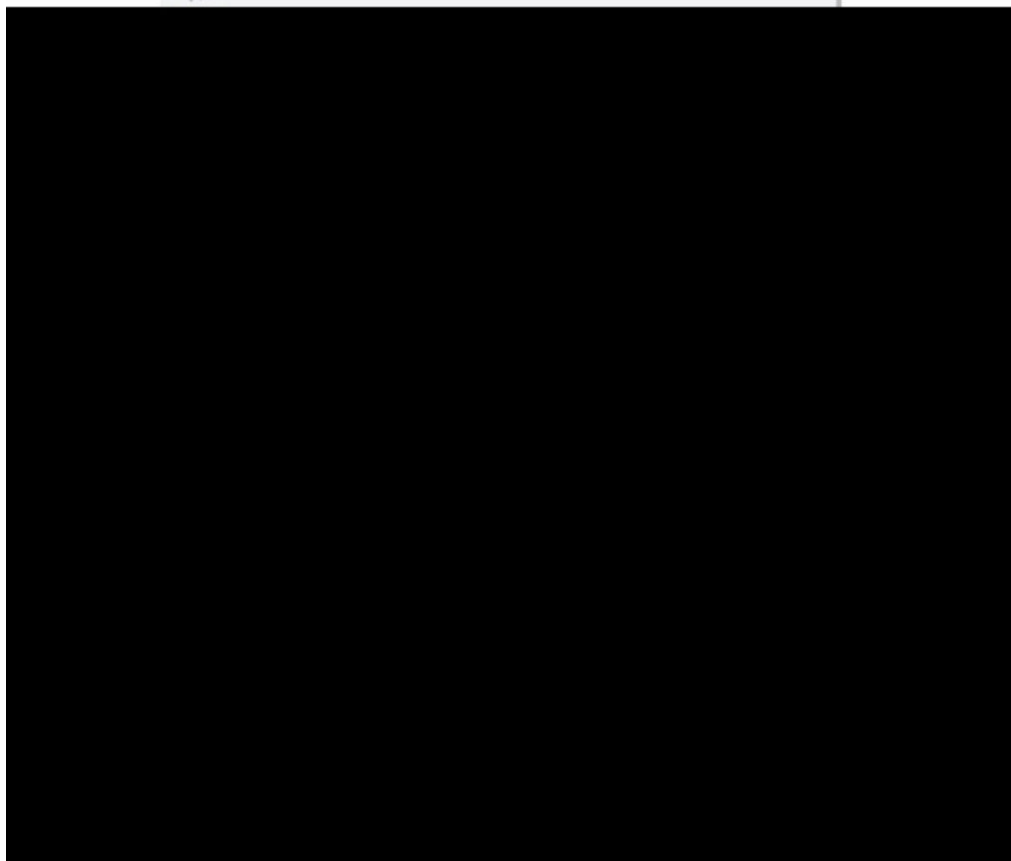
Ad group:G2M Impressions

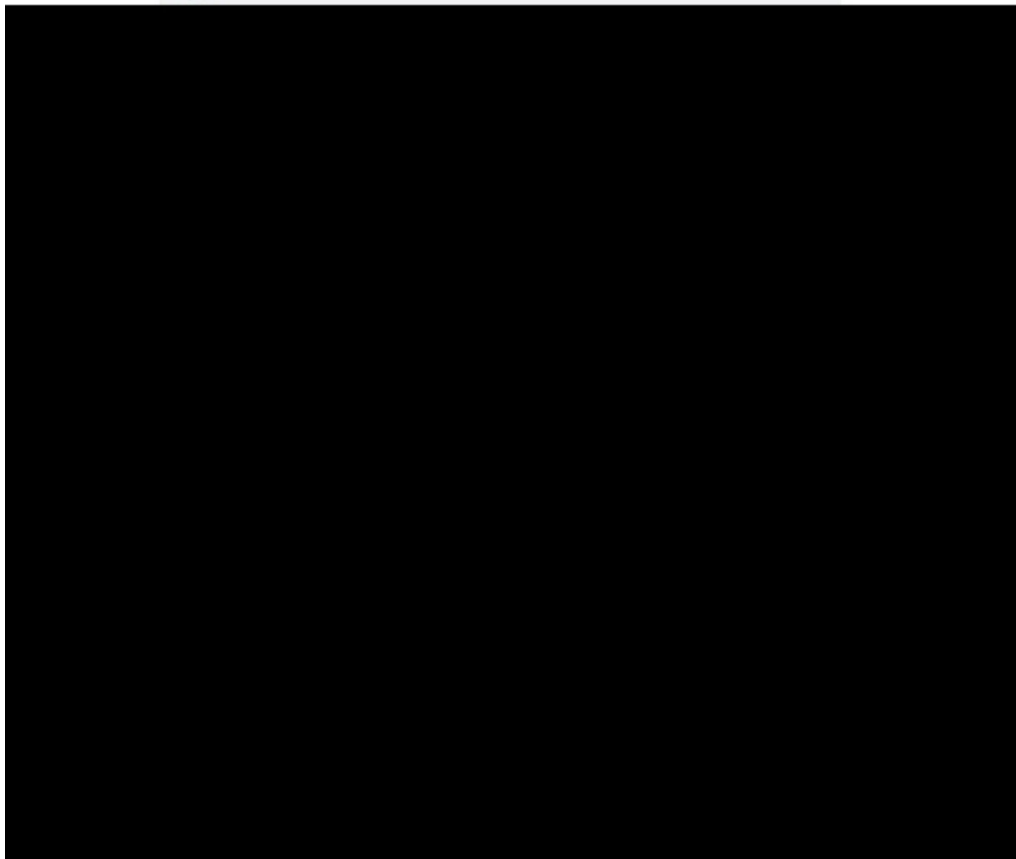
₹19.082.6M7.8M

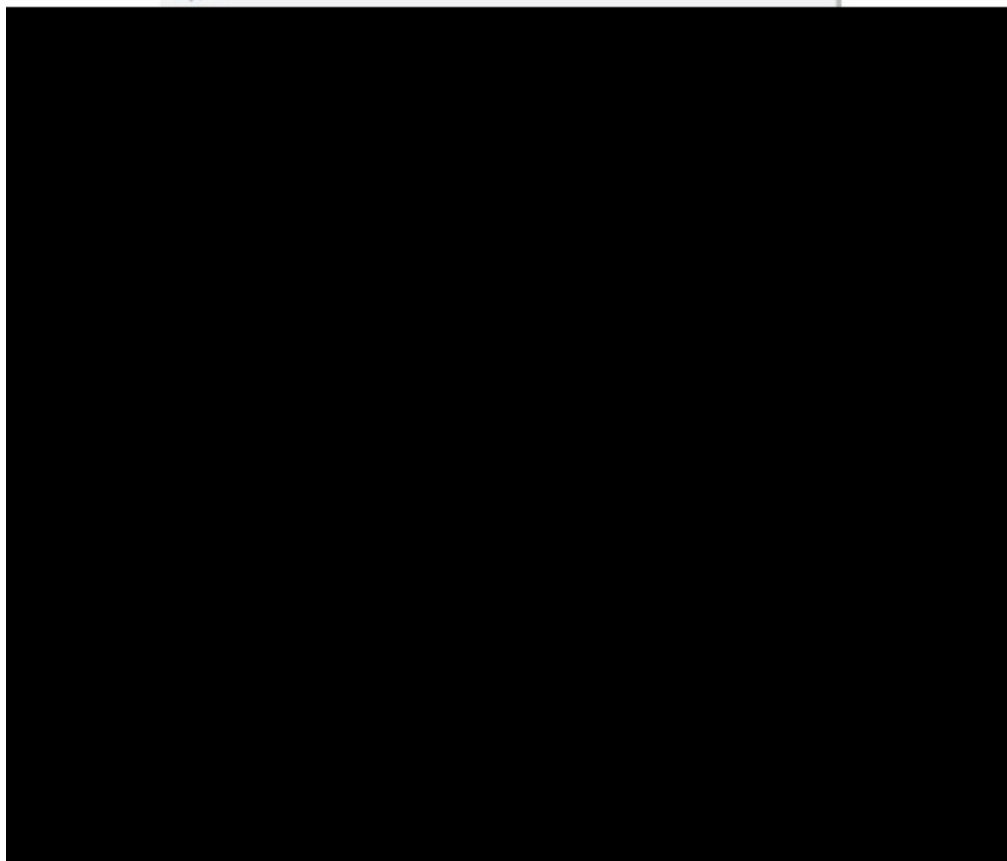
₹30.80

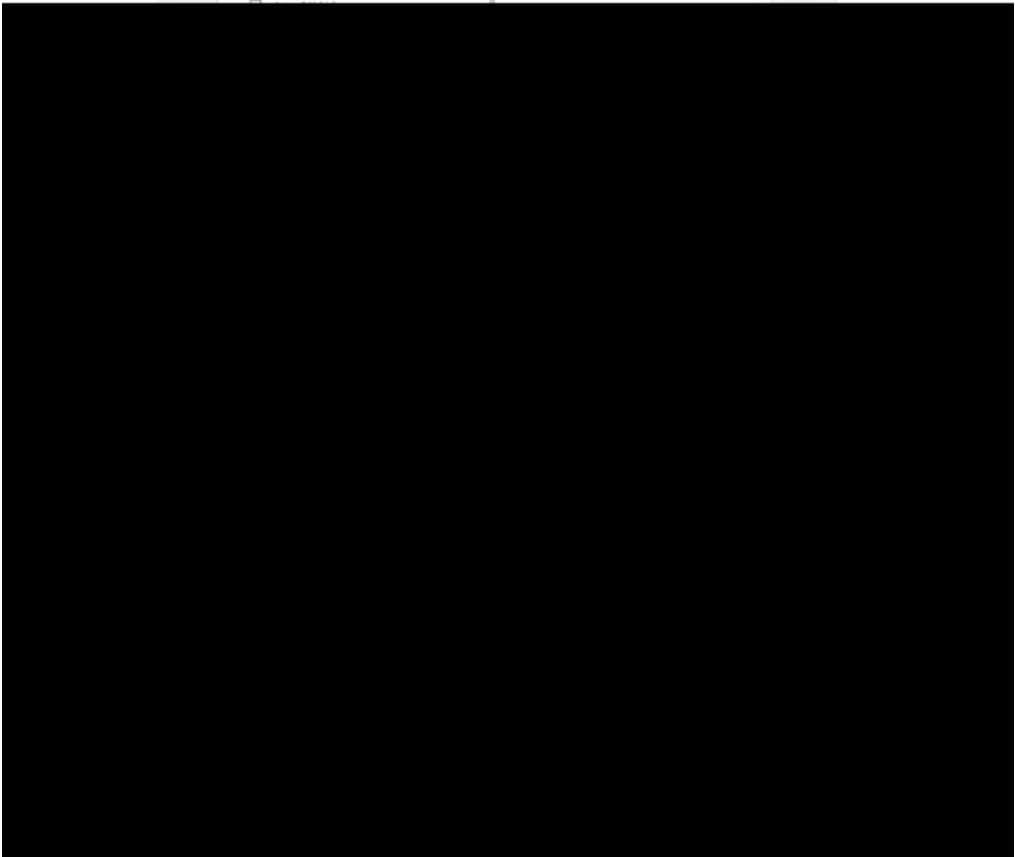
Leave feedback

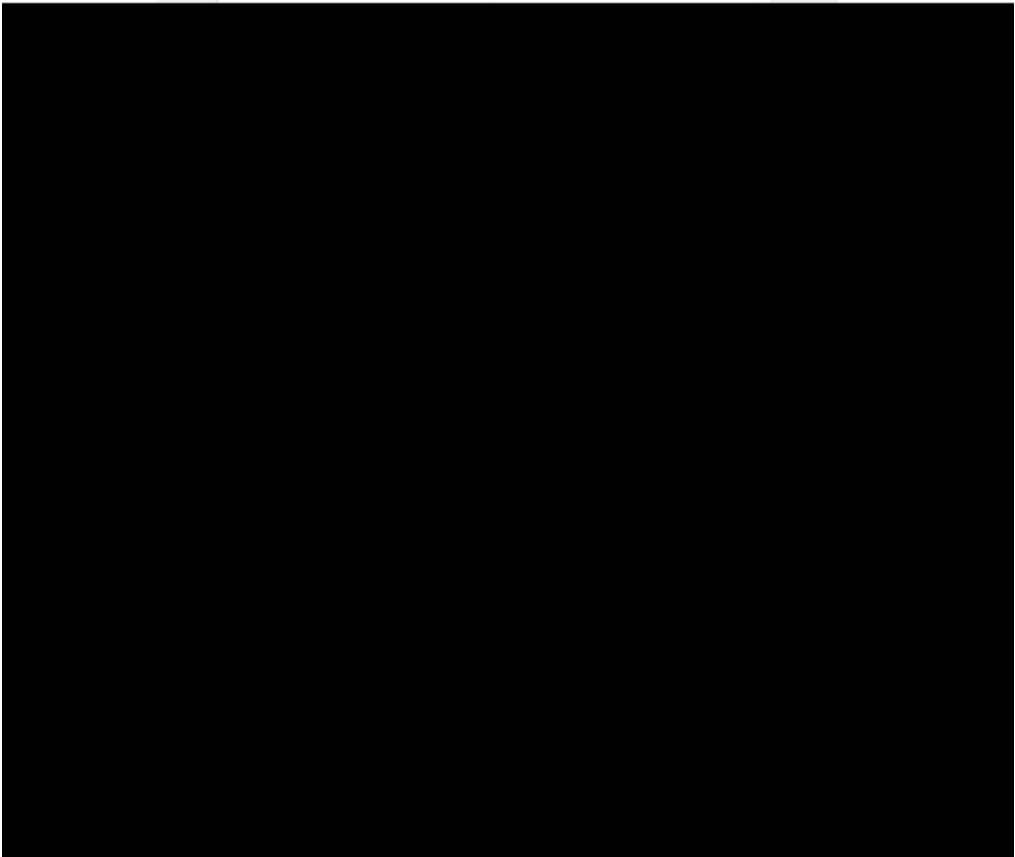
© Google, 2023.











Display campaign: asanfoos x digitalmarketing.in - Google S... x

ad.google.com/web/ads/signin/new/display/campaign?id=2614254550060305&site=1438752116&workspaceId=000mpindoc%3B1%3A%2C1%3A%3Awww.asanfoos.com%3C%3E%3A... G ☆ ★ ⓘ ⚙

X Google Ads New campaign Search for a page or campaign Appearance Help Notifications 5/16 402 1/16 asanfoos asanfoos0014@gmail.com

18 · 24 · 2 more

Display

- Campaign settings
- Budget and bidding
- Targeting
 - Demographics
 - Topics
 - Optimized targeting
- Ads
- Review

Content

Topics

Suggest webpages, apps, and videos about a certain topic ⓘ

Edit targeted topics Done

Search by word, phrase, or URL

6 selected Clear all

<input checked="" type="checkbox"/> Arts & Entertainment	Arts & Entertainment	×
<input type="checkbox"/> Celebrities & Entertainment News	Fun & Trivia	×
<input type="checkbox"/> Comics & Animation	Business & Industrial	×
<input type="checkbox"/> Anime & Manga	Books & Literature	×
<input type="checkbox"/> Cartoons	Beauty & Fitness	×
<input type="checkbox"/> Comics	Autos & Vehicles	×
<input type="checkbox"/> Entertainment industry	Arts & Entertainment	×

Weekly estimates

Available impressions

Based on your targeting and settings but not your budget or bid

Impressions
100+
0 since last update

Your estimated performance

Based on your targeting, settings, daily budget of ₹16,000.00 and a bid of ₹40.00

CPA	₹19.14	3.5M - 6.9M
CPA	₹29.97	

Leave feedback