Course Digital Marketing

Week Introduction

Week Summary

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Course	Digital Marketing

Module 25	Designing and Monitoring Video Campaigns

Module 26	Designing and Monitoring App Campaigns

Learning Objectives

1 Describe the concept of video campaigns and app campaigns

2 Design video ads using various video ad formats under the video campaign

3 Design app campaigns for android apps and IOS apps

4 Monitor the performance of various campaigns using goggle ads metrics

What will you learn specifically?

What are video Campaigns?
What are various formats of Video Ads that you can show under video campaigns?
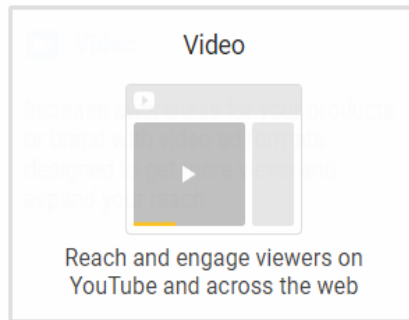How to set the target audience?
How to design various forms of Video Ads under Video campaigns?

Video Campaigns

Video campaigns let you to show the video ads within streaming video content on YouTube and across the Google Display Network

Video

Reach and engage viewers on YouTube and across the web

Skippable Ads

Skippable ads allow viewers to skip the ad after 5 seconds if they are not interested in the add

These types of ads are Inserted before, during, or after the main video

Bumper Ads

Bumper ads are Non-skippable video ads of up to 6 seconds that must be watched before the main video can be viewed

These types of ads can be viewed on Desktop and mobile devices only

Non skippable ads have no option to skip these ads. The duration of such ads

7-15
Seconds

Outstream Ads

Outstream ads are mobile and tablet specific and appear on **Google partner sites and apps** outside the YouTube

Ad Sequence

Tell your product or brand story by showing people a series
of videos in the order that you define

to build interest, reinforce a message, or create a unifying
theme

50 percent of your ad shows on screen for 2 seconds or longer

Impression and Viewable Expression

Impression | Ad is served in the browser of the user and you will be charged for that

Impression **and** Viewable Expression

Viewable Expression | **50 percent of your ad shows on screen for 2 seconds or longer**

Module: 25: Designing and Monitoring Video Campaigns

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PART-1

Hello everyone, welcome to the first module of this week and the name of this module is "Designing and Monitoring Video campaigns". You must have noticed various ads on YouTube either at the beginning of the video or during the video or at the time of searching for videos on YouTube.

All these ads are designed and managed from Google Ads and for this purpose; we have to run video campaigns to manage such ads. In this module, our focus will be on learning various aspects of Video Campaigns and you will specifically learn.

1. What are video Campaigns?
2. What are various formats of Video Ads that you can show under video campaigns?
3. How to set the target audience?
4. How to design various forms of Video Ads under Video campaigns?

Before we begin with designing of Video Campaigns, let me define what Video Campaigns are.

According to Google Ads, "video campaigns let you to show the video ads within streaming video content on YouTube and across the Google Display Network". In simple words, the video ads that we see on YouTube and other Google display network are part of the video campaigns. There are various video ad formats that we can use under video campaigns to show it on YouTube

I hope now it is clear, what we are going to do under this Module. So, let us start, designing our first video campaign.

This is the Google ads interface that we have used many times to design various campaigns like search and display campaigns. To design the video campaign, click on this Plus Sign and "New campaign".

As earlier said, in Google Ads, we have different types of campaigns available to promote our product and service. So first let us see under which type of goals, video campaigns are available.

Yes, it is available under the goal sales

It's available under the goal Leads

It's available under the goal website traffic

It is available under the goal product and brand consideration

But it is not available under 'app campaign'.

So, to start with, let us select the 'Brand awareness and reach' as our goal, select a video campaign.

See here, under video campaign, we have various types of ads that can be designed.

Let me explain them one by one.

First, we have the Skippable **ads**

These types of ads on YouTube are very common and I hope all of us must experience such ads every day on YouTube videos. Skippable ads allow viewers to skip the ad after 5 seconds if they are not interested in the ad These types of ads are inserted before, during, or after the main video.

Here is an example of Skippable ads.

Further, these types of ads can be viewed on Desktop, mobile devices, TV, and game console platforms.

The second type of ad is **Bumper ads.**

Bumper ads are non-skippable video ads of up to 6 seconds that must be watched before the main video can be viewed. These types of ads can be viewed on Desktop and mobile devices only. Here are a few examples of Bumper ads.

Next, we have **non-skippable in-stream** ads

As the name suggests, Non-skippable ads have no option to skip these ads. The duration of such ads is under 15 seconds. These ads can be placed before, during or after the main video. A viewer must watch the ads before the main video can be viewed.

Next, we have **Out-stream ads.**

Out-stream ads are not for YouTube. These ads are mobile and tablet-specific and appear on Google partner sites and apps outside YouTube. Users can tap to play your video ad or easily scroll past when reading the latest news or shopping for products. Here are a few examples of Out-stream ads.

Lastly, we have **Ad Sequence**

With video ad sequencing, you can tell your product or brand story by showing people a series of videos in the order that you define. You can use a video ad sequence campaign to build interest, reinforce a message, or create a unifying theme.

I will talk about all the ad formats in detail at the time of campaign designing.

First, let us design our video campaign with **skippable ads.**

Click Continue

So, in this campaign, our goal is 'brand awareness and reach'.

Give any name to the campaign

Next, we have a bidding strategy. In the video campaign, most of the bidding strategies depend upon the goals selected by you. For example, in the goal 'brand awareness and reach' you can only use the Target CPM. And it is by default selected.

What is this Target CPM?

With Target CPM (cost-per-thousand impressions), you set the average amount you're willing to pay for every thousand times your ad is shown. In this bidding strategy, Google will automatically optimize the bids to get as many impressions as possible. Some impressions may cost more or less than your target CPM.

Next setting is about *budget and dates.*

There are two ways to set the budget. The First one is, campaign portal and the second one is daily.

The Campaign total budget represents the total spend for the duration of the campaign, in this case, you must schedule an end date for the campaign.

The second way is to set your budget daily.

Here the rule is the same. For the month, you won't pay more than your daily budget multiplies the average number of days in a month. Some days you might spend less than your daily budget, and on other days you might spend up to twice as much. But your total spend will not exceed more than the **Total Monthly Budget**. If you think that your campaign will run for a longer period, prefer to set it as a daily budget. I am selecting Rs.1000 per day.

This is the ad scheduling and you can view the start and end date from here.

Next, we have the delivery method. Again, we have two options here, Standard and Accelerated. We have already discussed these options many times, So I will keep it default. Now we have a clear idea about various ad formats that you can use in video campaigns. You will understand these ad formats better when will practically design them under video ad campaigns. We have already started with designing of 'video campaigns' using skippable ads and we will continue with that in the next video.

PART-2

Hello, welcome back, we are in the process of designing a 'video ad campaign' using 'skippable ads'. So far, we have discussed the budget and bidding strategy. Let us continue with the rest of the options

Now, I will quickly discuss, the rest of the options. As we are quite familiar with these types of options. First, we have a network.

These types of Ads are not eligible to be shown on YouTube search results as discovery ads. What does it mean? See here, sometimes we search on YouTube and few video ads are there in the search results like this one. This is called video discovery ads in YouTube search results.

Ad skippable ads will be visible in YouTube videos and it has been selected by default. If you want to show your ads on Google video partners on the display network, you can use this option as well. Video partners extend the reach of video ads to a collection of sites and apps in the Google Display Network. Google partners will help you reach new audiences outside of YouTube. Next, we have the language, select the Language that your customers speak.

I am selecting here 'English' and 'Hindi'.

Next, we have the location. Here the location has the same meaning that we discussed in search campaigns and display campaigns. So, you know about all settings to select an appropriate location from the given options by using the advanced search options.

Next, we have content exclusion.

We know that variety of content is available on YouTube videos ranging from sensitive, violence, sexual, sensational etc.

Here you have the full control over to show your ads on the content that is right for your brand.

There are three ways to do it.

- Inventory types
- Excluded content
- Excluded types and labels.

Let us discuss them one by one

First, we have an inventory type. Google has classified its YouTube content into three categories

Expanded inventory

Standard inventory

Limited inventory

First, we have the 'expanded inventory'

If this option is selected, it maximizes the available inventory by showing ads on some sensitive content.

However, it excludes extremely sensitive content, for example:

Excessive profanity

Graphic sexual content and nudity

Graphic violence and serious injury.

Next, we have standard inventory which is usually recommended.

'Standard inventory" lets you show ads across a wide range of content that is appropriate for most brands, such as popular music videos, documentaries, and videos covering current events.

It has the same exclusions as expanded and also excludes, for example:

Repeated strong profanity

Strong sexual content and discussions of sex

Violence either real or dramatized

Next, we have a limited inventory.

"Limited inventory" lets you show ads on a reduced range of content that's appropriate for brands that want to avoid most types of sensitive content.

It has Same exclusions as Expanded and Standard, and also excludes, for example:

Moderate profanity

Moderate sexually suggestive content

So here, we will keep our inventory as a standard as recommended by Google.

The second way of exclusions is the 'Content exclusion'

By default, it is 'show all'.

Or you can select an appropriate category to be excluded like

Tragedy and conflict

Sensitive social issues and so on.

It seems to be similar to the Inventory type. Yes, Google is going to remove this option very soon and has made it clear that instead of going for content-type you should use the inventory type.

Next, we have excluded 'Types and labels'

By default, it is 'show on all' and 'content not yet labelled'

If you want to change something, then expand it

First, we have to select the content types to exclude.

Content-type exclusions let you prevent your ads from showing on certain categories of content, such as games or live video streams. This can help you avoid types of content that don't fit your needs or that your customers don't visit.

You may also make exclusions from 'digital content labels'

Digital content labels let you prevent your ads from showing on categories of content based on maturity level. They are similar to movie ratings such as PG, PG-13, R.

Select an appropriate category according to your brand

Next, we have some additional settings

First, we have devices. By default, your ad will be shown on all devices. However, you have the option to show your ad on specific devices. We have discussed this Option in detail in our previous module. But here we can see one more device is added that is TV screens. Just explore this option. Next, we have the frequency capping.

This option is useful if you want to limit how many times ads in this campaign can be shown to the same user

First, we have the 'Cap impression frequency'

By setting a frequency cap, you can limit the number of times that ads in a campaign are shown to the same user. For example, if you want to show the same ad to the user only two times per day per week / per month. You can set it from here.

Secondly, we have 'Cap view frequency'

Here, you can limit how many times that ads in this campaign can get a view or interaction from the same user

A view is counted when someone watches 30 seconds of your video ad (or the duration if it's shorter than 30 seconds) or interacts with the ad, whichever comes first.

Next, we have the ad scheduling. By default, your ad will be visible on all days. However, there is an option to select a particular day or days to show you ads.

So, we have completed the first phase of our video campaign designing. Now, we will move to the second phase of our campaign designing and the second phase of campaign designing is designing ad groups. Just join me in the next video.

PART-3

Welcome to the next phase of campaign designing. In this part, we will design the ads groups. We know that in ad groups, firstly, we have to target the audience on the basis of various parameters and secondly, we will set the bid amount. So let us begin to design ad groups for the ongoing campaign

Give any name to the ad group

We know that under 'Ad group', we have to set the target audience and set a bid amount.

You can target the audience on the basis of *people* and *content.*

Under people, you can Target the audience on the basis of demographics and types of audience

Under demographics,

We can target the audience on the basis of gender, age, parental status and household income.

In the case of the audience, we have multiple options to select from the different types of audience.

Like who they are: having subcategories like Parental status, Marital status, Education and homeownership status.

We can also target the audience on the basis of their interest and habits, there are multiple categories to select from and you can narrow down your audience by selecting an appropriate category.

A third category is an in-market audience, representing what your customers are searching for or planning to buy. You can select an appropriate category from here depending upon your product or brand.

Next, we have the 'remarketing' and 'similar audience' I have promised you that I will discuss this concept in one of the videos in the coming models.

Lastly, we can combine multiple audience categories as well if required.

You can also take the help of the idea suggested by Google.

Finally, let me select my audience on the basis of education

Next, we can select our audience on the basis of content that means where you want to show the ads.

You can define a few keywords that must be present in the video description or website.

You may get ideas on the basis of your address of the website. Or

Simply by typing your product or services here

Add appropriate keywords by using with Plus sign

Instead of specific keywords, you may select a particular topic that you think maybe interesting for your prospects.

Lastly, we have placements.

I have already discussed that placement is very narrow targeting and you may simply target a specific YouTube channel, YouTube Video, Popular content, Website, App or ap categories.

First, we have 'YouTube channel'

Type any keyword here and Google will search various YouTube channels related to that keyword, that is 'Digital marketing'

See here we have more than 1000 channels related to our keyword. Similarly, we have the videos, No popular content, around 175 websites, Similarly apps and app categories,

You may make a selection out of the given options

Next, we have to set the target CPM i.e. Cost per thousand impressions. The rules are simple, just set a bid amount initially on a trial basis. Watch the performance of your campaign and then decide what will be the final bid amount.

Top content bid adjustment is optional.

It simply means, by increasing your bids by x%, you can increase the likelihood of serving your video ads on the most popular content on YouTube and the Display Network. As on date, the top content bid adjustment is not applicable in India.

So, we have completed the ad group phase of the campaigns. We targeted our audience and set the bid amount for this very campaign. After this, a very interesting phase of campaign designing is waiting for us. Let us see what that step is in the next video.

PART -4

Welcome back. In the last video, I said, a very interesting phase is waiting for us. Let me unfold the interesting phase of the campaign designing and this phase is about designing of the skippable video ads. Here, we will learn how to design skippable ads using the skip ad button. So let us start.

First, we have given the link of our video

To add any video, first, upload your video to YouTube and copy the URL and paste it here.

Your video is added. On the right-Hand side, you can check the weekly estimates of your video Impressions as well

It is confirmed that it is the in-stream ad format

Here give the final URL. It may be the URL of your website or any landing page of your website, where you want to send your prospect after clicking on the ad.

This is the display URL. I always say that it's a dummy URL. It is used for displaying purpose only. You can use any random word/words related to the ad to create display URL

Next, we have a call to action and you can customize it. In the previous section, you can see this is a place where your 'call to action' will be visible.

Give an appropriate 'call to action' in the context of your advertisement. I am just using *join now*. See it is changed in the preview section.

Give any catchy headline here up to 15 characters

Like Free Course.

See it in the preview section

Next, we have the companion banner.

What is a companion banner?

It is a clickable thumbnail image that accompanies the ad. On a YouTube page, it appears next to the ad, in the top right corner. It is visible in Desktops versions of the ads.

A companion banner provides continued brand presence after a video ends, and the viewer can click on it anytime.

Google may create it automatically based on your YouTube channel video.

Or you may upload the image manually; Make sure the dimensions of an image should be 300 by 60 pix.

Give any name to the ad.

Before saving the ad let us preview it.

This is how it will look on 'YouTube app' in mobile phones.

This is our video of the ad.

The logo of our channel

This is headline

Display URL

Call to action

This ad will look on Google video partners

Only a few options are available in the ad

Now let us check it for desktop versions

This is how it will look on desktop versions.

Here we have the headline and display URL

Skip add button

Here our companion banner will be visible.

This is how it will look on Google video partner

If you are satisfied, then save and continue

Ohh !!! there is one error; I have not uploaded the image of companion Banner. Let me change the option to default. I will show you how to upload the companion banner in a while *Save and continue.*

Congratulations, your campaign is ready.

Review it. Everything seems to be ok.

Click continue to campaign. Your campaign will be submitted to Google for review purpose, Google will give me the green signal if the ad is as per the Google Guidelines. What are those guidelines? The link is given in the description.

So, finally, we have designed our skippable video ad campaign. I intentionally left a few settings as default as we have discussed them many times. Just try to design a few more campaigns with skippable ads to learn it properly. In the next video, I will talk about bumper ads. Join me in the next part.

PART-5

Welcome to the next phase, after learning about skippable ad now I will take up bumper ads to insert in our video ad campaigns. As I already explained bumper ads are non-skippable ads and their duration is under 6 seconds. This is a way to show your ads to the target audience when you want that they should not skip your ads.

Let me quickly show you how to create a video campaign by using bumper ads. From video campaign dashboard. Select bumper ads and continue.

From video campaign dashboard. Select bumper ads and continue.

Here most of the things are self-explanatory in nature; I will not explain them again. If you have any confusion then you may go back to the previous videos of this Module for any clarification.

The bidding strategy here is Target CPM that means you are going to pay for per thousand impressions of your ads.

Set the budget according to your plans. We have the same settings for Networks, Languages and Locations that we discussed in skippable ads.

Next, we have the content exclusions. Use these options to exclude the content where you don't want to show your ads.

Next, we have the ad group.

We know that ad groups are used for targeting the audience. Target your audience on the basis of demographics, types of audience, Keywords, Topics, placements etc.

Set your bid amount here.

Finally, this is the place where we will design bumper ads. Here again, first, you have to upload your ad to YouTube and then copy the URL and paste it here. Make sure your ad is under 6 seconds.

Your video is added and you can see it in the preview. There is no skip button on it.

Give the final URL. I am just giving the name of my website.

Make the display URL here by adding a few random words related to your ads.

Here add the companion banner for desktop ads. This time I will show you how to make a companion banner by uploading the customized images. Before uploading, make sure, the dimensions of the images are 300 by 60 pixels. There are many online tools to resize the images (Links are given in the description)

Choose the file from your computer. Image is added.

See in the preview section it is now visible. But it will not be shown on Google video partners and mobile phones.

Finally, give any name to the ad and save it. Your bumper ad is ready.

Next, we have non-skippable ads. The process to design non-skippable ads is the same that we followed for skippable ads and bumper ads. There is only one difference and that difference is about the duration of ads. The duration of ads should be up to 15 seconds. Please, try to design a non-skippable video campaign on your own. If you have any query, just post it in the discussion forum.

Next, we have out-stream ads.

As I already explained, out-stream ads are not for YouTube. These ads are mobile and tablet-specific and appear on Google Partner sites and apps outside YouTube. Users can tap to play your video ad or easily scroll past when reading the latest news or shopping for products. Let us see how to design out-stream ads.

Click continue

Now notice here, for these types of ads the bidding strategy is viewable CPM which is set as a default. What is viewable CPM?

With Viewable CPM (cost-per-thousand impressions), you set the amount that you're willing to pay for every thousand times your ad is shown in a viewable position. An ad is counted as "viewable" when 50 per cent of your ad shows on screen for 2 seconds or longer. Not clear!!! Let me explain.

There is a difference between Impression and viewable expression.

An impression is counted when your ad is served in the browser of the user and you will be charged for that. But we are not sure whether the user has viewed our ad or not.

If we think rationally, then we should be charged only when users would actually view our ad. It is only possible with eye-tracking technology to establish that the user has viewed our ad. But Google has developed one metric in this regard. Your ads will be considered as Viewable when 50 % of your ad will run on screen for 2 seconds or longer.

I will skip all the steps of campaign designing and will directly go to ad designing.

Paste the URL of your ad here.

See in the preview section. It will be only visible on Google video partners.

Here it says that

Out-stream ads play automatically on mute in places like the top of a page or within article text on mobile devices. Viewers can unmute, dismiss ads in-app, or scroll to skip. Outstream ads are designed to drive brand awareness and help you reach more people.

From here you can set the thumbnail. Thumbnail is noting, this is the frame or part of the video which you want should be visible when the video is in still mode

Give the headline. Up to 80 characters

Give the description under 100 characters

Give a call to action

You can see a live preview of your Ad as well

Set the logo for your ad from here. This is the place where your logo will appear

The dimensions of the logo should be 200 by 200px

See here, your logo is added

Give the final URL

And this is a final preview of our ad

Give any name and save it.

So, we have completed the process of using bumper ads and out-stream ads in a video campaign. Try to design more campaigns using bumper and out-stream ads. It will help to understand video campaigns in a better way. In the next video, I will talk about ad sequence. Be there.

PART -6

Welcome to the last part of this module. In this part, I will discuss the concept of ad sequence that has been recently introduced by Google in video ads. First, let us see is ad sequence then I will explain how to design a campaign using ad sequence ads.

As the name suggests with ad sequencing, you can tell your product or brand story by showing people a series of videos in the order that you define. You can use a video ad sequence campaign to build interest, reinforce a message, or create a unifying theme.

That means if someone has viewed the first ad, then after sometimes, the second ad will be shown to him, then after a gap third will be shown to him and so on.

This is a very good option to tell your story by showing ads in a particular sequence to individual viewers with skippable in-stream ads, non-skippable in-stream ads, bumper ads, or a mix.

Let's see how to design such ads.

Select "ad sequence" and continue

The bidding strategy is Target CPM

Let me go directly to the ad designing phase as you know about these steps.

Create your first ad by clicking on the new step.

Here you will give the details of your first ad

Give any name to the ad group

Set the bidding amount

Crete the video Ad by pasting URL of the Video.

Before you give the URL of your video, it is most important here that you have to link your YouTube channel to the Google ads otherwise your ad will not be added here

Let me first show you, how to link YouTube channel to Google ads then I will come back here.

Login to your YouTube by using the same Id that users are using to log in to Google ads

From here select YouTube Studio (beta)

On the left-hand side, click creator Studio classic

Skip it

From here go to Channel

Go to advance

You will see here AdWords account linking

Click link an AdWords account

Now here at number 3, we have to provide Google Ad customer ID

Where is the customer ID?

Go to Google ads dashboard

Click at the top right corner

This is our Google ad account ID

Copy it

And paste it here

Assign any name to the AdWords account

And publish it.

And save it

Now to verify it

Go back to your Google ads account

Go to tools and settings

Click setup select Linked accounts

Look for YouTube and Click Details

One request is there, click view request

And approve o it. That is all!!! YouTube account is linked to Google ads

Let's come back to ad designing

Copy the link of your video that you want to use as an ad.

From here, Go to YouTube studio

Go to videos

Click these three dots

And get a shareable link

Paste that link here

Video is added, you can see the live preview

You can select what format of ad you want.

Instream or non-skippable

To make it non-skippable, choose the video between 7 to 15 seconds

Let it be in-stream ad

Give the final URL and display URL here

Call to action is optional but you can give it

Give the headline of your ad within the permissible characters

Add companion banner or let it be selected automatically from the channel

Here is the final preview of your ad

You can also see it in a new window in real-time how will it look   in YouTube

This is your ads on YouTube with all details

To see it on a mobile phone

Copy this link and send it to mobile, phone and view it.

If everything is ok, click on add to the sequence

This is the first ad that we have added to the sequence.

To add more ads to the sequence, click on a new step

And follow the same procedure

Step 2 is added.

Same way, add step 3. I am using the same ad, but please use different ads,

Finally, we have created the ad sequencing

Click save and continue. Your ad will be submitted for review purpose.

Congratulations!!! we have finished with our first module of this week. We learnt a very important type of Google ad campaigns that is video campaigns. Although, I try to cover every step of video camping designing. But there are so many things that you can learn when you design video campaigns on your own. I will advise you to design a few dummy video campaigns with different options to explore it more and more. Thanks for being with me.

Module: 26: Designing and Monitoring App Campaigns

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PART-1

Welcome to the last Module of the week and the name of this module is "**Designing and Monitoring App Campaigns**"

Ass an app developer, it is obvious, you always want that your app should be used by the maximum number of people and you would like to promote your app at various platforms.

In this regard, 'Google Ads's app campaigns are very useful and popular. So, in this module, we focus on app campaigns and you will specifically learn

1. **What are App campaigns?**
2. **How to design app campaigns in Google Ads?**
3. **Lastly, how to monitor the performance of app ad campaigns**.

First, let me define, what are app campaigns.

According to Google, App campaigns streamline the process for you, making it easy to promote your apps across Google's largest properties including Search, Google Play, YouTube, and the Google Display Network

It is obvious that you must have your own app or your clients' app that you want to promote on Google Ads. However, for learning purpose you may pick any Mobile app and design a dummy app campaign. So, let us see how to design app campaigns in Google Ads

Create a new campaign

Select your goal as app promotion.

Here, we have only one type of campaign i.e. app campaign and it is selected by default.

You can select your mobile App platform Android or IOS, I am selecting Android

Lookup for your App here. Just type a few keywords related to your app and select the app from the given list. I am selecting Swayam App about which you are quite familiar

Click Continue

Give any name to the campaign

Set the location to India or any other place where you would like to promote your app

By default, English is selected as the language. If you want, you can select another language

Set the budget

This is a place where you will select your bidding strategy. By default, it is set to Focus on install volume and all users. Let it be the default.

Select 'Target cost per install'

This is the cost which you will pay to Google once your app is installed

Specify your start and end date

Save and continue

We have made our campaign level settings,

Now let us create our ad groups.

Give any name to 'Ad Group'

Now Finally, we will create the ads for our campaign

First, we have the headline.

You can give up to five headlines but at a time, only one headline will be shown in the ads. These headlines will be used automatically for various ad formats depending upon suitability

Let me give Two headlines here.

You can add more headlines at your own

Next, give the description of your ad. You can give up to Five descriptions, but at a time only one description will be visible.

You may add more description at your own.

Next, we have to add the images. You can add up to 20 images. But make sure that the size of the image should be of the specified dimensions only. These are the acceptable image sizes for app campaigns

To upload the images, click here. If you want to resize the image use this website. Link is given in the description. Let me show you, how to resize the image. Choose any image to resize. Give the dimensions of width and height. Click the resize the image. Click here to download it.

Let us go back to campaign designing. Upload the images.

Images are uploaded

Save it

Uploading the video is optional, just explore it

Let us have a preview of our ad. You can see a preview of the ad at display platform, Search platform and at YouTube platform.

If you are satisfied, Save and Continue

Congratulations!!! your campaign is ready

Review your campaign summary

And click continue to campaign.

Your campaign will be submitted for review to the Google

SO, with this, we design our dummy app campaign to promote the SWAYAM app. Hope it was a simple process. Just work on it and be perfect in-app campaign designing. Thanks.

PART -2

Welcome back. so far, we have designed almost all the campaigns in Google Ads, but we have not talked about assessing the performance of our campaigns using various Google Ad metrics. In this video, I will briefly discuss various metrics that you can use for assessing the performance of Google Ad campaigns. Let us start.

Click on campaigns,

The very first thing that you have to set here is the time frame for which you want to analyse your campaign data.

By default, it is set to all data, but you can customize it according to your requirements.

All combinations are available here ranging from today, last months, the year and so on.

Here, you will see the graphical data of your clicks on ads for a given time frame.

This column represents whether the campaign is active or paused.

Green circle means that the campaign is in active mode. By clicking on it, you can make any campaign active or enable or you may pause any campaign at any time

This column represents the name of the campaign. If you want to rename any campaign you can do it from here

Next, we have the budget for each campaign. As I said in the previous modules that you can change the budget at any time. So, this is the place where you can change the budget.

This column shows you the status of your campaign after the review by Google. This campaign is eligible to be run on Google Ads,

This is simple. It shows the type of campaign like search, display, app and so on.

Next, we have *the impressions*, very useful metric,

An impression is counted each time your ad is served. Impressions help you understand how often your ad is being seen. If the number of impressions is low, it clearly shows that there is a problem in the campaigns, and we should find out the reason for it

Next, we have *interactions*, interaction is the main action associated with an ad format. These include clicks for text and Product Shopping ads, views for video ads, and so on. Interactions help determine whether your ads are meeting your performance goals or not

Next, we have *the interaction rate,*

"Interaction rate" measures how often people interact with your ad after it's shown to them. This helps in measuring your ad's effectiveness.

Next, we have the average cost. The average cost is the average amount you've paid per interaction. For Example, one click has costed you Rs 5 and another click costed you Rs 6 . Then the average cost per interaction Rs 5.5.

Next column is about Cost. Cost is the sum of your total spend during this period for this very campaign

Next, we have the conversions. If you have set the conversions for the campaigns, then this is very useful information

"Conversions" shows the number of conversions you received after ad interactions (such as text ad clicks or video ad views)

Similarly, we have cost-per-conversion. Cost per conversion ("Cost/conv.") shows the average cost of a conversion. It's your cost divided by your conversions.

Next, we have the conversion rate; Conversion rate ("Conv. rate") shows how often, on average, an ad interaction leads to a conversion. Its "Conversions" divided by the interactions with your ad. Then lastly, we have the bidding strategy that India used for various campaigns.

Another beauty of Google Ads is that you can measure the performance not only at the campaign level but way beyond it up to keyword level

Let me show you.

You can see the performance of each ad group. The most important point here is, if you want to change the bid amount, then you can change it from here for the respective ad group

Rest of the metrics are similar to the campaign metrics just explore them.

Then we have the ad extensions. I hope you know what ad extensions are. You can see the performance of each ad extensions from here

Next, we have the video. See the performance of your videos that you have included in various ads

Then we have the keywords. This is how each keyword is performing in our campaign. If you want to change the bid amount of any of the keyword that you can also change that at any time.

Next, we have the audience.

Demographics

Topics

and placements

You can see how our campaigns are performing for the audience type

Then we have the settings of our all campaigns, and it is the one-stop to change the settings for any of the campaigns from here, Just, click the edit button and make the necessary changes.

Then we have the location, Ad schedule and Devices to assess the performance of campaigns

You can see, we have various columns representing the Google ad metrics, If, you want to add a new column it is very simple. Google has plenty of metrics that you can add here to understand the performance of your campaigns better.

Click column

Modify the column by selecting any metric from the list. For example, from performance, I want to add the column 'views' and 'view rate'. Just check it. See these are added to the list. You can further verify from here.

These columns are added to the devices only, but you can modify them for any of the property like campaigns, ad groups, keywords etc.

You can also see the metric for each type of campaigns separately from here

So far, we have discussed how to add the money to Google ads for campaign purpose

Let me show you how to add the money to the Google Ads account.

Go to tools and settings

From billing, select billing summary. Use this to make payment to add the money to Google accounts using available options.

So, with this we have completed our modules on Google Ads, I hope there is surely a value addition after spending three weeks on Google Ads, It is just a beginning to Google Ads. You will learn so many other details of Google Ads, once you will actually start working on it. I am happy that I am able to teach you one more tool of digital marketing.

Thank you so much.