

Required Video Specs

YOUTUBE PACKAGE

Before we kick off your campaign you will need to supply the assets listed below. Once you confirm and process payment for your campaign, we will send you a link to a folder where you can upload the files.

We place TrueView video discovery ads. They can run on the YouTube search results and watch pages for both desktop and m.youtube.com, as well as the mobile app homepage.

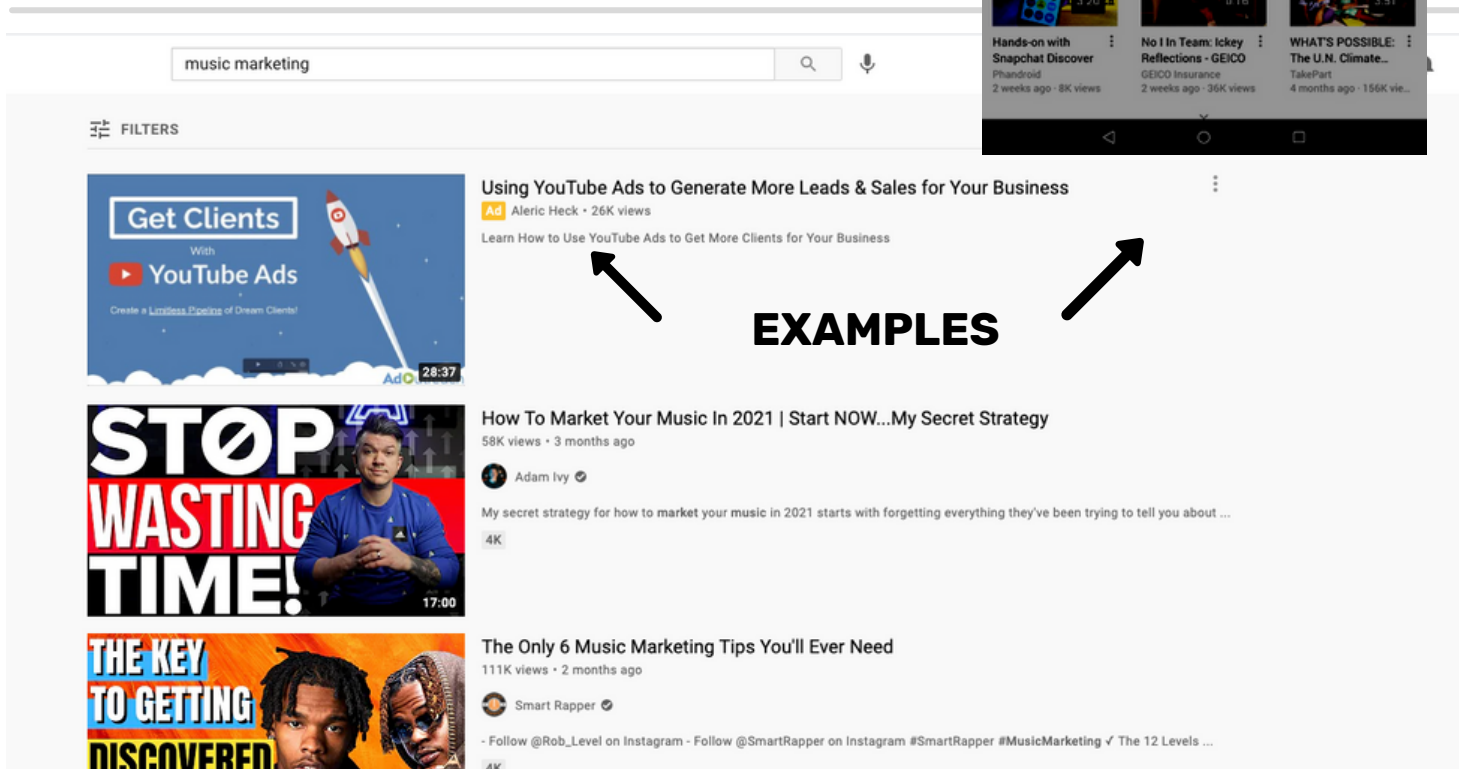
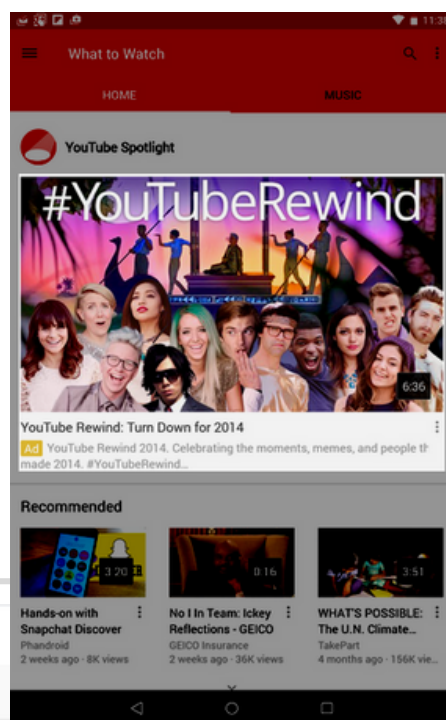
The ad unit consists of an image thumbnail and up to three lines of text. Clicking the ad will deliver a user to the YouTube watch or channel page to view the video rather than playing the video within the ad unit itself.

Asset requirements

Video URL Video must be uploaded to YouTube
Google Account ID (Eg. 123-456-7890)

Tips

- In order to create a TrueView video discovery ad, video must be public or unlisted. All ads must comply with the YouTube Advertising Policies.
- Always optimise your video on YouTube to help with organic search. Find out more HERE.



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