



Video creation in Google Ads

Turn content you have into YouTube video ads that drive results



Oh Ya | November 21, 2023



YouTube drives people to **take action**

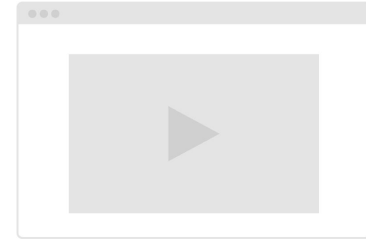


70%

of YouTube viewers say they bought a brand as a result of seeing it on YouTube.¹

2x

as likely to go online to buy something they saw on YouTube vs the competitive average.²



Source: 1. Google/Talkshoppe, US, whyVideo study, n=2000 A18-64 Genpop video users, Feb 2020; 2. Google/Talk Shoppe, US, whyVideo post COVID-19 study, n=2003 A18-64 Genpop video users, other platforms include Cable/Satellite TV, Netflix, Amazon Prime Video, Instagram, Facebook, Snapchat, Twitter, TikTok, Twitch, Disney+, Hulu, HBO GO, Sing TV, Showtime Now, Qubi, May 2020

Video action campaigns boosts performance for your existing campaigns



Advertisers that run YouTube ads
in addition to Search ads see

+8%

higher search
conversion volume

-4%

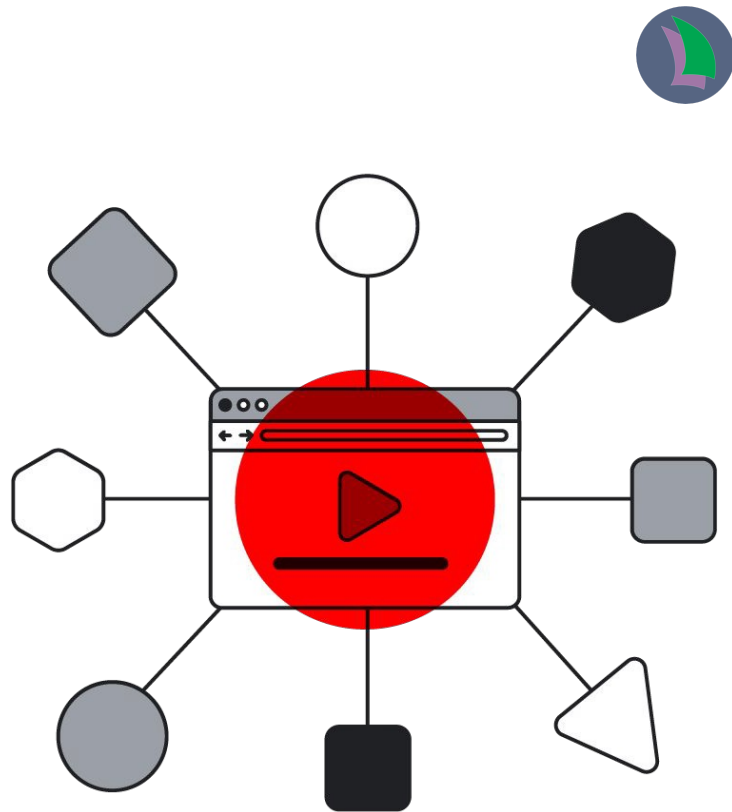
lower
search CPA

Source: Google Data, Global, Jan 2015-June 2016, Compared to advertisers that run Search only.

Google  YouTube

You don't have a video or you think that making a video ad could be complex and expensive?

No problem! You can use
Video creation in Google Ads





Video creation in Google Ads
is a free, easy way to turn
content you have into YouTube
video ads that **drive results**.



Free, fast
and easy to use

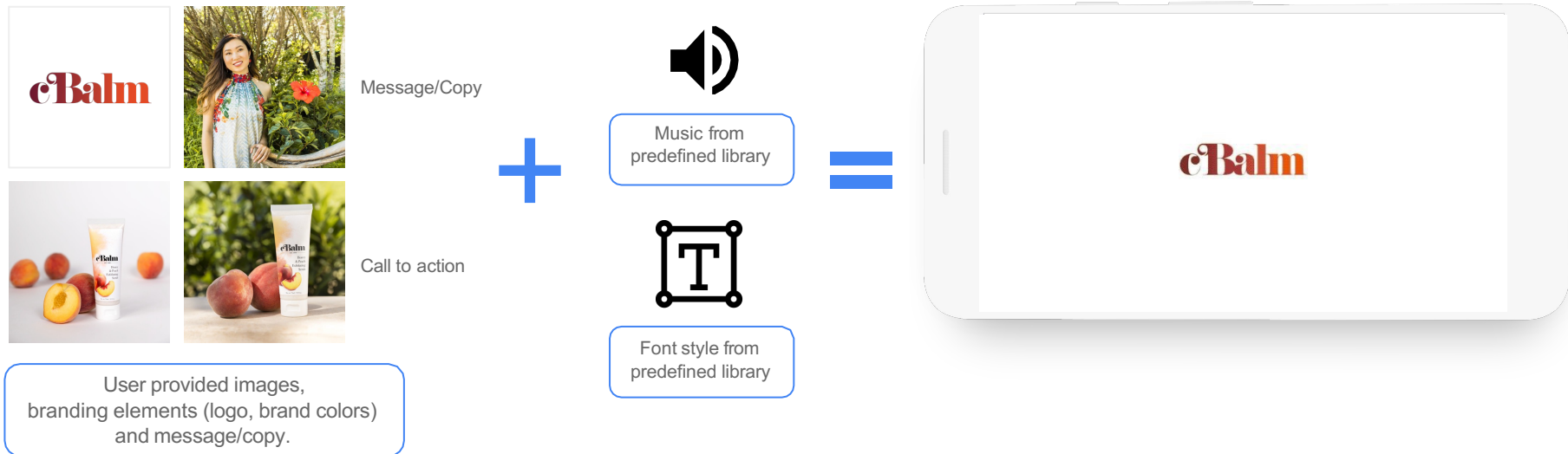


Designed to work
on YouTube



Built for any
audience and objective

Create a video ad in minutes following simple steps, using assets that you already have, and without any costs



Video creation templates are designed based on our **ABCDs guidelines for effective creative.**



A Attention

Hook and sustain attention with an immersive story

B Branding

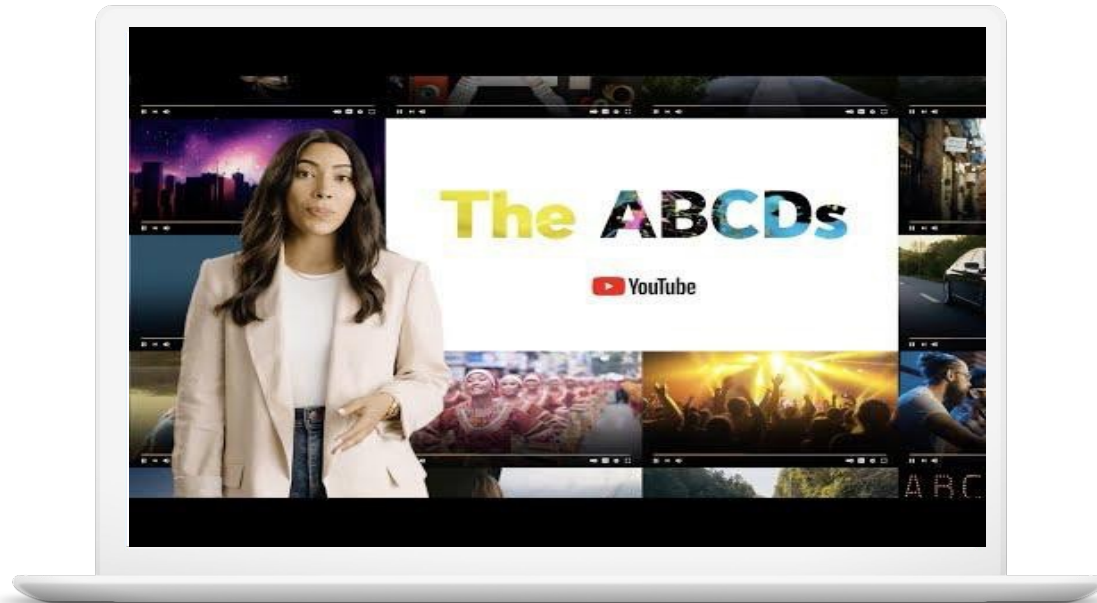
Brand early, often and richly

C Connection

Help people think or feel something

D Direction

Ask them to take action



Choose the right template for your marketing objective

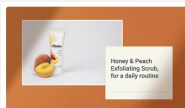


Use a product catalog to showcase your product or promotion



Highlight your product catalog 15s

Show 2-5 products (3 of them with price)



Increase consideration 15s

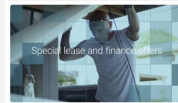
Showcase 3 products + 1 extra image



Share a promotion 16s

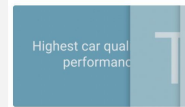
Promote 2 products with before & after prices + 3 extra images.

Tell a visual story even with 0-2 images and additional text areas for terms and conditions



Text-focused Grid 15s

Only 2 images. Allows adding 'terms and conditions'.



Present Your Message 15s

No images required. Allows adding 'terms and conditions'.

Tell a short story to explain your brand, product, service, or promotion



Showcase a product or brand 15s

6 images
2 logos
6 text areas



Introduce your brand 15s

3 images
1 logo
4 text areas



Feature your brand 16s

6 images
1 logo
5 text areas

Tease your brand, product, or service in 6 seconds



Introduce your brand (6s) 6s

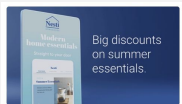
2 images
1 logo
2 text areas



Feature your brand (6s) 6s

3 images
1 logo
3 text areas

Promote your app or website by showing vertical screenshots



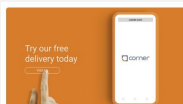
Promote app download 16s

4 images
1 logo
6 text areas



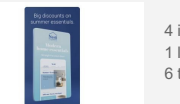
Promote your app 16s

4 images
1 logo
5 text areas



Show phone interaction 16s

3 images
1 logo
7 text areas



Promote app download 16s

4 images
1 logo
6 text areas



Promote your app 16s

4 images
1 logo
5 text areas

New seasonal video templates are available to promote your product, service or brand in your holiday campaigns!



Christmas template



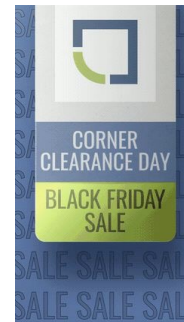
Diwali template



Hanukkah template



Generic offer template (Black Friday, Cyber Monday, Special Sale)







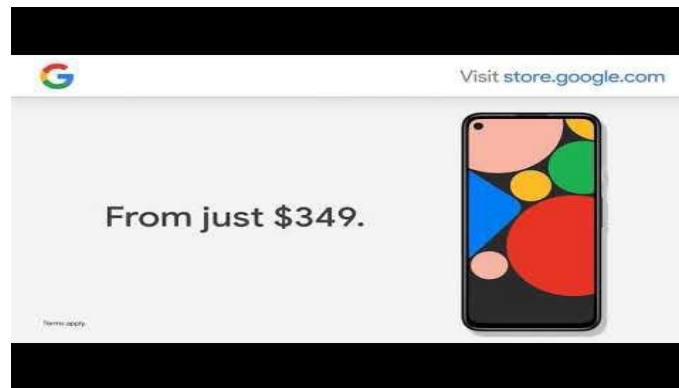
Enhance your campaign performance by **adding voice-over to video assets** with Google Ads



Voice-over is a proven driver of video creative effectiveness across Action KPIs

Voice-over in Google Ads

-  **Free** No fees, unlimited use
-  **Easy** Type, listen, and go!
-  **Flexible** Multiple languages & voices
-  **Fast** Assets ready in seconds

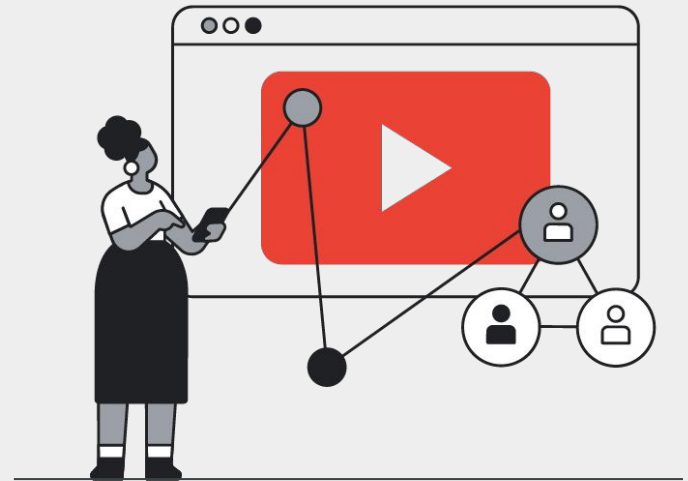


+20% more conversions and -18% lower CPA
compared to the same ad without voice-over





Use Cases





Use Video creation in Google Ads for seasonal events and/or limited-time promotions

Seasonal events and limited promotions require a dedicated creative.

Save money and additional production time by making your ads with Video creation in Google Ads.



Use relevant promotional messaging

Include text overlays to showcase general holiday or event-related messaging (i.e. gifting) or to showcase a limited time promo code, site-wide sale, etc.



10% off becomes 50% off for Black Friday only



Refresh your creative with seasonal image assets

Replace generic year-round product images with holiday/event-specific assets, include imagery showcasing holiday themes, or feature inventory that goes on sale during the holiday season/event.

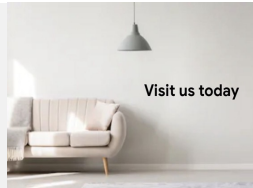


Imagery becomes holiday themed for seasonality



Test multiple call-to-actions

Create multiple video ads with a simple CTA change. The more ad variants you have, the more the campaign has to choose from to optimize performance!



CTAs become custom and holiday specific

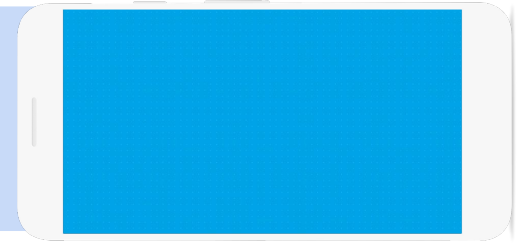
Use Video creation in Google Ads to provide creative variation and supplement your main video



- ▶ Create **Bumper ads** in addition to your main creative.
- ▶ Create an additional video with tailored messaging for your **Remarketing** campaigns.
- ▶ Create an **optimized for action** video in addition to your branding creative, or **5 different ad variants for ad optimization**.
- ▶ Use Video creation to **test different promotions** with **video experiments**, before you invest in additional creative.

en 転職
(en-japan)

Create an optimized-for-action video, aside branding creative.



MPERFECT
FOODS



Create different promotions.

Use Video creation in Google Ads to improve the Ad Strength in Performance Max & App Campaigns



▶ Adding videos to your **PMax or App Campaigns** will improve Ad Strength and maximize performance

▶ Use your existing **images, logos and text assets** to quickly create video ads using video creation in Google Ads' YouTube optimized templates

The screenshot displays the Google Ads interface for a Performance Max campaign. A blue callout box highlights the 'Ad strength' section, which shows 'Excellent' performance with checkmarks for Images, Videos, Headlines, and Descriptions. Below this, the 'Videos' section is highlighted with a blue box, indicating that adding videos can improve ad strength. The interface also shows a preview of a video discovery ad for 'Corner Groceries' featuring 'Gluten-Free Fresh Shell Pasta' for \$1.99.

Google Ads | All campaigns

Performance Max

Your ads are all set! They'll have a higher chance of performing well.

Ad strength **Excellent**

Images ✓
Videos ✓
Headlines ✓
Descriptions ✓

Final URL
URL expansion is on
<https://www.example.com>

Images
Add up to 15 images
[+ Images](#)

Logos
Add up to 5 logos
[+ Logos](#)

Videos
Add up to 5 videos. If you don't have one, Google will create videos automatically when possible.
[+ Videos](#)

Headlines
Add up to 5 headlines [View suggestions](#)

Preview

Video discovery ad

To show this ad, provide final URL, 2 images, 1 logo, 1 video, 3 headlines, 2 descriptions, and business name

YouTube
GMAIL
SEARCH
DISPLAY
DISCOVER

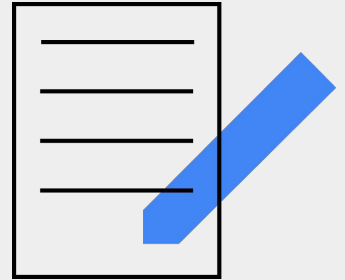
YouTube
CORNER GROCERIES
Gluten-Free Fresh Shell Pasta
\$1.99
Headline 1
Description 1
www.example.com
[LEARN MORE](#)

0 / 30

Google YouTube



How to create a video in Google Ads



Check out the detailed demo video



Google Ads Tutorials

Video creation
in Google Ads



In Google Ads > Tools and Settings > Click in Asset Library



Google Ads | Asset library

SEARCH | REPORTS | TOOLS & SETTINGS | Account name (555-555-555) | userloginname@email.com

- Asset library
- PLANNING
 - Performance Planner
 - Keyword Planner
 - Reach Planner
 - Ad preview and diagnostic
- SHARED LIBRARY
 - Audience manager
 - Bid strategies
 - Negative keyword lists
 - Shared budgets
 - Location groups
 - Placement exclusion lists
 - Asset library
- BULK ACTIONS
 - All bulk actions
 - Rules
 - Scripts
 - Uploads
- MEASUREMENTS
 - Conversions
 - Google Analytics
 - Attribution
- SETUP
 - Business data
 - Policy manager
 - Account access and security
 - Linked accounts
 - Preferences
 - Google Merchant Center
- BILLING
 - Billing summary
 - Billing documents
 - Billing transactions
 - Billing settings


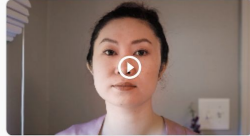



c/balm_retouch_environ... ts_r1 | 220 items




cBalm_brand_assets_logo | 15 items

Video_FinalOutput_Compresed | 6 items

Moodboard | 24 items

Assets

- 
C_Balm0007_9.jpg
1500 x 1000 · 2MB
- 
CBALM 15 HIBISCUS 422 FINAL.mp4
00:15 · 3840 x 2140 · 19.3MB · Used by 10...
- 
C_Balm0007_1872.jpg
1500 x 1000 · 1.8MB · Used by 10 ads
- 
C_Balm0007_2147.jpg
1500 x 1000 · 2MB
- 
C_Bal...1789.jpg
600 x 900 · 1.8...

- 
- 
- 

Click the + button in the Asset Library > Video > then Create video



The screenshot shows the Google Ads Asset Library interface. At the top, there's a header with 'Google Ads' and 'Asset library'. On the right, there are icons for 'EDIT', 'ADWORDS', 'TOOLS', and 'RECYCLE', along with account information: 'Account name (555-555-555)' and 'userloginname@email.com'. Below the header, there's a 'Sort by Date modified' dropdown and 'CARDS' and 'TABLE' view options. A search icon is also present. The main content area shows a 'Video' menu open on the left, with options for 'Folder', 'Upload', and 'Video'. The '+ Create video' option is circled in red. Below the menu, there are four campaign folders: 'cBalm Natural Summer campaign' (56 items), 'Holiday 20 campaign' (64 items), 'Black Friday 20 camp...' (123 items), and 'Brand assets' (32 items). Below these are 'Assets' including 'almonds.png' (500 x 300 - 206 KB), 'logo1.png' (500 x 300 - 206 KB), 'cBalm brand showcase 15s' (00:15 - cBalm Beauty), and 'stock-photo-1944594160.jpg' (240 x 63 - 2 MB). There are also video thumbnails for 'almonds.png' and 'cBalm brand showcase 15s'.

Explore the Template catalog and select one of the options



Google Ads Create video

1 Choose template 2 Create your video 3 Review 4 Upload

Your promo code is active [View](#)

Templates are built upon creative best practices and help you tell your product and brand's unique story. Choose a video template, add your images and text, and we'll create an engaging video for you.

Try our free delivery today

corner

Show phone interaction 0:16s

Show the benefits of your product or service with a phone interaction video layout

3 images + 1 logo 7 text areas

Use template

corner

Gluten-Free Fresh Shell Pasta \$1.99

Highlight your product catalog 0:15s

Show offers and promotions to drive sales with a clear, shopping-focused video layout

5 images + 2 logos 14 text areas

Use template

Go more than 200 miles before charging!

Feature your brand 0:15s

Showcase your brand to drive engagement with an energetic and fast-paced video layout

6 images + 1 logo 5 text areas

Use template

Go more than 200 miles before charging!

Feature your brand (6s) 0:6s

Showcase your brand to drive engagement

eBalm

Honey & Peach Exfoliating Scrub \$19.90

Share a promotion 0:16s

Highlight a promotion for your product

eBalm

Showcase a product or brand 0:15s

Showcase your brand to drive engagement

Google YouTube

Preview the selected template and check the assets needed to create the video. When ready click Use template



Google Ads Create video

1 Choose template 2 Create your video 3 Review 4 Upload

Templates are built upon creative best practices and help you tell your product and brand's unique story. Choose a video template, add your images and text, and we'll create an engaging video for you.

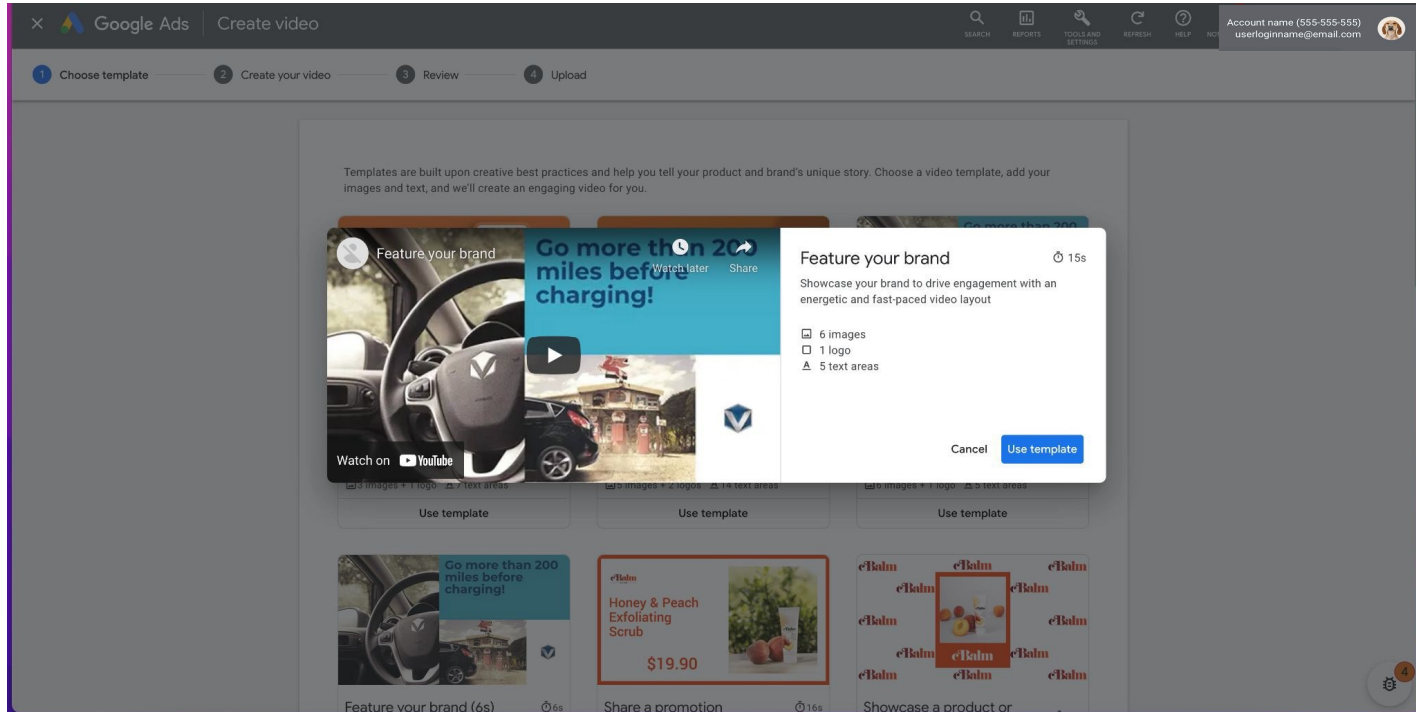
Feature your brand 15s

Showcase your brand to drive engagement with an energetic and fast-paced video layout

- 6 images
- 1 logo
- 5 text areas

Cancel Use template

Feature your brand (6s) Share a promotion (16s) Showcase a product or



Fill out the template: provide HEX codes for your Brand colors, your logo, images and text. Choose the font and music from the Library and create the video once completed.



If needed, use the Scan website feature to help you identify images for your selected template



A screenshot of the Google Ads interface showing the 'Choose an image to use in your ad' dialog box. The dialog has three tabs: 'Asset library', 'Scan website', and 'Upload'. The 'Scan website' tab is active, displaying a search bar with the placeholder text 'Enter your URL'. Below the search bar is a wireframe diagram of a website layout with various rectangular and square shapes representing content areas. At the bottom of the dialog, there are 'Save' and 'Cancel' buttons, and a disclaimer: 'By adding an image, you confirm that you own all legal rights to the image and have permission to share the image with Google for use on your behalf in advertising or for other commercial purposes.' The background shows a blurred view of the Google Ads 'Create video' page, including a 'Storyboard' section with a video thumbnail and a 'Tr 1' label.

Crop your images to better fit the template if needed



The screenshot displays the Google Ads interface for image selection and cropping. The left pane, titled "Choose images and logos to", shows an "Asset library" with an uploaded image "0F1A9214_A.jpg" and a "Storyboard" preview. The right pane, titled "Choose how to crop your image", shows the image with a "1:1 selected" crop overlay and metadata: "File name: 0F1A9214_A.jpg" and "Dimensions: 6720 x 4480".

Google Ads | Create video | Choose images and logos to | Choose how to crop your image

Choose template | Create your video | Asset library

Upload images that meet the requirements. You can also upload logos.

0F1A9214_A.jpg
Uploaded

Storyboard

Assets uploaded will be saved to Asset library

Save Cancel By adding an image, you can use the image with Google for user generated content.

1:1 selected

File name
0F1A9214_A.jpg
Dimensions
6720 x 4480

Select Back to results

Wait a few minutes until the final video is generated. Once done, preview it and upload it to a YouTube Channel



Google Ads | Create video

SEARCH | REPORTS | TOOLS AND SETTINGS | REFRESH | HELP | NOTIFICATIONS | Account name (555-555-555) | user@gsnara@gmail.com

Choose template | Create your video | **Review** | Upload

Select channel

Select which channel you want to upload your video to

Your video ad storage channel, created by YouTube

Your own channel

Generating video

This might take several minutes

Cancel

Once uploaded, copy and save the YouTube URL and return to the Asset Library



The screenshot shows the Google Ads 'Create video' interface. At the top, there's a navigation bar with 'Google Ads' and 'Create video'. Below that, a progress bar shows four steps: 'Choose template', 'Create your video', 'Review', and 'Upload' (which is currently active). The main content area is split into two columns. The left column has the heading 'Video uploaded' and a message: 'You can now use this video in your campaigns. To find this video, use the URL below:'. Below the message is a URL: <https://youtu.be/uukMKcSdAu0>. The right column shows a video player with a blue background and the text 'Ready for an adventure of a lifetime?'. Below the video player is a 'Return to Asset library' button.

Your video is now in the Asset Library and you are ready to create a new video campaign or add it in an existing one



Google Ads | Asset library













SEARCH REPORTS TOOLS AND SERVICES REFRESH HELP NOTIFICATIONS Account name (555-555-555) user@domain@gmail.com


Your promo code is active [View](#)

Asset library

+ Add filter

Assets

 My first Vorato Ad 0:15 - Video ad upload channel for 617-862...	 0F1A9011-Retouched.jpg 5016 x 3344 · 1.5 MB	 0F1A9133-Retouched_v2.jpg 5016 x 3344 · 1.2 MB	 0F1A8934-Retouched.jpg 5016 x 3344 · 927.2 KB	 0F1A9082.jpg 5016 x 3344 · 1.1 MB	 Vorato_logo_new alts_neuron_black.png 601 x 300 · 1.7 KB
 My first Vorato ad 0:15 - Video ad upload channel for 617-862...	 0F1A8985-Retouched.jpg 5016 x 3344 · 786.2 KB	 Vorato_logo_new alts_VLockup_white.png 600 x 301 · 6.9 KB	 Gas station 3_retouched.jpg 6720 x 4480 · 10.4 MB	 vorato_with name_black (1)... 745 x 613 · 12.5 KB	 0F1A0696.jpg 5016 x 3344 · 518.8 KB


EST. 1990

In the campaign creation flow you can paste the YouTube URL



Google Ads | New campaign

SEARCH REPORTS TOOLS AND SETTINGS HELP NOTIFICATIONS 828-628-2178 [DaD]aserrate [no login email]

1 Create your campaign 2 Confirmation

Create your video ads

[Skip ad creation \(advanced\)](#)

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

Search for a video or paste the URL from YouTube

Required

[Need a video? Create one in a few steps.](#)

YouTube

If your video isn't hosted on YouTube, [go to YouTube to upload your video.](#)

Weekly estimates

Available impressions

Based on your campaign settings but not your budget or bid

Impressions

10B+

Your estimated performance

To see your estimated performance, enter the following settings:

- Budget
- Video ad



Note that you can also access Video creation in Google Ads directly from the video campaign creation flow

Google Ads | New campaign

SEARCH REPORTS TOOLS AND SETTINGS HELP NOTIFICATIONS 828-628-2178 [DaD]aserrate [no login email]

1 Create your campaign — 2 Confirmation

Create your video ads

Skip ad creation (advanced) ⓘ

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

Search for a video or paste the URL from YouTube

Required

[Need a video? Create one in a few steps. ↗](#)

Click here to launch Video creation.

Please note that a separate tab with the tool will be opened in your browser.

YouTube

If your video isn't hosted on YouTube, [go to YouTube to upload your video.](#)

Weekly estimates

Available impressions ^

Based on your campaign settings but not your budget or bid

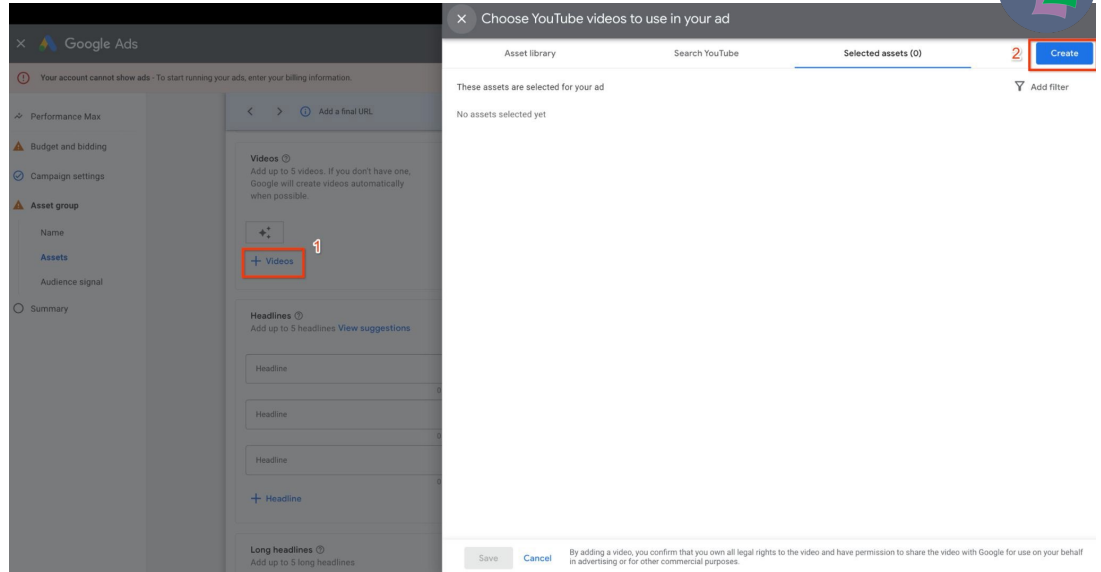
Impressions
10B+

✓ Your estimated performance

To see your estimated performance, enter the following settings:

- Budget
- Video ad

Note that you can also access Video creation in Google Ads directly from the PMax campaign setup flow



- **RELEVANT FOR PMAX**