

## Preparing to Run Ads on YouTube

### [Creating Your Google Ads Account](#)

If you don't already have one, the first step to running ads is setting up a Google Ads Account by visiting [ads.google.com/home](https://ads.google.com/home).

You can create an account yourself or request the help of an expert to walk you through the process. It should only take a few minutes!

### [Getting Verified to Run Elections Ads](#)

Google requires all advertisers who want to run election ads to get verified as part of their efforts to crack down on misinformation and election interference.

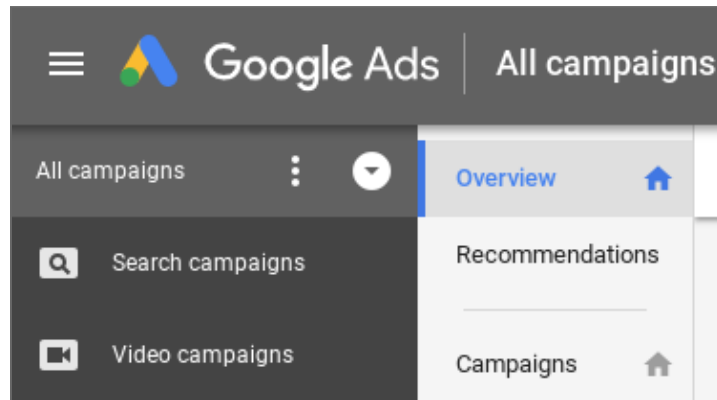
You can choose to get verified either as an individual or as part of your organization – though keep in mind that if you choose to register as part of your organization, other people on staff will still have to get individually verified. To learn more and begin the verification application process, [click here](#).

You'll need to provide proof of your identity and your eligibility to run election ads in your region – so have documentation like your ID, an IRS form, and the full billing address nearby.

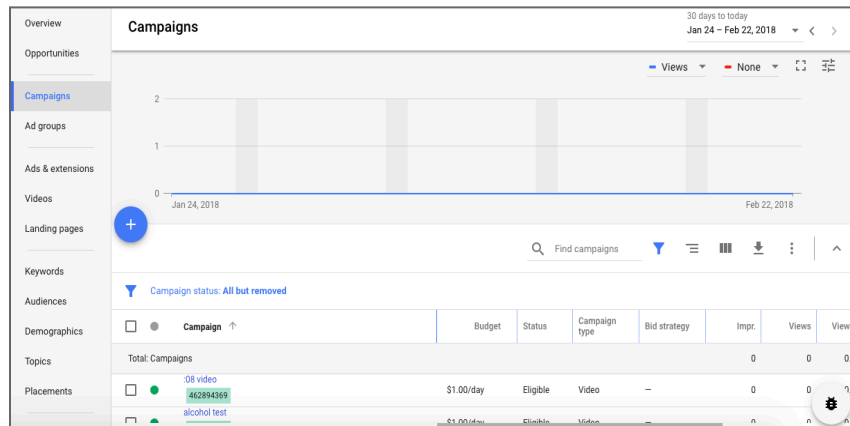
**The application process can take up to five business days, so be sure you and any other colleagues who need to be verified get started well before the intended ad launch date.**

### [Building and Launching YouTube Ads](#)

1. Once you're logged in to your Google Ads Account, navigate to **"Campaigns"** on the left side menu.



2. Click on the blue “+” button to create a new campaign. Note that, unlike in other platforms, you can’t copy and paste an existing campaign.



3. When you see campaign goal options, click on “**Brand Awareness & Reach**” and then “**Video.**”
4. From there, select “Video reach campaigns” and then either “**Efficient Reach**” or “**Non-skippable In-stream.**”
  - “**Efficient Reach**” is more cost effective, though the only available ad units are bumpers (6-second non-skippable) and skippable in-stream ads.
  - “**Non-skippable In-stream**” forces viewers to watch your entire ad, but it will run through your budget more quickly.
5. Next, set your campaign budget type, dates, and basic parameters.
  - Select “**Target CPM**” as your bidding strategy to ensure you’re spending through your budget evenly.
  - Choose your budget type (campaign total or daily). We recommend choosing campaign total, so you don’t inadvertently spend more than your total budget.

- Add your frequency goals, taking into consideration the amount of time until the next big deadline (the beginning of early voting, voter registration deadlines, Election Day, etc.)
- Make sure to double check dates, languages, and locations.

Campaign name	VRC Alpha: Unique Reach	23 / 128	^
Bidding strategy	Target CPM		∨
Budget and dates	Enter budget type and amount	Campaign total budget represents your total spend for the duration of the campaign. You must schedule an end date for the campaign. <a href="#">Learn more</a>	^
	Campaign total ∨ \$ _____ <small>Amount you want to spend on the entire campaign</small>		
	Start date <input type="radio"/> As soon as ads are approved (usually within 1 business day) <input checked="" type="radio"/> Dec 1, 2019 ∨		
	End date <input type="radio"/> None <input checked="" type="radio"/> Select a date ∨		
Networks	YouTube videos, Video partners on the Display Network		∨
Languages	English, Spanish		∨
Locations	United States (country)		∨
<b>Content exclusions:</b> define where your ads can show			
Inventory type	Standard inventory		∨
Excluded content	Show on all		∨
Excluded types and labels	Types Show on all	Labels Content not yet labeled	∨

6. Then, move on to setting up the targeting parameters.
  - Under **“People: who you want to reach,”** select the most broad audience targeting parameters that makes sense for your campaign in order to deliver the widest reach and lowest CPMs.
  - Don’t forget to explore the content targeting options in addition to demographics and audiences.
  - **“Target CPM Bid”** will populate with a recommendation based on your campaign parameters. We recommend bidding a few dollars above the recommended CPM, since you can always change it at any time.

Create your ad group [Skip ad group and ad creation \(advanced\)](#) ⓘ

Ad group name	Skippable Ad Group	18 / 255
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**People:** who you want to reach  
Define your **Audiences, Demographic,** or both

Demographics	Any age, Any gender, Any parental status, Any household income	▼
Audiences	Any audience	▼

**Content:** where you want your ads to show  
Narrow your reach with **Keywords, Topics,** or **Placements**

Keywords	Any keyword	▼
Topics	Any topic	▼
Placements	Any placement	▼

**Bidding**

Target CPM bid	\$ _____
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▼ Top content bid adjustment ⓘ

Your Target CPM (cost-per-thousand impressions) bid is the average amount you're willing to pay for every thousand times your ad is shown. From the Target CPM you set, Google Ads will optimize bids to help get as many impressions as possible. Some impressions may cost more or less than your target.  
[Learn more](#)

7. Next, begin to upload your ads to the platform.
  - You'll have to upload the videos to a YouTube account before you can create ad sets, not the other way around.
  - The ad format will be inferred by the ad length.
  - Once you've uploaded your creative and saved your campaign shell, don't forget to go back in and other ad variants if you have them.
  - Make sure that all ads include captions!

Create a video in a few steps'. To the right of the search box is a large grey area with the YouTube logo and the text 'If your video isn't hosted on YouTube, go to YouTube to upload your video.' At the bottom of the form are two buttons: 'Save ad' and 'Cancel'." data-bbox="216 105 772 376"/>

Create your video ad

Your YouTube Video

Search for a video or paste the URL from YouTube

Required

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

YouTube

If your video isn't hosted on YouTube, go to YouTube to upload your video.

Save ad Cancel

8. Finally, prepare to get your ads approved and turned on.
  - **Please remember to consider approval time in your overall campaign timeline – it can take up to 24 hours for ads to be approved, especially during busy times.**
  - Pro-tip: keep a close eye on your ads during the first 24-48 hours of the campaign to make sure they get approved and are actually spending through.
  - If one ad is approved before another in the same ad set, your campaign may start serving with one asset before the other is ready. As such, we recommend keeping the campaign paused until all ads are approved.

Any questions or concerns? Contact [training@priorities.org](mailto:training@priorities.org) for assistance and we'll be happy to help.