

YouTube Ads

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<https://www.7boats.com>

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Type of YouTube Ads

- TrueView Ads -> In-Stream Ads & Video Discovery Ads (in Display ads previously)
- Pre Roll & Mid Roll Ads[For longer than 10 mins Videos]-> (Skippable[12 Secs-6 mins]or Non Skippable Ads[15-20 Sec Videos])
- Bumper Ads [Before playing video. Only 6 Sec Ads]
- YouTube Horizontal Banner ads [Display Ads]
- Masthead Ads

GDN - Google Display Network

YouTube Search & YouTube Videos

Google Partner Sites

Google Partner Video network/Channels

In-Stream Ads

YouTube

how to tie a tie

Wix.com

Start Your Website Now!
Wix.com

Skip Ad

Ad · 1:54 · Wix.com

Create Your Own Website with WIX.com Start Now

Up next Autoplay

How to tie a tie - Quick and Easy
Math Meeting
17,983,575 views
1:51

How to tie a tie - made simple (Half - Windsor Knot)
ReviewOutdoorGear
3,071,039 views
7:42

How to Tie a Tie | Windsor (aka Full Windsor or Double Windsor) | For Beginners
defragmenteur
1,300,487 views
3:01

How to Tie a Windsor Knot - 2 minute version

Video Discovery Ads

The image shows a YouTube search results page for the query "how to tie a tie". The search bar at the top shows the query and a magnifying glass icon. Below the search bar, the page displays a list of video results. The first result is a video discovery ad for "Best Reviewed Mattress" by Saatva Mattress, featuring a woman sitting on a bed with a laptop. The second result is another video discovery ad for "Better Writing Made Easy" by Grammarly, featuring a green and white graphic. The third result is a regular video titled "How to Tie a Tie (Mirrored / Slowly) - Full Windsor Knot" by tiehole, showing a man demonstrating how to tie a tie. The left sidebar contains navigation options like Home, My channel, Trending, Subscriptions, History, Watch Later, and Get YouTube Red, as well as a Subscriptions section with "Add channels" and "Browse channels".

YouTube how to tie a tie

Home
My channel
Trending
Subscriptions
History
Watch Later
Get YouTube Red

SUBSCRIPTIONS

Add channels

Popular on YouTube
Music
Sports
Gaming

Browse channels

YouTube Movies

Filters

About 8,410,000 results

Best Reviewed Mattress ⓘ

Ad Saatva Mattress
506,992 views
4.9/5 Rating from 15,000+ Reviews. Ultra-Premium Luxury Under \$1,000.

0:17

Better Writing Made Easy

Ad Grammarly
152,315,922 views
With Grammarly, be confident that your writing is clear & compelling

1:20

How to Tie a Tie (Mirrored / Slowly) - Full Windsor Knot

tiehole
6 years ago • 18,369,376 views
How to tie a tie step by step tutorial. If you want quick and easy you can use the gear icon to adjust the settings to "speed 1.5" to ...

5:41 CC

Video Discovery Ads



Chef Ramsay's Six Top Kitchen Tricks - Gordon Ramsay



Gordon Ramsay

Subscribe 1,186,852

766,418

+ Add to Share ... More

4,532 40

Up next

Autoplay



Grilled Lobster with Bloody Mary Linguine - Gordon Ramsay

by Gordon Ramsay

1,338,486 views



Toll House® Cookie Cups

AD by Very Best Baking

8,742 views



How To Cook The Perfect Rice - Gordon Ramsay

by Gordon Ramsay

881,391 views



How To Sharpen A Knife - Gordon Ramsay

by Gordon Ramsay

850,373 views



How To Make Garlic & Saffron Mayonnaise - Gordon Ramsay

by Gordon Ramsay

191,148 views



Best of Season 1 | Inside Amy Schumer

by Comedy Central UK

Recommended for you

Companion Banner



Endless Shrimp NEW - US :15



RedLobsterSeafood

Subscribe 37,150

674,978

+ Add to Share ... More

20 51

AD RedLobsterSeafood ⓘ

Subscribe 37K

Up next Autoplay

Huge giant 100 year old monster lobster attacks paparazzi camera underwater.
by Underwater Ireland / Подводная Ирландия
557,587 views

Crabfest - CN :15
by RedLobsterSeafood
12,075 views

Endless Shrimp CLASSIC - US :15
by RedLobsterSeafood
247,083 views

Endless Shrimp CLASSIC - CN :15

Pre Roll Ads



Search



Kelsea Ballerini: Yeah Boy



The Tonight Show Starring Jimmy Fallon

Subscribe

13,024,595

113,434 views

+ Add to Share More

1,601 96

Mid Roll Ads

The image shows a YouTube video player interface. The main video content is an advertisement for 'nasic Nasen' spray, featuring a man's face and the product packaging. The video title is 'How to install Octopress on Windows 8.1'. The player controls show a progress bar at 0:00 / 18:13. A skip ad button is visible, and a notification indicates 'You can skip to video in 4'. The right sidebar displays recommended videos, including 'Projektmanag' and 'Using Octopress as a Front-End'. The video is from the channel 'kimmimebaby' and has 48 views.

Advertisement 0:29 ⓘ

You can skip to video in 4

How to install Octopress on Windows 8.1

kimmimebaby · 113 videos · 0:43 / 7:12

48 views

Advertisement

nasic Nasen

See more videos from NasicSchnupfenspray

Projektmanag AD by Innoet 18,089 views 3:20

Using Octopress as a Front-End by A... 210 views 13:42

CC Settings

Ad Campaign Setup

1. Campaign type -> Video
2. Campaign name & type -> Standard Video (Views, awareness & conversion) or mobile app or shopping purpose
3. Choose video ad format (In stream or video discovery and bumper)
4. Daily budget & delivery method -> Standard delivery
5. Network -> YouTube search, Youtube Videos or Partner sites
6. Location -> Include or exclude or radius targeting
7. Language, Device & Mobile Bidding(Bid adjustment)
8. Scheduling
9. Ad creatives / Ad copies
10. Bidding (Mainly CPV)
11. Targeting

Targeting

- Keywords
- Topics
- Audience (Demography, Interest/ Affinity, In Market Segment)
- Placements
- Remarketing - [website/ youtube channels / app installs / custom list]

Remarketing

10 Tips

- Define goal [views, audience, branding or conversion]
- Track low performing placements
- Use custom thumbnails
- Add YouTube card for CTR [Related product videos or URL]
- Add CTA (Call to action)
- End screen or End Slate
- Video Remarketing
- Use closed caption/Subtitles
- Focus on first 5-15 secs
- Optimize your channel & landing pages

YouTube card



5 Days of Beauty Experiments | Try Living With Lucie | Refinery29



Refinery29

Subscribe 488,366

870,469 views

+ Add to Share ... More

4,744 875

YouTube End slate



Kelsea Ballerini: Yeah Boy



The Tonight Show Starring Jimmy Fallon

Subscribe 12,992,274

99,344 views

+ Add to Share ... More

1,450 93

Thank you :)

Reach me -

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Linkedin- <https://www.linkedin.com/in/debajyotibanerjee/>

Website: <https://www.7boats.com>

<https://www.7boats.com/academy>