

OPTIMIZE YOUR VIDEO AD CREATIVE

How to Check and Improve Your Video Ad Creative Attributes in Google Ads

1

Log in to your Google Ads account and click on the "Campaigns" icon.

2

In the section menu, find and click on the "Assets" drop-down menu.

3

Within the "Assets" menu, click on "Videos."

4

Look for the "Analytics" tab next to "Videos" and click on it.

5

From the drop-down menu, select the specific video ad you want to assess.

6

Scroll down to the "Ideas to try" section located below the retention curves.

Here, you'll discover any creative attributes missing from your video ad, along with recommendations on how to enhance your ad's performance.

Tool Guide Advertisers

Bruce C. Brown

A red circular graphic with a gradient, appearing as a stylized arrow or a partial circle, located to the right of the author's name.

Tool Guide Advertisers:

Google Advertising Tools Harold Davis, David Iwanow, 2009-11-16 With this book you will learn how to take full advantage of Google AdWords and AdSense the sophisticated online advertising tools used by thousands of large and small businesses This new edition provides a substantially updated guide to advertising on the Web including how it works in general and how Google's advertising programs in particular help you make money You will find everything you need to work with AdWords which lets you generate text ads to accompany specific search term results and AdSense which automatically delivers precisely targeted text and image ads to your website *Google Advertising Tools* focuses on best practices with several case studies that demonstrate which approaches work well which don't and why Google's ad programs can help any business with a web presence and this guide explains precisely how to use them Learn how to create effective campaign plans for your website Understand the PageRank algorithm Search Engine Optimization SEO and Search Engine Marketing SEM Drive traffic to your website and make money as an advertising host Add AdSense code and Google search to your site Learn how content search and referral ads perform Create and edit AdWord campaigns Monitor AdWords activity and improve your campaign's performance

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