



MEDFLUENCE
A D V I S O R S

The Medfluence Advisors Online Advertising Playbook

4 Keys to Patient-Centric Digital Marketing

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Introduction

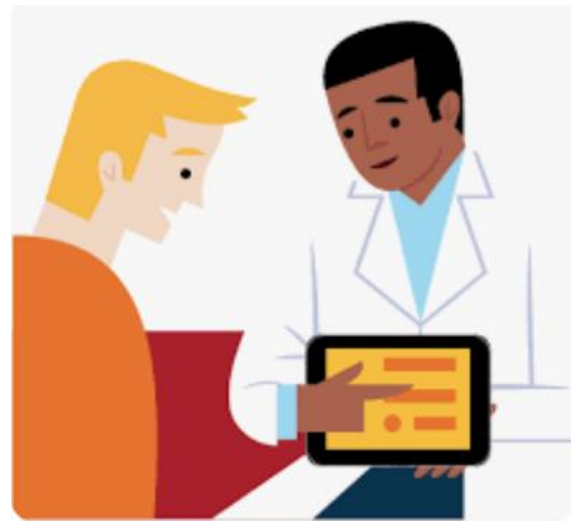
Patients today make healthcare decisions based on an unprecedented volume of information available on their digital devices. With online advertising private practice marketers can engage patients where and when they search. The Four Channels of online advertising make that possible by delivering appropriate content in a variety of contexts to inform, educate, and persuade.

Online Advertising benefits from a patient-centric marketing strategy in which private practices deliver their specific knowledge and expertise as content. With a unique voice, scientific backing, and search relevance across the four channels of online advertising, this strategy creates a nonlinear but directed patient journey toward their offices.

More than a Guidebook, a plan of action:

Inside we'll share:

- Four keys to successful online advertising
- Informative overview of the Four Channels
- The role deep data plays in unifying your marketing efforts
- And much more!



“Patient-Centric”
means that
you’re speaking
the language
that patients
understand.

Keys to the Four Channels of Online Advertising

In online advertising, marketers reach consumers in four different ways, known as channels, that rest upon the world's most advanced digital advertising systems built by Google and Facebook. What is important to know is that each channel has a defining quality or purpose. For example, the purpose of social media advertising is to generate trust in an organic and natural way. Understanding these qualities clarifies the type of content best suited to engage, reward, and convince visitors.

As we define each channel, we'll also tell you about:

- The appropriate type of content
- Stats and strengths
- The basic technical components

And to conclude we'll talk about how MFA's access to deep 1st-party data makes your campaigns more efficient and increases your ROI.



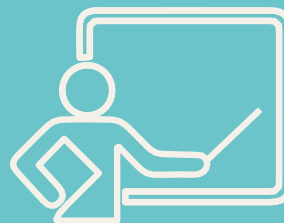
Search ads:
Intelligence



Display ads:
Creativity



Social ads:
Trust



Video:
Expertise

SEARCH ADS Intelligence



Speak the language of your patients.

ALSO KNOWN AS

Paid search, PPC, search ads, SEM (Search Engine Marketing), these are the text-based ads you see on the search engine results page (SERP).

WHAT IS THE “KEY” IDEA?

Search Advertising is where we leverage your expert knowledge in order to craft text ads that appear in the search results of your potential clients. The two most important elements in search advertising are: Knowing the terms that patients will use to search for your services (a.k.a “keywords”) and writing brilliant, specialty-specific copy based upon those terms.

NEED-TO-KNOW STATISTIC

Search ads average a return of \$2 on every \$1 spent. That’s a 200% ROI!

The image displays two side-by-side screenshots of Google search results. The left screenshot shows a search for "who is a candidate for minimally invasive spine surgery" with a sponsored result from spinehealth.org. The right screenshot shows a search for "find sinus surgeon near me" with a sponsored result from RealSelf. A small image of a person's back is also visible.

Left Screenshot: Search query: "who is a candidate for minimally invasive spine surgery". Results: About 473,000 results (1.01 seconds). Sponsored result: spinehealth.org, "Spine Health Foundation - Minimally-Invasive Surgery".

Right Screenshot: Search query: "find sinus surgeon near me". Results: About 101,000,000 results (0.75 seconds). Sponsored result: RealSelf, "Book a Sinus Surgery Consult - RealSelf Verified Doctor".

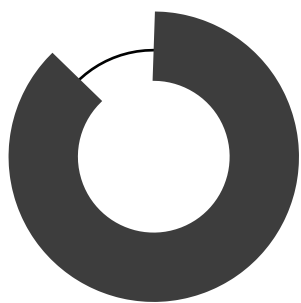


Search ad strengths & statistics

“Runny nose and facial pain!” - Paid search ads are often the first point of contact with potential patients. In terms of direct conversions, **a patient’s intent to seek treatment is highest on search engines**, and your ads will appear for people searching for exactly what you have to offer.

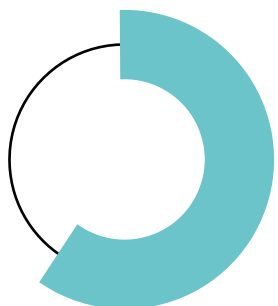
Amazingly, today [89%](#) of patient treatment journeys begin with a search engine. When they are ready to buy, [65%](#) of what consumers click on are paid ads.

No wonder the ROI is [200%](#)!



89% of patient treatment journeys begin with a search engine.

—Fleishman-Hillard



65% of clicks on the SERP go to paid results for consumers who are ready to buy.

—WordStream

200%

Google ads average a \$2 return on every \$1 spent.

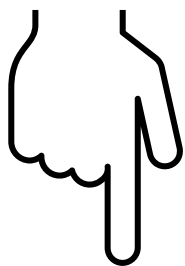
—Google

Show What You Know: The Responsive Search Ad

Responsive Search Ads are the heart of search advertising and are fueled by your specialty-specific knowledge. By dynamically testing combinations of headlines and body copy they determine what best matches your potential client's search query. With solid campaign monitoring, you learn in real time how to improve your content to increase your ROI.

To build an outstanding search campaign you need to know:

1. How to use language your patients will recognize
2. How to build incremental sets of headlines and body copy
3. The 5 Factors of the Google Ad Auction



Ready for more detail?
See Appendix A to learn
about: Quality Score,
How to Supercharge
Your Copy, Keyword
Research, and Funding
the Campaign

Responsive Search Ad Cheat Sheet

With RSAs, you provide up to 15 headlines and 4 descriptions, and Google serves the best combinations based on the query, device, user, and more. Here's how to do them right.

- At least 8-10 headlines**
And 3 descriptions
- DISTINCT headlines**
Google will not show similar variations
- Pin sparingly**
Over-restricting can hurt your performance.
- Vary headline lengths**
Do not maximize character count for each headline.
- Feature/benefit**
3 headlines should not include keywords, but a feature, benefit, or CTA instead.
- Don't pin H3 or D2**
Up to three headlines and up to two descriptions CAN show, but won't ALWAYS, so don't pin headline #3 or description #2.

The cheat sheet includes a screenshot of a Google Ads interface showing a list of headlines with their character counts. The headlines are: Minimally Invasive (16/30), Sinusitis pain (20/30), Sinus pressure (13/30), Office-based treatment (24/30), Balloon dilation sinusitis (19/30), Return to work quickly (27/30), Feel better fast (16/30), and Expert care, locally (24/30). A red 'X' is next to 'minimally invasive' with a note 'minimally invasive'. A blue pin icon is next to 'Office-based treatment'.

Below the cheat sheet is a screenshot of a mobile device showing a sponsored search result for 'Minimally Invasive Sinus Surgery' from healthcare.ascension.org. The description reads: 'Endoscopic sinus surgery is among the treatment options if the inflammation or long-lasting. Because the procedure is minimally invasive, ...'.

DISPLAY ADS Creativity



Amplify brand presence with bold creative.

ALSO KNOWN AS

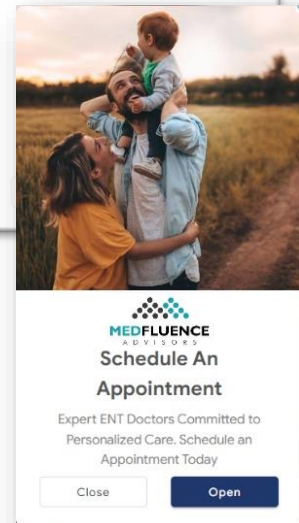
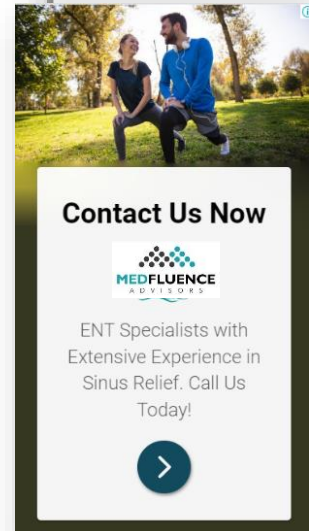
Banner ads

DESCRIPTION

Display ads are the ads you see on websites and apps. Unlike search ads that are text-based, these are image-based and they come in all different shapes and sizes. There are tons of networks you can run display ads on—the Google Display Network, of course, being one of the most popular. Behind the scenes, information sharing between search ads and display ensures a reinforcing journey. This is known as **retargeting**.

ALL-STAR STAT

92% of marketing professionals say that retargeting display ads perform at the same level or better than search marketing.



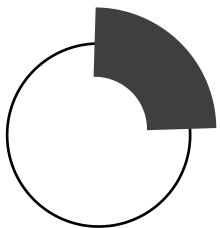


Display ad strengths & stats

A picture is worth a thousand words. Display ads resemble ads you might see in a newspaper or magazine, but they appear on the web. In display advertising, you use images, words, and design to portray the symptoms you address and the quality of care you offer. All in the style of your brand.

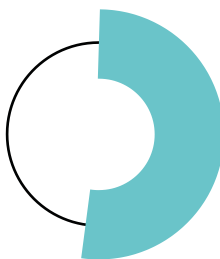
Display ads build brand awareness which is a top goal for [89%](#) of marketers. In a patient-centric advertising ecosystem, display echoes the messaging conducted in search. But the playing field is bigger, as display ads are triggered by broader demographic criteria than the specific intent captured by textual search.

However, users who search for a company after seeing its display ad show a 59% lift in conversions. And we haven't even talked about **retargeting**!



27% of consumers conducted a search for a business after seeing its display ad.

— ReachLocal



59% lift in conversions when users conducted a search related to a display ad.

— ReachLocal



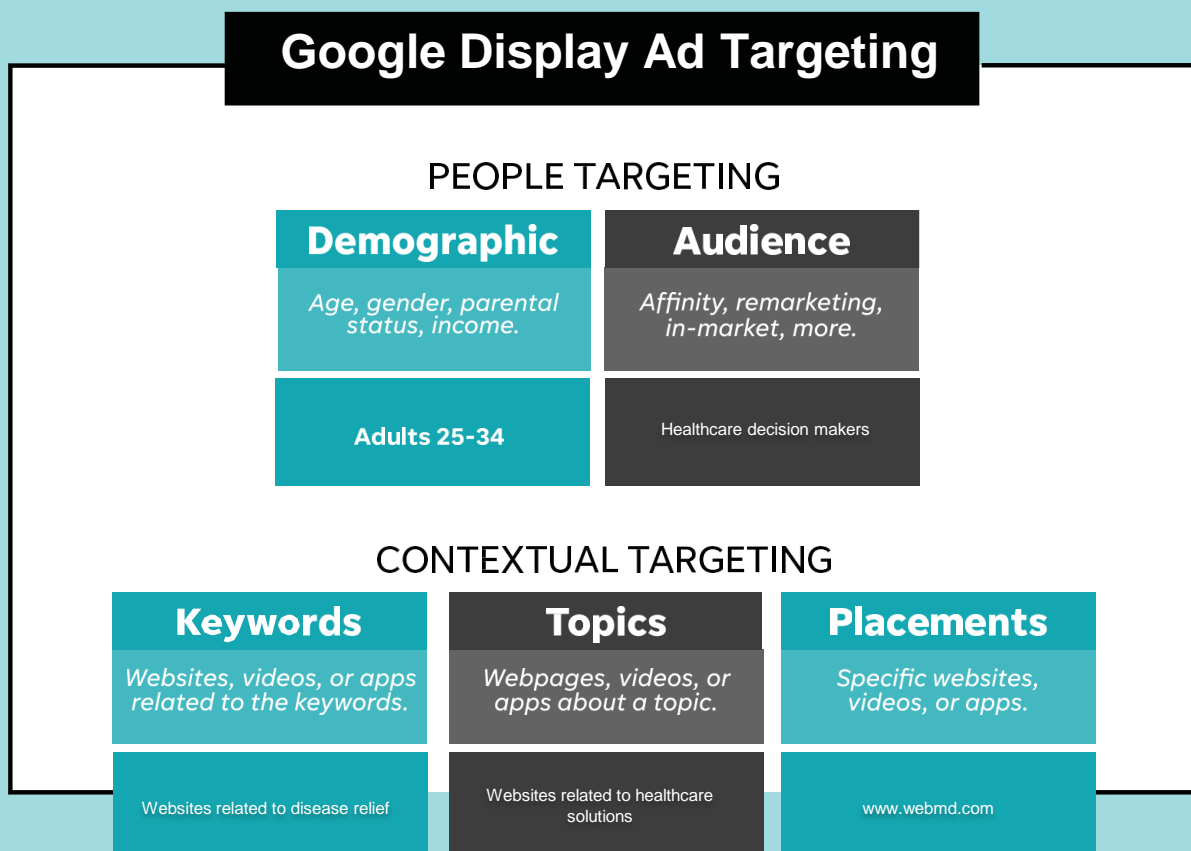
89% of marketers state building brand awareness as their top goal.

— Content Marketing Institute

TARGETING AND RETARGETING

Just getting started with display? Here's what you need to know.

- 1.Audience targeting: While search ads are keyword- based, display ads are audience based. You need to know all the [audience options available to you](#)!**
- 2.Retargeting - the ability to use previous visit data to maintain a trail or breadcrumb of connection through various ad systems. This is how we create an ongoing journey from point of first contact to a visit to your practice.**
- 3.Sizes, specs, and setup: Our [cheatsheet to display ads](#) covers everything you need on this front.**
- 4.Design tips and ideas: You're not dealing with just blue text like in search ads. These [display ad examples](#) will give you inspo, intel, and best practices around creative design.**





STRATEGICALLY RETARGET YOUR ENGAGERS

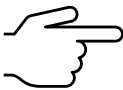
With [retargeting campaigns](#), you can serve ads to people based on their previous engagement with your practice, such as ads they’ve engaged but not yet scheduled an appointment, videos they’ve watched, solutions they’ve viewed, and other ads they’ve engaged with.

Why might you do this? Well, the average click-through rate for retargeting display ads is [0.7%](#), which is 10 times higher than that of regular display ads. And a website visitor who’s been retargeted with a display ad is 70% more likely to convert.

To build ongoing engagement with your prospective clients, retargeting campaigns must be in your mix.

CONDUCT PLACEMENT AUDITS

A good advertiser will choose their audience targeting parameters and then call it a day. A great advertiser will use the power of online advertising’s native metrics to see how their placements are performing and then refine their targeting criteria.



Go to Appendix B to Learn About Curating Your Audiences and How to Measure Success?

SOCIAL ADS

Building Trust



Trust is the heartbeat of healthcare.

ALSO KNOWN AS

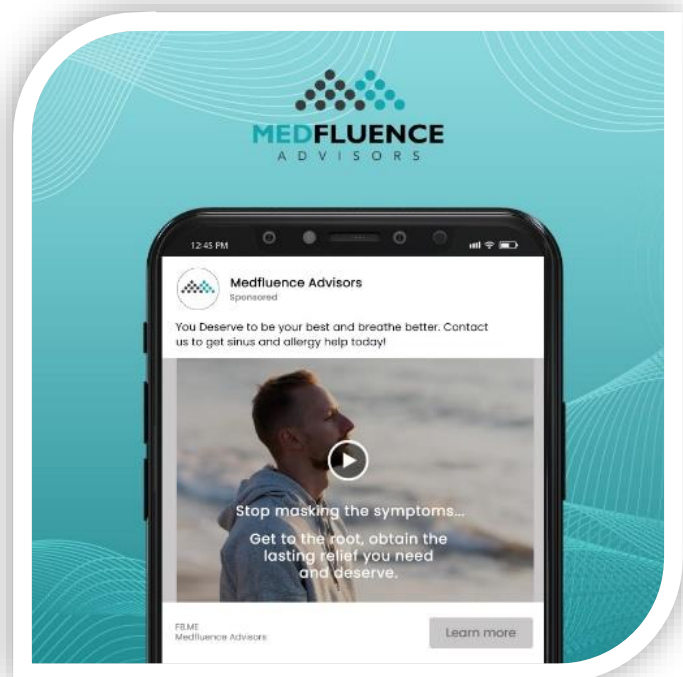
Paid social, Facebook ads, Instagram ads, LinkedIn ads, TikTok ads, Reddit ads...you get the idea.

DESCRIPTION

Social media advertising refers to ads on popular platforms like Facebook, Instagram, Twitter, LinkedIn, TikTok, and more. Like display ads, they come in many formats and placements and support a range of creative, from images and video to immersive mobile experiences. Facebook is the most versatile platform for businesses, so that's what we'll be focusing on in this guide.

KEY STAT

78% of U.S. consumers have made purchases through discoveries on Facebook.





Social ad strengths & stats

While intent to buy is highest on search engines, a complete awareness campaign for a given disease state should span all four channels and adjust to their different purposes. Enter social, where there is **intent to learn and discover**.

In social, **content is king**. Stories, personal anecdotes, re-posting articles - this is the rich world of social media. We specialize in sourcing and curating content about your expertise and delivering it to the right audience. In particular, when experts or influencers besides yourselves post content that references your practice it builds trust and goodwill.

The data available on Facebook allows for a different level of precision than Google. But most importantly, as MFA manages the patient journey from before to well after they receive care, patients can be prompted to speak about your practice after treatment. **This creates a powerful form of natural validation of your expertise and uplifts your practice's reputation.**

12
/MONTH

The average Facebook user clicks on 12 ads per month.

— Hootsuite



78% of U.S. consumers have made purchases through discoveries on Facebook.

— Kleiner Perkins

#2

Social media is the second most popular channel patients use to research your brand.

— Hootsuite



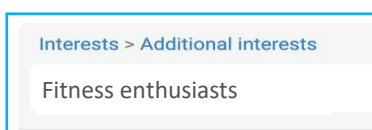
BE MORE STRATEGIC WITH INTEREST TARGETING

Despite privacy restrictions, Facebook still offers detailed targeting on a number of different interests. But instead of targeting an interest identical to the product or service you're advertising, think outside the box a bit. Consider the following:

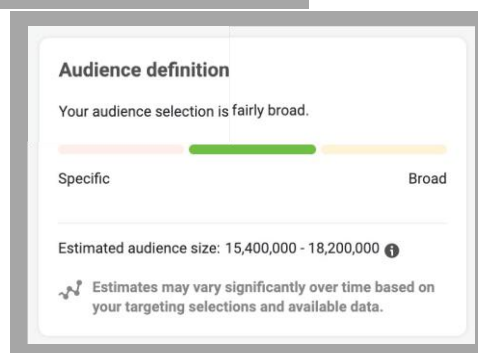
- **Competitors: Even if you're not getting clicks, you're generating brand awareness among their audiences.**
- **Parallel interests: If you're advertising toys, you might target children's clothing. Or if you're advertising workout equipment, you might try people interested in electronic music or healthy recipes.**
- **Adjacent audiences: Look at influencers and institutions in your industry that have pages with large followings. There you'll also find related pages, pages liked by that page, and top fans. You can then go to their profiles, add "/likes" at the end of the URL and see what they have liked!**



Get into the Nitty-Gritty of Facebook Advertising in Appendix C: Getting Started with Facebook Ads, Building a Funnel, Ad Structure, Measuring Conversions, Creatively Expanding Your Audience



Think outside the box with your interest targeting.



Video: Expertise

Demonstrate your expertise directly to viewers in an authentic and personable manner via video and earned media.

ALSO KNOWN AS

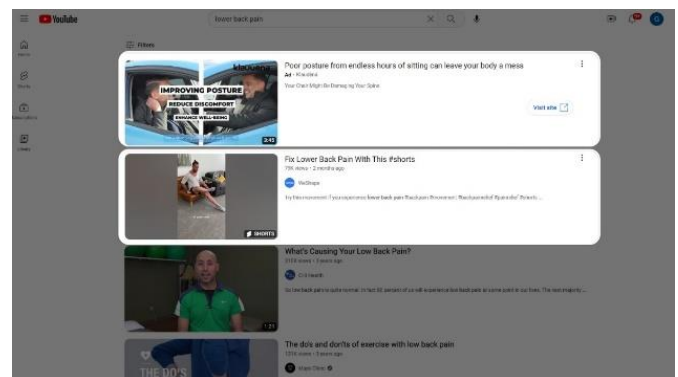
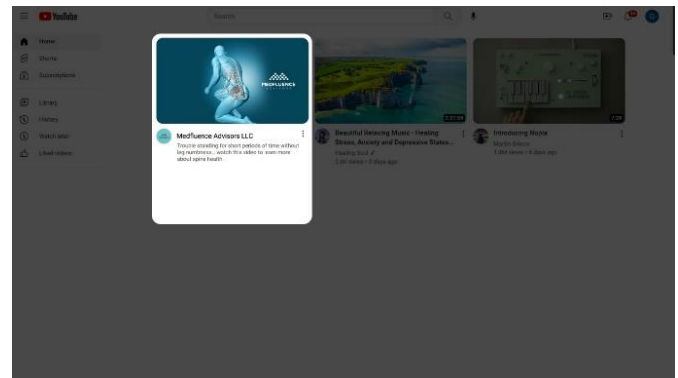
YouTube ads, in-stream ads, out-stream ads, in-feed ads, bumper ads, etc.

DESCRIPTION

Social and display networks support video ads, but when we talk about video as a channel we mean YouTube, of course. YouTube ads include both video ads that play before, after, and during videos; as well as non-video ads that appear over videos and in search results.

KEY STATISTIC

88% of people have been convinced to buy from a brand after watching its video.



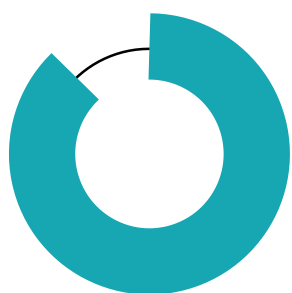


Video ad strengths & stats

We all know that **video content** holds power. Videos inspire need through creative storytelling, make someone aware of a product or service, simplify complicated offerings, and build positive sentiment toward your brand.

While you can run video ads on Facebook and other display placements, they are often played with the sound off, and this is not the primary reason people turn to social media or websites.

On YouTube, however, users are looking for visual, audible experiences—not to mention the fact that it is the **second largest search engine** in the world—making it the perfect place to reach your audience with education, entertainment, and emotion.



88% of people say that they've been convinced to buy a product or service by watching a brand's video.

— Wyzowl



70% of consumers have purchased from a brand after seeing it on YouTube.

— Google

#2

YouTube is the second largest search engine in the world.

— Google

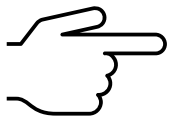
YouTube advertising best practices

1. BE PERSONABLE

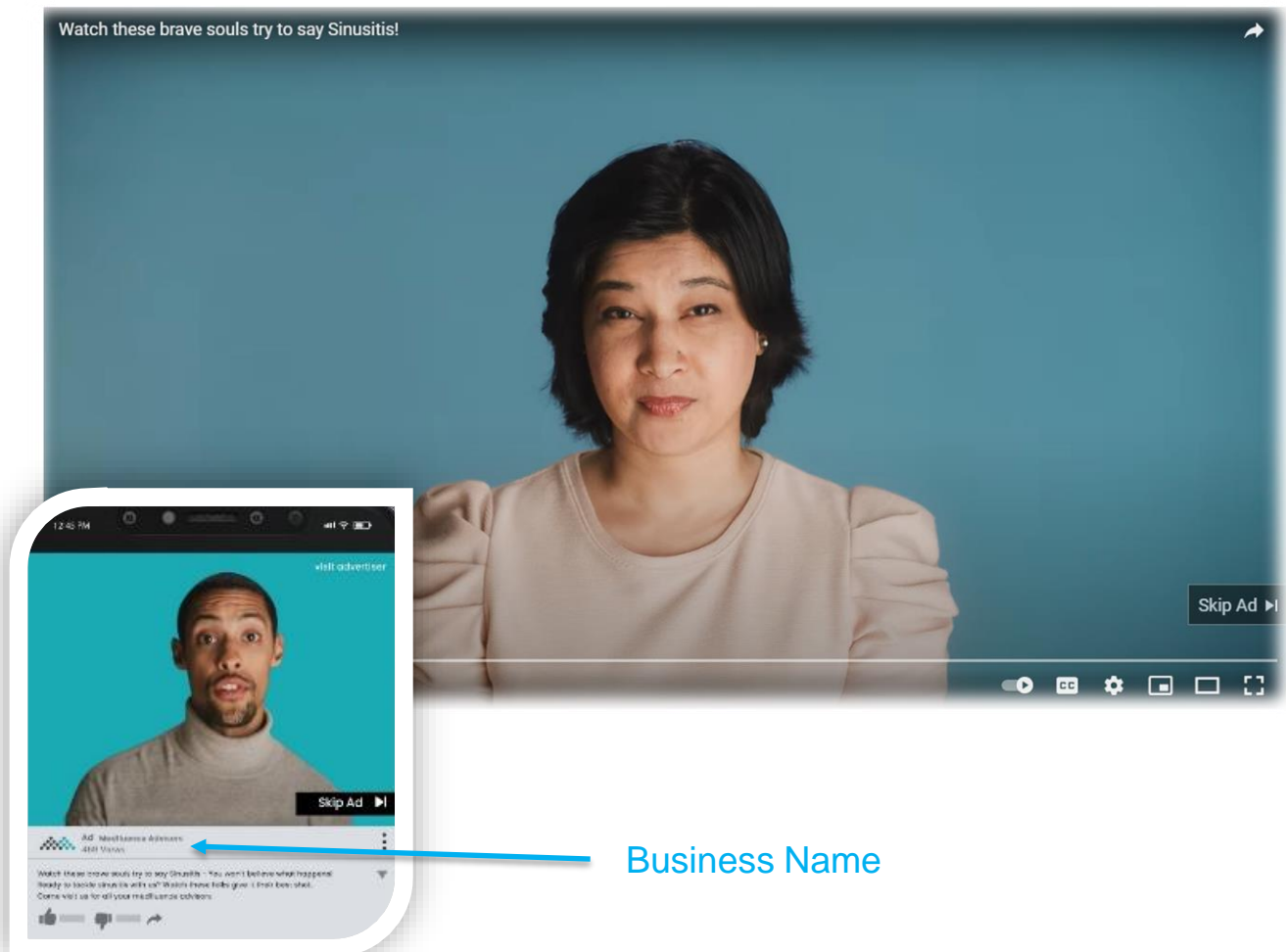
When it comes to healthcare, it's all about the human touch. Video provides a fantastic opportunity to show the warmth, care, and knowledge of your staff. Be sure to lead with your most important points in the first 30 seconds of the video.

2. BE CREATIVE

Think infotainment! The sky's the limit when it comes to the creative ways you can call attention to the undiagnosed disease states plaguing your patients and the innovative technologies and procedures that will bring them lasting relief.



Ready for more detail? See Appendix D to learn about: Quality Score, Using AdGroups, Keyword Research, Budgeting and Spending, How to Stay Competitive.



Business Name

The MFA Difference: Deep Data

MFA's Unique Access to 1st Party Data

Medfluence Advisors approaches online advertising using a cross-channel strategy where the sharing of high-quality data significantly improves competitive advantage.

Google and Facebook advertising algorithms require time to learn about your audience's behaviors in order to fine-tune ad delivery. Medfluence Advisors relationships with 1st party data providers shortens that learning curve and informs decision-making from the outset. We quickly ascertain where and how users are reacting to specific ads and then double-down and amplify the messages with the most impact.

These 4 Keys unlock a rich and rewarding journey for your patients.

Online advertising: unlocked!

The four channels of online advertising have a place in your patient-centric business strategy. The more you delve into their specific qualities of intelligence, creativity, trust, and expertise, the more engaging and rich a journey you'll create for your future patients. We are confident that this guide will have given you an understanding of those strengths so you can assemble each ad into a lead-, sale-, and ROI-generating success story for your practice.

Transformative Patient Acquisition

Medfluence Advisors specializes in helping you build and balance a truly unique patient acquisition strategy. Constructing the patient experience well before and long after they visit your office, of which digital advertising is a key component. Our goal is to simplify the complexity of digital advertising and give you the freedom to focus on delivering care with a human touch.

[Let's talk](#)



Appendix A: Search Adversting

In the Appendix

Quality Score

Supercharge Your Keywords

Keyword Research



Search advertising all-star tips

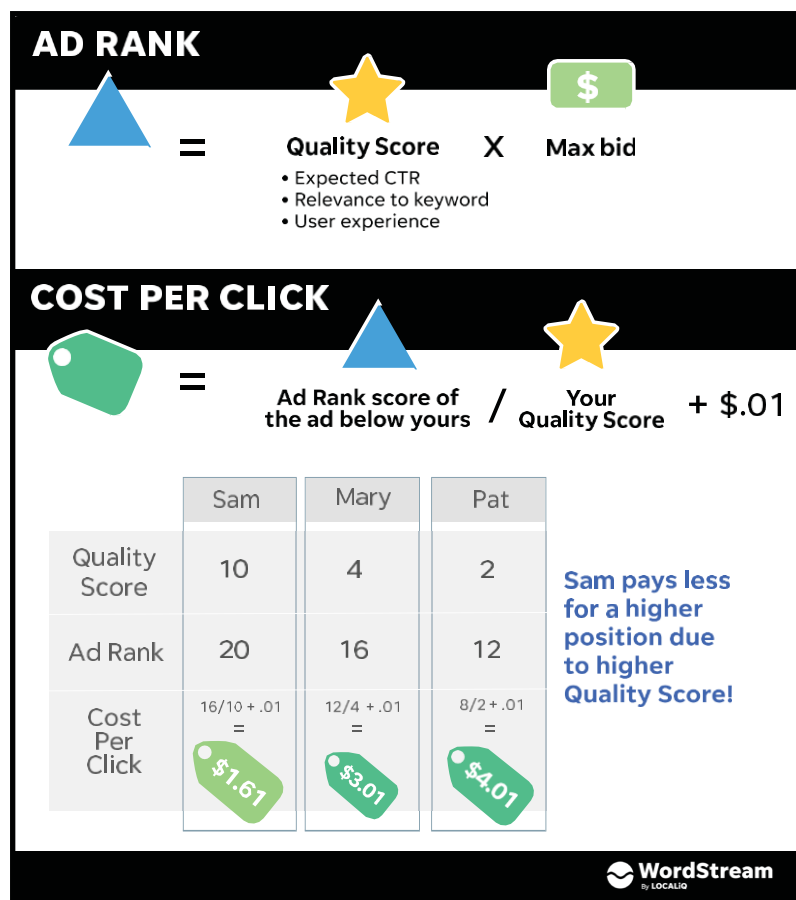
Here are some of our best tips to turn your search ads into top scorers on your PPC team.

1. UNDERSTAND THE NUANCES OF QUALITY SCORE

Maintaining a high Quality Score is important because Google rewards high-quality ads with higher positions and lower CPCs (hence why it's our #1 in starter tip). You can do this by keeping your click-through rate up; tightly aligning your ads, landing pages, and keywords; and optimizing the landing page user experience.

But a healthy Google Ads account has a mix of campaigns, and a Quality Score of 10 is just not realistic for some keyword types. Here's what's considered a good Quality Score for different types of keywords:

- Branded keywords: 8-10



Keep these in mind

- High commercial intent keywords: 7-9
- Low commercial intent keywords: 7
- Competitor keywords: 3+

when creating your campaigns!



2. Supercharge Your Keywords

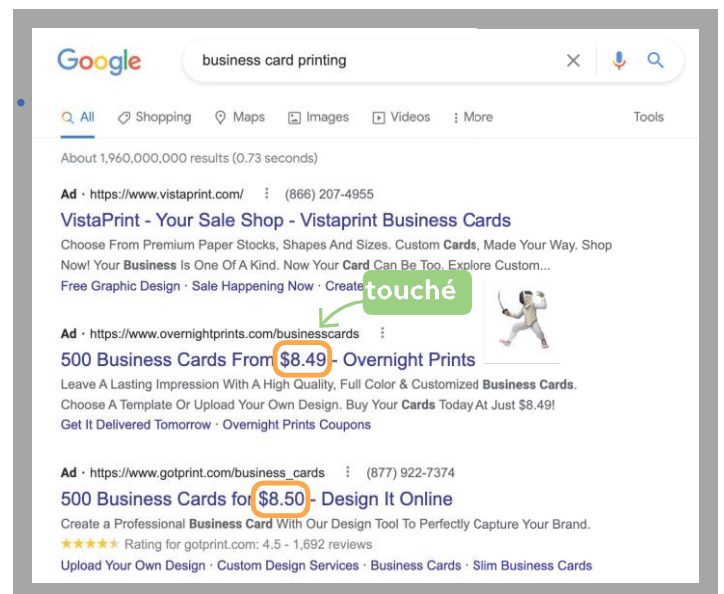
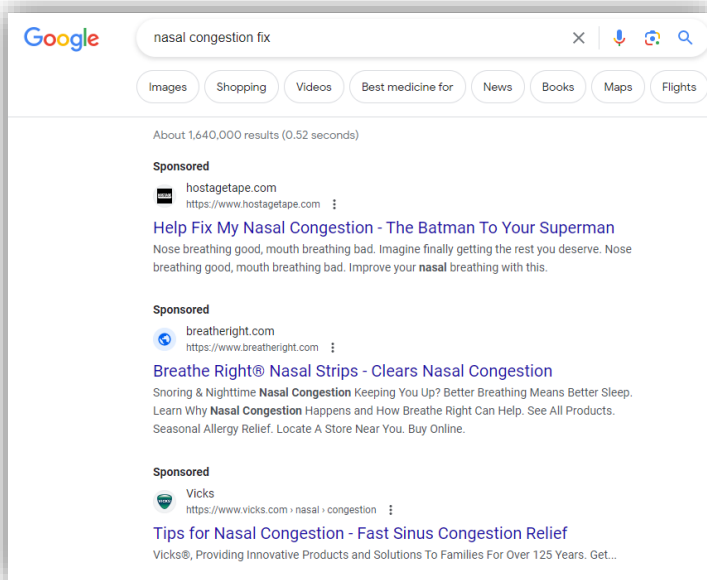
What makes search advertising so effective is also what makes it so competitive, so you need to be in it to win it!

For starters, may want to bid on your competitors' brand terms—chances are they're already bidding on yours.

Also, use competitor keyword research tools to find the other keywords they're bidding on. Some keywords you'll be able to target head-on with better offers. For others where your offer isn't as strong, use extensions

and [exceptional ad copy](#) to improve your click appeal. Appearance, enthusiasm, and words sell!

And don't forget the weak spots—keywords they're not focused on that you can capture clicks for.





3. BE A KEYWORD CONNOISSEUR

At the heart of a successful Google Ads campaign are the right keywords. But it's not enough to just do your keyword research, input the list into your ad group, and call it a day. You need to regularly maintain keyword lists and seek out new keywords to target. Here's how:

- **Use the search terms report:**
to find cheaper, higher- converting keywords that have less competition; new keywords to add to your ads; and negative keywords to block that are wasting spend.
- **Isolate low Quality Score keywords: Remove the keywords with low Quality Scores and put them in their own ad group with hyper-focused ads and landing pages. If you can't get a lift in performance there, you may want to pause or delete them if they're not valuable enough for your business.**
- **Try out Microsoft's Advertising Intelligence: You'll be**
surprised what kinds of keywords you can find for bing AND Google Ads using this free tool.

Keyword	Match type	Campaign	Ad group	Status	Max. CPC	Quality Score
						5/10
						3/10
						7/10
						3/10
						3/10
						—
						6/10
						3/10
						8/10

Appendix B: Display Advertising

In the Appendix

Curating Your Audiences
Measuring Success



Display advertising all-star tips

Here are our top tips to turn your display ads into audience- and awareness-building all-stars.

1. CAREFULLY CURATE YOUR AUDIENCES

The main goal with display advertising is that of gaining impressions and brand awareness. But if you want that volume to have a true impact on your other campaigns, you need to carefully curate your audiences. Here are some sources to explore:

The screenshot shows the Google Audience Manager interface. The top navigation bar includes 'Audience manager', 'Search', 'Reports', 'Tools and settings', 'Refresh', 'Help', and 'Notifications'. The main content area is titled 'Segment to get insights on' and shows a selected segment: '/blog/ws/2012/07/11/retargeting-landing-pages'. Below this, it lists 'Relevant segments' and 'In-market segments'. A table of segments is displayed with columns for 'In-market audience segment', 'Index', 'Size', and 'Added to'.

In-market audience segment	Index	Size	Added to
<input type="checkbox"/> Business Services > Business Technology > Enterprise Software CRM Solutions	4x	95M - 100M	None
<input type="checkbox"/> Education > Post-Secondary Education Technology Education	3.6x	150M - 200M	None
<input type="checkbox"/> Business Services > Business Technology > Enterprise Software Collaboration & Conferencing Tools	3.5x	150M - 200M	None
<input type="checkbox"/> Business Services > Business Technology > Network Systems & Services Network Equipment & Virtualization	2.9x	150M - 200M	None
<input type="checkbox"/> Business Services > Business Technology > Web Services Web Design & Development	2.8x	250M - 300M	3 ad groups, 3 campaigns
<input type="checkbox"/> Business Services > Business Technology > Network Systems & Services Network & Enterprise Security	2.5x	200M - 250M	None
<input type="checkbox"/> Business Services > Business Technology > Web Services Domain Registration	2.5x	250M - 300M	None
<input type="checkbox"/> Business Services > Business Technology > Web Services Web Hosting	2.2x	350M - 400M	None
<input type="checkbox"/> Software Business & Productivity Software	1.8x	500M - 550M	3 ad groups, 1 campaign
<input type="checkbox"/> Business Services > Business Technology Web Services	1.8x	600M - 650M	4 campaigns

Referral traffic report (Google Analytics):
traffic to see which websites are linking to your the most. This can help you understand which websites cater to people that could benefit from Referral traffic report (your product or service).

- **Audience report (Google Analytics):** Head over to the Audience > Interests > Overview to see which affinity and in-market audiences your current website visitors fall into.
- **Audience Insights (Google Ads):** Head to Tools > Shared Library > Audience Manager and look at affinity and in-market characteristics for any list or segment—all users, all converters, blog subscribers, and users who logged in on the site, for example. You'll see that these qualities change based on which segment you're looking at.



2. KNOW HOW TO MEASURE THEIR SUCCESS

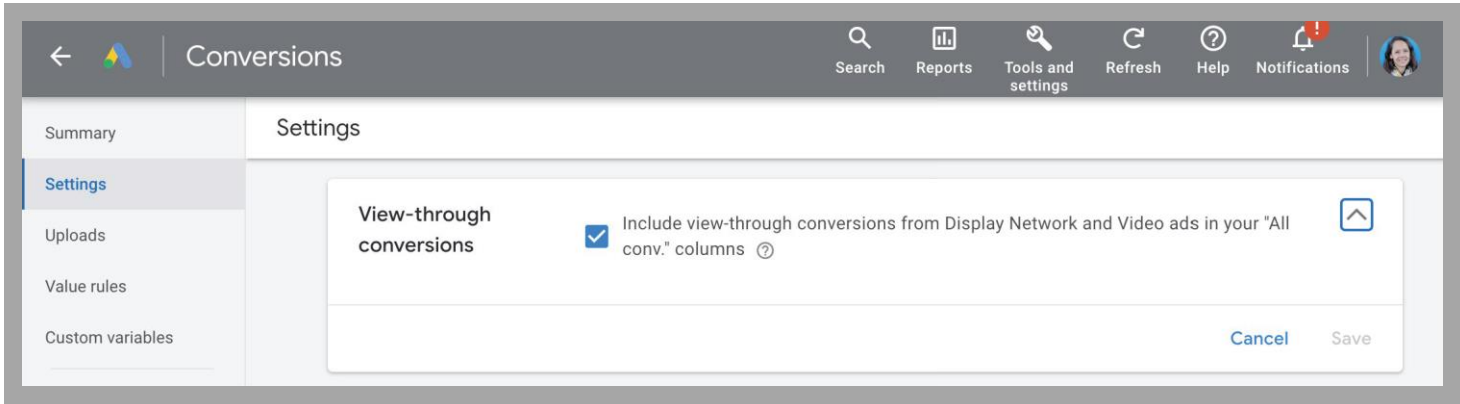
As we’ve touched on, most industries don’t see a ton of direct conversions from their display campaigns. With the bulk of their magic going on behind the scenes, how do you measure their success?

The all-star advertiser knows how.

The simplest way is through [view-through conversions](#). A view-through conversion happens when a user sees your display ad, does NOT click on it, but then later returns to your site (whether by organic search or direct) and completes a conversion then.

That being said, customize your Google Ads settings to include view- through conversions and use a short lookback window (the amount of time that elapses between impression and conversion).

This metric will never be as certain as click-through conversions, but we have [reason to believe we can trust it](#). We also have some more advanced strategies for measuring the impact of your display ads on search campaigns [here](#).



Appendix C: Social Advertising

Getting Started with Facebook Ads

Building a Funnel

Measuring Conversions

Creatively Expanding Your Audience



[Watch our Facebook ads tutorial here.](#)

Starter tips & tutorials

To get started with Facebook advertising, here's what you need to know: will walk you through creating your first campaign.

- Account and campaign setup: Our [Facebook ad tutorial](#)
- Aggregated Event Measurement: This is an additional part of setup that has to do with privacy changes. Use our [AEM tips](#) to understand what they are and how to prioritize your events.
- How Facebook targeting works: Targeting has long been Facebook's bread and butter, but it has changed a bit due to privacy policies.



Facebook advertising all-star tips

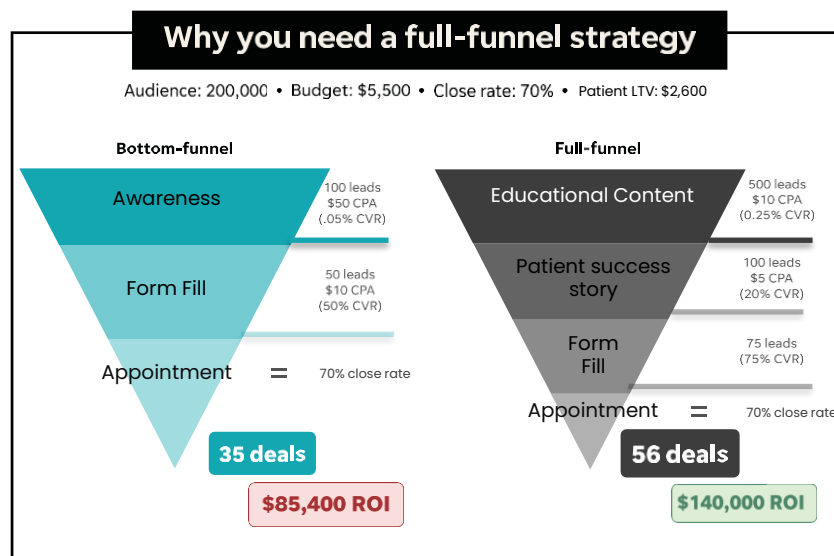
Here are our top tips to get the most out of these influential, interactive impulse enablers.

1. BUILD A FULL FACEBOOK ADS FUNNEL

When you're paying to play, it's tempting to only promote Bottom-funnel offer that will bring in direct profit. But this can actually backfire on you. Remember, not everyone in

your audience is going to be ready to purchase right away— and it's not about what's of highest value to you, but what's of highest value to your prospects at each stage in their [buying journey](#).

So use a variety of campaign objectives within Facebook ads to promote offers that range across your funnel. With a [full-funnel strategy](#), you can capture leads, nurture them, and retarget them with higher value offers—and as you can see, this can make a world of difference in your conversion rates and ROI.



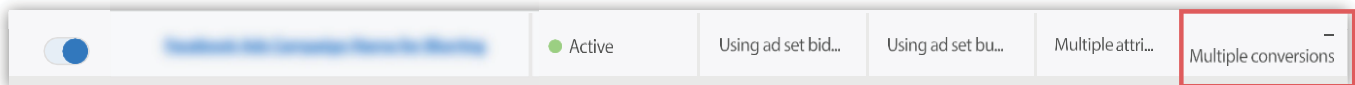
✓ it's not about what's of highest value to you, but what's of highest value to your prospects at each stage in their buying journey.



2. CONSOLIDATE YOUR CONVERSIONS

Once your pixel is set up, you can then tell Facebook which conversion events you want to track.

No way to see conversion count at a glance



There's no way to see conversion counts at a glance. You'll have to dig into each ad set's data to look at how many total conversions you're getting from the campaign.

But if you create one conversion event, you can then get a total conversion count quickly from the campaign view. It's a small detail that can save you time and help you make decisions faster.

Plus, with Aggregated Event Measurement, you'll want to consolidate your conversions as much as possible. Events outside of your eight priority choices will not be reported on if they're taken by iOS 14+ users who have opted out of Facebook tracking.



3. LEARN HOW TO GET CREATIVE

Understanding who your Patients are and how to inspire their desire is key to winning at paid social. While this used to be child's play in years past with all the native targeting, privacy changes have thrown a wrench into things. But that doesn't mean you can't get creative. And we have lots of clever workarounds for you to try. For example:

- The pixel may not be accurately capturing all of your website visitors, so another way to retarget your audience is based on their interaction with your Facebook page, posts, and other ads.
- Aggravated with Aggregated Event Measurement? Capture leads on Facebook directly with lead form ads or click-to-messenger ads.
- Bummed out by the restrictions on targeting based on employment, real estate, or finance targeting?

Use in- market audiences on Google, which still offer this kind of targeting to get traffic to your site that you can use as a source audience for a Facebook lookalike campaign.

Create a Facebook Page Custom Audience

Include people who meet ANY of the following criteria:

Page

Events

Everyone who engaged with your Page

☒ Everyone who engaged with your Page
Includes people who have visited your Page or taken an action on a post or ad, such as reactions, shares, comments, link clicks or carousel swipes.

☐ Anyone who visited your Page
This includes anyone who visited your Page, regardless of the actions they took.

☐ People who engaged with any post or ad
Includes people who have taken an action on a post or ad, such as reactions, shares, comments, link clicks or carousel swipes.

☐ People who clicked any call-to-action button
Includes people who clicked on a call-to-action button on your Page, such as "Contact Us" or "Shop Now".

☐ People who sent a message to your Page
This includes only the people who send a message to your Page.

☐ People who saved your Page or any post
This includes only the people who saved your Page or a post on your Page.

Back Create Audience

Appendix D: Video Advertising

YouTube Studio Analytics

The Fine Print

Frequency Capping



1. USE YOUTUBE STUDIO ANALYTICS

There is a lot of data you can get in YouTube Studio that you can't get with regular Google Ads reports. For example, you can look at device reporting in Google Ads, but if you look in Studio, you can add additional metrics like card clicks.

This is important because when looking at devices only, it appears as though TV, tablet, and game console devices bring in a decent number of views.

But when you add in card clicks and average percentage viewed, we can see that while average view duration is longer for TV and Game console, these devices have zero clicks.

This is because TV and Game console devices will not show cards, so if you're running a TrueView discovery campaign, you'll be paying for those video views even though they're not converting.

Unless you're also striving for awareness or video engagement, the metrics in this view suggest that you only run your campaigns on Computer or Mobile phones.

Device type	Views		Watch time (hours) ↓		Average view duration
<input type="checkbox"/> Total	33,982		2,126.4		3:45
<input type="checkbox"/> Computer	24,492 72.1%		1,580.0 74.3%		3:52
<input type="checkbox"/> Mobile phone	8,464 24.9%		444.0 20.9%		3:08
<input type="checkbox"/> TV	375 1.1%		50.8 2.4%		8:07
<input type="checkbox"/> Tablet	583 1.7%		45.7 2.2%		4:42
<input type="checkbox"/> Game console	25 0.1%		2.8 0.1%		6:49

Device type	Card clicks ↓	Average percentage viewed	Views		Watch time (hours)		Average view duration
<input type="checkbox"/> Total	69	25.3%	33,979		2,126.4		3:45
<input type="checkbox"/> Computer	49 71.0%	26.1%	24,492 72.1%		1,580.0 74.3%		3:52
<input type="checkbox"/> Mobile phone	20 29.0%	21.4%	8,464 24.9%		444.0 20.9%		3:08
<input type="checkbox"/> TV	0 0.0%	45.7%	375 1.1%		50.8 2.4%		8:07
<input type="checkbox"/> Game console	0 0.0%	51.5%	25 0.1%		2.8 0.1%		6:49
<input type="checkbox"/> Tablet	0 0.0%	28.0%	583 1.7%		45.7 2.2%		4:42



2. BE AWARE OF FINE-PRINT SETTINGS

There are some fine print settings when setting up video campaigns in Google Ads that you should be aware of. For example, Video Action campaigns support call-to-action extensions, sitelink extensions, and more to encourage users to visit your website.

But according to Google, “The call-to-action button on TVs is only available for Video campaigns that use the “Brand awareness and reach” and “Product and brand consideration” goals. In other words, these extensions won’t show up on most TV devices. So, if you’re running a Video Action campaign, turn off this placement.

TV device targeting isn’t worthless—many people watch TV with their phones in their hands and after seeing your ad they could easily look up what your brand or product is. But if you want to capitalize on TV devices, split it out into its own campaign. You’ll have better control of the budget and get better insight on how your Action campaigns perform both on and off TV devices.

CTA extensions like these will not appear on TV device placements.

Image Source



3. SET A FREQUENCY CAP

Aside from creative, it's important to remember video ads interrupt content a user actively chose to engage in. If you serve the same ad (or ads in the same series) to people too frequently, they will eventually tune you out or develop bad brand sentiment.

Be sure you set a frequency cap for daily/weekly views. A good place to start is five views per week and adjust from there.

The screenshot shows the 'Additional settings' panel in Google Ads. It includes sections for 'Goals' (Using account goal settings), 'Devices' (All eligible devices), and 'Frequency capping'. Under 'Frequency capping', the option 'Cap impression frequency' is checked, with a description: 'Limit how many times that ads in this campaign can show to the same user'. Below this, there are two input fields: 'Impressions cap' with the value '5' and 'Frequency' with the value 'per week'. There is also an 'Add impression cap' link and an unchecked option for 'Cap view frequency'. At the bottom right are 'Cancel' and 'Save' buttons.

Section	Setting	Value
Goals	Using account goal settings	Using account goal settings
Devices	All eligible devices (computers, mobile, tablet, and TV screens)	All eligible devices (computers, mobile, tablet, and TV screens)
Frequency capping	Limit how many times that ads in this campaign can show to the same user	Limit how many times that ads in this campaign can show to the same user
	Cap impression frequency	Checked
	Impressions cap	5
	Frequency	per week
	Cap view frequency	Unchecked

Let your journey to better Online Advertising begin!



[Need help? – Contact us HERE!](#)

