

## 3 YouTube Targeting Options



Keywords and topics. These are the easiest forms of display and video campaign targeting for brand awareness campaigns but also the most broad. If you want to reach a more relevant audience on YouTube, try layering on the targeting options we're about to discuss to your current video campaigns. Updating your video marketing targets will allow you to hone in on the audience you've always wanted. Here are some targeting options you need to try for your YouTube campaigns.

### Competitor Channel Targeting

We're already going to start with some role play here. Let's say I work for a guitar magazine, and I'm a little bit jealous of how well Guitar World is doing. I may already be running competitor campaigns in Search, Display and Social Media, but I want to expand my competitor targeting. And YouTube is the next, best choice.

### Targeting

By default your ads will show to all viewers. Optionally you can refine your audience.

Demographics [?](#) **Any gender, Any age, Any parental status** [Edit](#)

Interests [?](#) **Any interest** [Edit](#)

Placements [?](#)

The screenshot shows the 'Placements' targeting interface in Google Ads. At the top, there are buttons for 'Add manually' and 'Search for placements'. Below this is a search bar containing the text 'guitar world' and a 'Search' button. Underneath the search bar are four tabs: 'YouTube channels', 'YouTube videos', 'Websites', and 'Mobile apps'. The 'YouTube channels' tab is selected. Below the tabs is a list of search results under the heading 'Channels'. The first result, 'Guitar World', is highlighted with a red box. It shows a thumbnail, the channel name, and statistics: '2481 videos • 408592 subscribers'. Other results include 'Sajid's Guitar World', 'The Guitar World Canada', 'Mosi's Guitarworld', 'Guitar World Lessons', and 'Dave's World of Fun Stuff'. To the right of the search results, there are sections for 'Selected: 0', 'YouTube channels and videos: 0', and 'Websites and apps: 0'. At the bottom of the interface are 'Done' and 'Cancel' buttons.

When selecting Placement targeting, search for the YouTube channel or video of the desired competitor. You'll also get a nice list of other channels that could be worth targeting in other ad groups. What's important to note is your desired channel target must be set up as a Partner Channel. This means they've gone through the proper steps to monetize their channel and videos through Google. It doesn't take a lot of work to see if certain channels or videos have ads on them. A little bit of research can lead to great new outlets to expand your brand and get in front of your competitors' audiences.

## Custom Affinity Audiences

Affinity audiences in Google allow advertisers to target users who have shown interest to similar products and services that you sell. You can use these audiences for both the Google Display Network and TrueView YouTube ads. Affinity audiences are a default

target in YouTube, but advertisers have the ability to create custom affinity audiences if they feel the default targets aren't good enough. First head to a Display Campaign and follow these four steps.

1. Click on the Display Network tab.
2. When you add targeting, select "Interests & remarketing."
3. Make sure "Affinity audiences" is the menu option chosen.
4. Click on the "Create custom affinity" button.

The screenshot shows the Google Ads targeting interface. At the top, the 'Display Network' tab is selected and highlighted with a red box and the number '1.'. Below this, the 'Interests & remarketing' tab is selected and highlighted with a red box and the number '2.'. Underneath, the 'Affinity audiences' dropdown menu is highlighted with a red box and the number '3.'. A search bar is visible with the text 'Search by related term, phrase, or URL'. Below the search bar, a list of affinity audiences is shown, including 'Art & Theater Aficionados', 'Auto Enthusiasts', 'Avid Investors', 'Beauty Mavens', 'Business Professionals', 'Comics & Animation Fans', 'Cooking Enthusiasts', 'Do-It-Yourselfers', 'Family-Focused', 'Fashionistas', 'Fast Food Cravers', 'Foodies', and 'Gamers'. At the bottom, the '+ Create custom affinity' button is highlighted with a red box and the number '4.'. The interface also shows a 'Selected: 0' indicator on the right side.

Time to role play again! Let's say you run a sporting good store and want to create a custom affinity audience to reach a relevant group of potential customers. First, add a name and optional description for your custom audience. Next, add URLs or keywords (interests) that you feel would relate to your target audience. After you feel you've got all the proper targeting, you can preview what that audience would look like.

## New custom affinity audience

Describe the audience you'd like to reach by entering relevant keywords and URLs. We'll identify themes based on your keywords and URLs and show your ads to people who have expressed interest in these themes. [Learn more](#)

Name

Sporting Good Audience

Description (optional)

This is my optional description

Enter interests and websites with content your audience likes [?](#)

dickssportinggoods.com (URL) × dunhamssports.com (URL) × burghardtsportinggoods.co... (URL) × sporting goods (interest) ×  
sporting good stores (interest) × academy.com (URL) ×

Your custom affinity audience (150M - 200M cookies)

Your audience belongs to these demographic groups, and visits sites related to these topics. If it's not what you had in mind, make edits above or customize your demographics when you are done with your custom affinity. [Learn more](#)

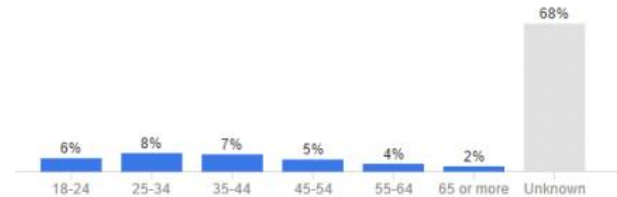
### Top website topics

1. Sporting Goods

2. Sports

### Demographics

Age



Gender



Parental status

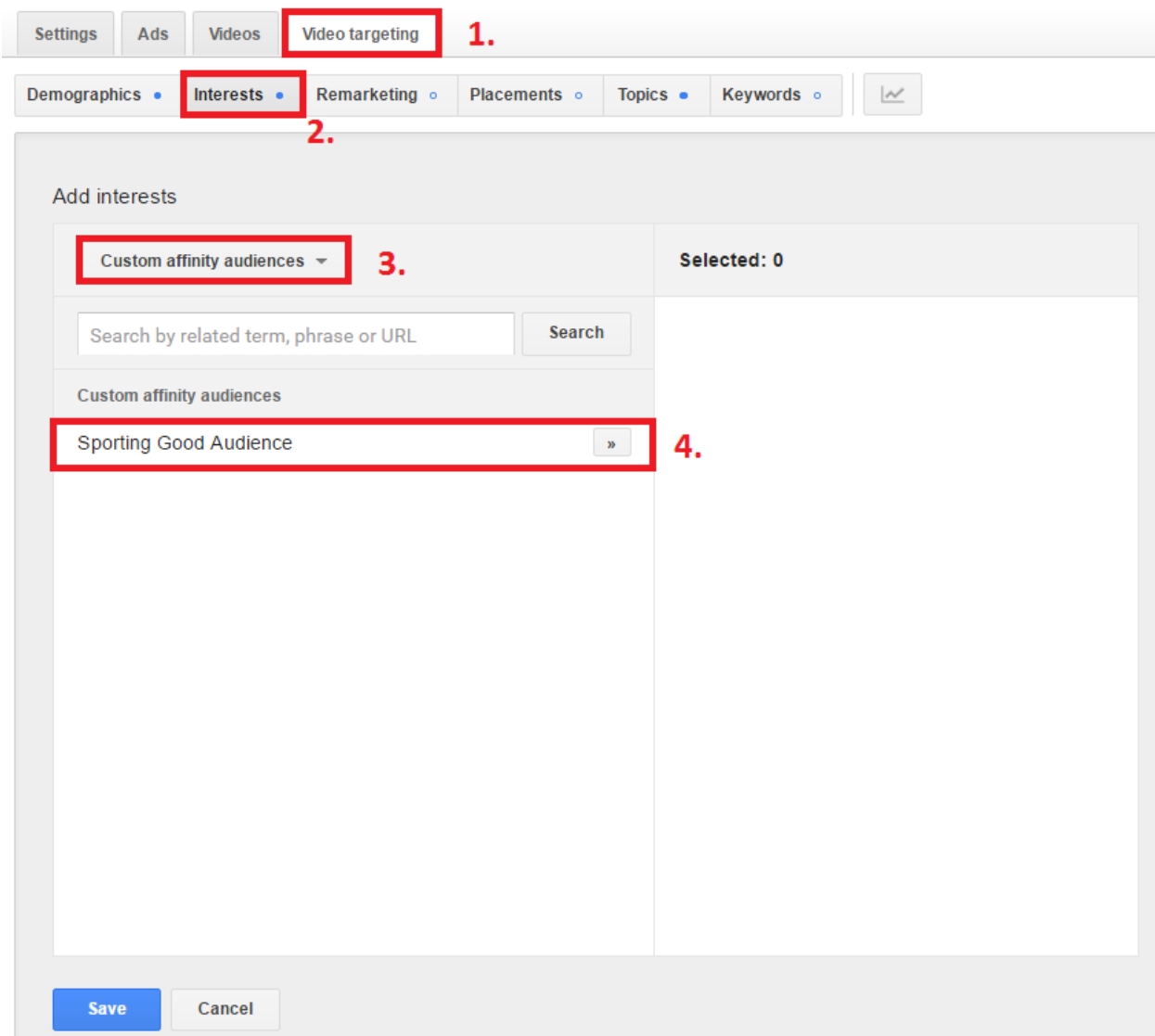


Save

Cancel

If your audience looks good, save it and head back to your YouTube campaign. To add your custom affinity audience to the desired ad group, follow these four steps:

1. Select the "Video targeting" tab.
2. Choose the "Interests" option.
3. Make sure the "Custom affinity audiences" menu option is selected.
4. Add your custom audience to the ad group.



After your targeting is saved, you're all set! Layering your custom audience with other targeting options can help you create a hyper-focused video targeting campaign. You have the options to create new audiences that aren't defaulted in YouTube. Take advantage of it!

## Customer Match

In September of 2015, [AdWords introduced Customer Match as a new form of ad targeting](#). This new feature allowed advertisers to upload CSV files of categorized email addresses. AdWords users are now able to target our customers directly on Google Search, Gmail, and of course YouTube.

After you have your customer lists created, and have populated within the AdWords interface, you can attach them to your ad group targeting on YouTube.

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Remarketing [?](#)

AdWords remarketing lists ▾

Search by list name

Remarketing Lists	Status	List size	
████████████████████	Open	0	»
Pardot Form Submit	Open	80	»
Negative Contact Form	Open	380	»
██████████	Open	3,600	»
Male 45-54	Open	590	»
FOD Visitors (-Admin)	Open	44,000	»
<b>Customer List</b>	Open	3,200	<b>»</b>
Converted Visitors	Open	88	»
All visitors	Open	52,000	»
All Converters	Open	640	»

Customer match allows YouTube advertisers a couple of benefits. If you don't have much success with video advertising because you feel even the most layered of targeting is too broad, customer match will allow you to show your videos to only the people who matter. If you have a specific video that will connect with a certain portion of your users, you can upload a list of those users and feel more confident paying to have that video put in front of them.

Another benefit of customer match is that you can be more specific in your video ad copy if you're running in-display campaigns. The users in your customer match lists performed a specific action to give you their email addresses. If you can segment those

lists out (purchase, newsletter signup, etc.) you can change your ad copy to connect with each audience and guide them along your desired next step.

## **Final Point**

Be smart with your brand awareness video campaigns. It is very easy to spend a lot of money on YouTube ads. While basic keyword and topic targeting might work for your video campaigns in AdWords, there are other options out there. Test out the three targeting options I just talked about to see better results from your YouTube campaigns. While I will always back up the idea of increasing your brand awareness, I'd rather reach a smaller audience who has a better chance of taking action than opening the floodgates to a lot of people who might not care. Research your target audience and use these targeting options to keep your YouTube campaigns as focused as possible.