

Paid Search Discovery Ads



What are Discovery ads?

Discovery ads are visual ads displayed automatically on YouTube Home and Watch Next feeds, Discover, and the Gmail Promotions and Social tabs using a single campaign. You can use Discovery ads in a Discovery campaign.

Why use Discovery ads?

Discovery ads are tied to audience data instead of specific search queries. They are an excellent way to increase brand awareness and engagement for audiences who are not familiar with your brand. Discovery ads are also a great compliment to Google Search ads.

Overall Best Practices

- ▶ Establish a clear story that introduces your brand and highlights the value and/or benefits of your product.
- ▶ Create audiences based on what you know works, including the use of 10 high-converting paid search keywords for custom intent audiences.
- ▶ Optimize CTA URLs to the correct step in Buyer's Journey.
- ▶ Use overlay text sparingly and avoid clickbait language.
- ▶ Maximize the number of unique images used, including 5 landscape and square images as well as a single image and carousel images.
- ▶ Include people in your creative, instead of just a product. Images with a person drive 4% more clicks than without.
- ▶ Leverage high-quality images at the highest resolution possible (1200x628, 960x1200, and 1200x1200 pixels).

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