

YouTube Ads – Video Ads Types

YouTube Ads provide various options for advertisers to promote their content through video formats. Here are the main types of video ads that can be used on YouTube:

1. Skippable In-Stream Ads

- **Definition:** These are the ads that appear before, during, or after a video on YouTube. Viewers can skip the ad after 5 seconds.
 - **Purpose:** Ideal for brand awareness and driving engagement, as they allow for flexibility (e.g., viewers can skip after 5 seconds). Advertisers only pay when the viewer watches at least 30 seconds or interacts with the ad.
 - **Best For:** Advertisers who want to reach a broad audience but still offer users control over skipping.
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2. Non-Skippable In-Stream Ads

- **Definition:** These ads cannot be skipped by the viewer and must be watched entirely before the video they intended to view begins.
 - **Purpose:** They are more intrusive compared to skippable ads, making them great for ensuring that your message gets fully communicated.
 - **Best For:** Campaigns requiring a 100% viewership of the ad or messages where conveying the full information is critical.
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3. Bumper Ads

- **Definition:** Short, 6-second ads that play before, during, or after a YouTube video. These ads cannot be skipped and are perfect for concise messaging.
- **Purpose:** Bumper ads are designed for quick, memorable ads that are great for brand awareness and reinforcing messages with repeat views.
- **Best For:** A quick reminder or brand-building messages. Best suited for larger campaigns when repeated exposure to a brand is required.

4. Display Ads

- **Definition:** These ads appear on the right side of the YouTube video player, beside the video. They typically consist of an image or animated image and text.
- **Purpose:** Display ads can be static or interactive. They are often used to drive traffic to websites or apps.
- **Best For:** Advertisers seeking to get clicks from users watching videos or browsing YouTube, particularly when targeting specific products or services.

5. Overlay Ads

- **Definition:** Semi-transparent ads that appear on the lower part of the video player while watching a video. They don't interrupt the video but are designed to encourage viewers to click.
- **Purpose:** These ads are a gentle, non-intrusive way to promote a message during video viewing.
- **Best For:** Quick product promotions, apps, or website click-throughs without disrupting the viewer's experience.

6. TrueView Discovery Ads

- **Definition:** These ads appear on YouTube search results pages, related video sections, and the YouTube homepage. They typically consist of a thumbnail image along with a title and a brief description.
 - **Purpose:** Users can click on the thumbnail to watch the ad. Advertisers only pay when the viewer clicks the ad to watch it.
 - **Best For:** Videos seeking to drive views from people who are already looking for related content. It's great for encouraging interaction based on user interest.
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7. TrueView for Action Ads

- **Definition:** These ads are skippable in-stream ads but come with a call-to-action (CTA) button. The goal of these ads is to prompt the viewer to take action such as making a purchase, signing up, or visiting a website.
 - **Purpose:** Aimed at driving conversions by focusing on action prompts.
 - **Best For:** Advertisers seeking to drive specific actions from their audience like purchasing a product or filling out a form.
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Key Takeaways

- Skippable and Non-Skippable In-Stream Ads are ideal for various lengths and ensuring full ad views.
- Bumper Ads work best for concise, impactful messaging.
- Display and Overlay Ads provide static ad options while users watch videos.
- TrueView Discovery and TrueView for Action Ads focus on user interaction with clickable content and direct call-to-actions.

Each ad type serves different goals and objectives depending on the campaign needs, whether it's awareness, engagement, or conversion.