



YouTube Ads

With YouTube Ads you can place advertising videos on YouTube. Your advertising clip can appear when Internet users who are in your desired target group watch a video on YouTube. You define the desired target group - RegioHelden takes care of the technical implementation. Your video is played before, during or after a video. Depending on the advertising format, RegioHelden optimizes your advertising costs for your advertising target (impressions or views)*.

YouTube Ads service descriptions

1. Services included in the set-up fee:

- ★ Briefing on the campaign concept and definition of advertising objectives
- ★ Creation of a forecast for campaign performance and advertising costs based on the desired advertising formats (in-stream skippable, in-stream non-skippable, shorts, bumper)
- ★ Create a Google Ads account
- ★ Geographical focus of the campaign on the target group
- ★ Identification of the relevant target groups
- ★ Consideration of change requests (max. 3 change loops)

2. Services included in the advertising costs:

- ★ Placing your video ads on YouTube
- ★ Targeting the campaign to the target group
- ★ Support from a team of experts
- ★ Campaign management by certified Google Ads managers
- ★ Permanent monitoring of campaign performance
- ★ Regular optimization of the campaign with regard to the advertising objective

- ★ Changes to the campaign orientation as required
- ★ Final reporting

* When booking in a social media package, the following applies: The budget is not necessarily deployed evenly across the platforms included in the package, but is specifically targeted to achieve your advertising objective in the best possible way.

The number of impressions or views can be predicted, but not guaranteed. There is no guarantee of permanent ad placement or fixed positioning on videos, channels or platforms on YouTube. The monthly YouTube Ads advertising costs are usually divided into daily budgets. This is done according to the number of days in a month or campaign period. Depending on demand and the number of views or clicks generated in a day, these can be used up early. If the daily budget is used up, no more ads will be placed on that day.

Customer responsibilities:

If RegioHelden GmbH is to implement a YouTube Ads campaign for you, the client must fulfill the corresponding obligations in advance:

- In the case of a video supplied by the client, this video must be uploaded to a YouTube channel created by the client and made available to RegioHelden.
- In the case of a video created by RegioHelden or its partners, the video is handed over to the client and must then be uploaded to a YouTube channel created by the client and made available to RegioHelden.
- Note on the lead time: Videos must be available at least two working days before the start date of the campaign, as Google is still carrying out internal policy checks. Late submissions can lead to a delay in the start of the campaign.