

Video Ads Creation

Skippable Ads



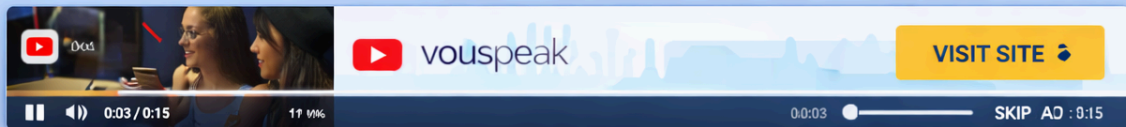
- At least 5 seconds before skipping
- Must be 15 seconds to 3 minutes long
- Pre-Roll / Mid-Roll / Post-Roll

Non-Skippable Ads



- Cannot be skipped
- Must be 6 to 15 seconds long
- Pre-Roll / Mid-Roll / Post-Roll

VIDEO AD PREVIEW:



Skippable Ads Creation

Video Format

Format

Placement Options

5+ seconds

Before Videos

During Videos

After Videos

Video Length

Skip button on-screen (after 5 sec)

Google Ads interface showing campaign settings for a video campaign. The left sidebar includes options for Video, Campaign settings, Ad group, Ads, Bid, and Saved. The main content area is divided into several sections:

- Ad formats:** In-feed ads and Shorts ads are selected.
- Bid strategy:** Target CPV.
- Budget and dates:** Budget type is Daily, amount is ₹ 1,000.00. Start date is 1/9/2026, and end date is None.
- Networks:** YouTube, Video partners on the Google Display Network.

Weekly estimates on the right show available impressions of 5.5B and estimated performance metrics: Budget (checked), Bid, and Video ad.

Google Ads interface showing video campaign goals. The left sidebar includes options for Video, Campaign settings, Ad group, Ads, Bid, and Saved. The main content area is divided into several sections:

- Video views:** Selected goal. Description: Get TrueView views and engagement from people who are more likely to consider your products or brand. You only pay when someone chooses to watch your ad. Your ads can show as skippable in-stream, in-feed, and Shorts ads.
- Video reach:**
 - Efficient reach:** Get the most reach for your budget using bumper, skippable in-stream, in-feed, and Shorts ads.
 - Non-skippable reach:** Reach people using bumper, standard non-skippable, and 30-second non-skippable in-stream ads.
 - Target frequency:** Reach the same people multiple times using bumper, skippable in-stream, non-skippable in-stream, in-feed, and Shorts ads.
- Drive conversions:** Get more conversions with video ads designed to encourage valuable interactions with your business.
- Ad sequence:** Tell your story by showing ads in a particular sequence to individual viewers with skippable in-stream ads, non-skippable in-stream ads, bumper ads, or a mix.
- Audio reach:** (Option visible)

Google Ads interface showing campaign settings for a video campaign. The left sidebar lists settings: Campaign name, Ad formats, Bid strategy, Budget and dates (selected), Networks, Locations, Languages, EU political ads, and Related videos. The main content area includes:

- Bid strategy:** Target CPV
- Budget and dates:** Enter budget type and amount. Daily budget: ₹ 1,000.00. Start date: 1/9/2026, End date: None.
- Networks:** YouTube, Video partners on the Google Display Network
- Locations:** Select locations for this campaign. All countries and territories selected.

Weekly estimates sidebar:

- Available impressions:** 5.5B
- Your estimated performance:** Budget, Bid, Video ad.

Windows taskbar shows 17°C, search, and system tray with time 1:23 AM on 1/9/2026.

Google Ads interface showing campaign settings for a video campaign. The left sidebar lists settings: Campaign name, Ad formats, Bid strategy, Budget and dates, Networks, Locations, Languages (selected), EU political ads, and Related videos. The main content area includes:

- Languages:** Select the languages your customers speak. English, Kannada, Telugu selected.
- EU political ads:** Does your campaign have European Union political ads? No, this campaign doesn't have EU political ads selected.
- Related videos:** Add videos related to your video ads to help increase engagement.

Weekly estimates sidebar:

- Available impressions:** 5.5B
- Your estimated performance:** Budget, Bid, Video ad.

Windows taskbar shows 17°C, search, and system tray with time 1:23 AM on 1/9/2026.

Google Ads interface showing the 'Audience' tab for a video campaign. The left sidebar includes 'Video', 'Campaign settings', 'Ad group', 'Audience', 'Audience expansion', 'Content', 'Ads', and 'Bid'. The main area is titled 'Demographics' and shows 'All demographics (recommended)'. It includes sections for 'Interests & detailed demographics', 'Your data', and 'Custom search terms'. Under 'Custom search terms', a search for 'restaurant' is shown with a dropdown menu containing 'restaurant' (3.3B). The 'Exclusions' section is also visible. On the right, 'Weekly estimates' shows 'Available impressions' of 70M and 'Your estimated performance' with 'Budget', 'Bid', and 'Video ad' all checked.

Google Ads interface showing the 'Video' tab for a video campaign. The left sidebar includes 'Video', 'Campaign settings', 'Ad group', 'Ads', and 'Bid'. The main area displays a list of video ads, including 'Best place for Andhra Meal in Ban...' and 'Legendary Nagarjuna Andhra Me...'. A warning message states: 'Videos longer than 3 minutes don't usually perform as well as shorter videos.' Below this is a search bar for videos and a 'Final URL' field. The 'Display URL' section shows 'Path 1' and 'Path 2' fields. A preview of a mobile phone example of a skippable in-stream ad is shown. On the right, 'Weekly estimates' shows 'Available impressions' of 180M and 'Your estimated performance' with 'Budget', 'Bid', and 'Video ad' all checked.

Google Ads interface showing video campaign setup. The main area displays a preview of a mobile phone example of a skippable in-stream ad on YouTube. The ad features a large sign for 'NAGARJUNA ANDHRA STYLE' and a 'RHYPED' logo. The video is sponsored by 'Peppa Foodie' and has 50.1K views.

On the left, there are suggestions for similar videos:

- by Sahil Nagpal • 43,294 views
- Best place for Andhra Meal in Ban... by Shruti Mishra • 51,533 views
- ఆంధ్ర ప్రదేశ్ శాఖలు at NAGA... by Peppa Foodie • 50,107 views
- Nagarjuna Andhra Restaurant | Peppa Fo... 02:18

Below the suggestions, there is a search bar and a 'Final URL' field. The 'Display URL' field is set to 'www.example.com / Path 1 / Path 2'. A 'Call-to-action' checkbox is also present.

On the right, the 'Weekly estimates' section shows:

- Available impressions: 180M
- Your estimated performance: Budget ✓, Bid ✓, Video ad ✓

Google Ads interface showing the 'Ad creation' step. The main area displays the 'Ad name' field with the value 'skippable.ad' and a character count of 12 / 255.

The 'Description' field contains the text: 'Perfect for dinner, celebrations, and everyday meals' (52 / 90).

Under 'Ad URL options', there is a checkbox for 'Companion banner (computers only)' which is currently unchecked.

The 'Asset optimization' section includes a checkbox for 'Get vertical versions of your videos' which is checked. A 'Show examples' link is also present.

At the bottom, there is a section for 'Ad creation' showing '1 ad' and a 'Set a bid for this ad group' option.

On the right, the 'Weekly estimates' section shows:

- Available impressions: 180M
- Your estimated performance: Budget ✓, Bid ✓, Video ad ✓

Ad groups - nirmala 11.15 - Google Ads

ads.google.com/aw/adgroups?campaignId=23437204977&ocid=7598668316&workspaceId=0&euid=1471052070&_u=4144557430&uscid=7598668316&_c=5697780284&authuser=0&subid=in-en...

Google Ads "What are my top performing campaigns?"

613-033-5866 nirmala 11.15 nirmala.konamki89@gmail.com

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Ad groups Campaign Video views - Skippable Ads Custom Dec 12, 2025 - Jan 8, 2026 Show last 30 days

Dec 12, 2025 Jan 8, 2026

Ad group Status TrueView target CPV TrueView views TrueView avg. CPV Ad group type Impr. Cost Brand Inclusions

Ad group	Status	TrueView target CPV	TrueView views	TrueView avg. CPV	Ad group type	Impr.	Cost	Brand Inclusions
Video views - Skippable Ads	Eligible	₹0.30	0	-	Responsive video ad	0	₹0.00	-
Total: All but removed ad groups in your c...								
Total: Campaign								

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Some inventory may be provided through third party intermediaries. You'll see Media Rating Council (MRC) accreditation noted in the column header's hover text for accredited metrics.

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16°C Partly sunny

Search

9:16 AM 1/9/2026

Projects - Canva x The Royal Plate x google ads search x Video campaign x (6888) nagarjun x Best Multi-Cuisi x Google ads x Nagarjuna Rest x

ads.google.com/aw/campaigns/new/video?campaignId=281498423392715&ocid=7598668316&workspaceId=0&ascid=7598668316&cmpnInfo=%7B*...

Google Ads

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Video

Campaign settings

Ad group

Ads

Bid

Get vertical versions of your videos

Show examples

Ad creation 1 ad

Set a bid for this ad group

Bid

TrueView target CPV bid

₹ 0.30

With TrueView target CPV (cost-per-view), you set the average amount you're willing to pay for views for this campaign. From the TrueView target CPV you set, we'll optimize bids to help get as many TrueView views as possible. Some TrueView views may cost more or less than your target.

Your bid is set to an amount that can improve your campaign's potential reach and performance

Create campaign Cancel

Important notices: By creating this ad, you agree that you have legal rights to distribute all content (including all videos and images) you have provided. You are responsible for compliance with all applicable laws and regulations in the location(s) in which you have chosen to target your advertising.

© Google, 2026.

Weekly estimates

Available impressions 180M Impressions

Your estimated performance

Based on your targeting, settings, daily budget of ₹1,000.00 and bid of ₹0.30

TrueView views	Impressions
56K - 250K	63K - 250K

TrueView avg. CPV	Budget spend
₹0.03 - ₹0.22	95% - 100%

Unique reach 31K - 120K

16°C Mostly clear

Search

1:32 AM 1/9/2026

Google Ads Campaigns - nirmala 11.15 - Google Ads

ads.google.com/aw/campaigns?campaignId=23437204977&ocid=7598668316&workspaceId=0&euid=1471052070&_u=4144557430&uscid=7598668316&_c=5697780284&authuser=0&subid=in-e...

Google Ads "What are my top performing campaigns?"

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Campaigns Campaign Video views - Skippable Ads Custom Dec 12, 2025 - Jan 8, 2026 Show last 30 days

Overview Recommendations Insights and reports Campaigns Ad groups Ads Experiments Assets Audiences, keywords, and content Change history

Campaign	Budget	Status	Optimization score	Campaign type	Impr.
Drafts in progress: 0					
Video views - Skippable Ads	₹1,000.00/day	Eligible	-	Video	0
Total: All but removed campaigns in your cur...					0
Total: Campaign					0

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Google Ads Ads - nirmala 11.15 - Google Ads

ads.google.com/aw/ads?campaignId=23437204977&adGroupId=190066267806&ocid=7598668316&workspaceId=0&euid=1471052070&_u=4144557430&uscid=7598668316&_c=5697780284&aut...

Google Ads "What are my top performing campaigns?"

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Ads Ad group Video views - Skippable Ads Custom Dec 12, 2025 - Jan 8, 2026 Show last 30 days

Overview Recommendations Insights and reports Campaigns Ad groups Ads Experiments Assets Audiences, keywords, and content Change history

Ad status: Enabled, Paused

Ad	Status	Ad type	Impr.	TrueView views	TrueView avg. CPV	Cost	Video	Conv. rate
skippable ad Best Multi-Cuisine ... Perfect for dinner, c... View asset details	Eligible	Responsive video ad	0	0	-	₹0.00	Best place for Ad + 1 more	0.00%
Total: Ads in your current view								
Total: Ad group								

Reporting is not real-time. Time zone for all dates and times: (GMT+05:30) India Standard Time. Learn more
Some inventory may be provided through third party intermediaries.
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In-Feed Ads Creation

YouTube Ad



YOU TUBE AD

80k views · Sponsored

VISIT SITE

Shopping Ad



SHOPPING AD

\$499.00

Shop Now

Article Ad



ARTICLE AD

95 views · Sponsored

LEARN MORE

In-Feed Ads Creation

ads.google.com/aw/campaigns/new?ocid=7598668316&workspaceid=0&ascid=7598668316&cmpnInfo=%7B%22%3A%523164AE-DB01-490B-93...

Google Ads

What's your campaign objective?

Choose your objective

Select an objective to tailor your experience to the goals and settings that will work best for your campaign

Sales Drive sales online, in app, by phone, or in store	Leads Get leads and other conversions by encouraging customers to take action	Website traffic Get the right people to visit your website	App promotion Get more installs, engagement and pre-registration for your app
Awareness and consideration Reach a broad audience and build interest in your products or brand	Local store visits and promotions Drive visits to local stores, including restaurants and dealerships.	Create a campaign without guidance You'll choose a campaign next	

Cancel Continue

Upcoming Earnings

Search


ENG IN 12:45 AM 1/9/2026

ads.google.com/aw/campaigns/new?ocid=7598668316&workspaceId=0&ascid=7598668316&cmpnInfo=%7B%3A%523164AE-DB01-490B-93...

Google Ads


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Select a campaign type




Search

Drive action on Google Search with text ads




Performance Max

Reach the right people wherever they're browsing with ads on Google Search, YouTube, Display, and more [See how it works](#)




Demand Gen

Drive demand and conversions on YouTube, Google Display Network, and more with image and video ads




Display

Reach potential customers across 3 million sites and apps with your creative




Shopping

Promote your products from Merchant Center on Google Search with Shopping ads



Video

Drive action on YouTube with your video ads



App

Promote your Android or iOS app on Google Search, Play, YouTube and partner sites with app ads

Select a campaign subtype

17°C Mostly clear 12:45 AM 1/9/2026

ads.google.com/aw/campaigns/new/video?campaignId=281498418855819&ocid=7598668316&workspaceId=0&ascid=7598668316&cmpnInfo=%7B%3A%523164AE-DB01-490B-93...

Google Ads

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Video

Campaign settings

- Campaign name
- Ad formats**
- Bid strategy
- Budget and dates
- Networks
- Locations
- Languages
- EU political ads
- Related videos

Ad group

Ads

Bid

Saved

General settings

Type: Video campaign

Campaign name

Video views-Restaurant 22 / 256

Ad formats

Using all available formats can help you get up to 40% more views, 40% more consideration lift, and 25% more search lift

- Skippable in-stream ads
- In-feed ads
- Shorts ads

Using fewer ad formats can limit your views or increase your CPV (cost-per-view).

Campaign estimates

Available impressions

To see your available impressions, enter an end date

- End date

Your estimated performance

To see your estimated performance, enter the following settings:

- Budget
- End date
- Bid
- Video ad

17°C Mostly clear 12:50 AM 1/9/2026

ads.google.com/aw/campaigns/new?ocid=7598668316&workspaceId=0&ascid=7598668316&cmpnInfo=%7B%3A%523164AE-DB01-490B-9355-84...

Google Ads

Select a campaign subtype

- Video views

Get TrueView views and engagement from people who are more likely to consider your products or brand. You only pay when someone chooses to watch your ad. Your ads can show as skippable in-stream, in-feed, and Shorts ads. [Learn more](#)
- Video reach
 - Efficient reach

Get the most reach for your budget using bumper, skippable in-stream, in-feed, and Shorts ads. [Learn more](#)
 - Non-skippable reach

Reach people using bumper, standard non-skippable, and 30-second non-skippable in-stream ads. [Learn more](#)
 - Target frequency

Reach the same people multiple times using bumper, skippable in-stream, non-skippable in-stream, in-feed, and Shorts ads. [Learn more](#)
- Drive conversions

Get more conversions with video ads designed to encourage valuable interactions with your business [Learn more](#)
- Ad sequence

Tell your story by showing ads in a particular sequence to individual viewers with skippable in-stream ads, non-skippable in-stream ads, bumper ads, or a mix. [Learn more](#)

17°C Mostly clear

ads.google.com/aw/campaigns/new/video?campaignId=281498418855819&ocid=7598668316&workspaceId=0&ascid=7598668316&cmpnInfo=%7B%3A%523164AE-DB01-490B-9355-84...

Google Ads

Campaign settings

- Campaign name
- Ad formats
- Bid strategy
- Budget and dates**
- Networks
- Locations
- Languages
- EU political ads
- Related videos

Bid strategy

Select your bid strategy

Target CPV

The following bid strategies aren't available in this campaign: Maximum CPV, Target CPM, Viewable CPM, Target CPA, Maximize conversions, Maximize conversion value, Target ROAS

With TrueView target cost-per-view (previously called Target cost-per-view) you set the average amount you want to pay for TrueView views of this campaign. From the TrueView target CPV you set, we'll optimize bids to help get as many TrueView views as possible. Some TrueView views may cost more or less than your target.

Budget and dates

Enter budget type and amount

Daily ₹ 1,000.00

For the month, you won't pay more than your daily budget times the average number of days in a month. Some days you might spend less than your daily budget, and on others you might spend up to twice as much. [Learn more](#)

Start date: 1/9/2026
End date: None [Edit](#)

Networks

YouTube, Video partners on the Google Display Network

Weekly estimates

Available impressions

Based on your campaign settings but not your budget or bid

Impressions 10B+

Your estimated performance

To see your estimated performance, enter the following settings:

- Budget ✓
- Bid
- Video ad

17°C Mostly clear

Google Ads interface showing Campaign settings for a video campaign. The location is set to Bengaluru, Karnataka, India city, with a reach of 35,000,000. Languages selected are English, Kannada, and Telugu. The weekly estimates show 2.7B impressions. The interface includes a sidebar with navigation options like Campaign settings, Ad group, Ads, and Bid. The top navigation bar includes Search, Ads Advisor, Appearance, Help, and Notifications. The bottom status bar shows the system tray with weather, search, and system icons.

Google Ads interface showing video ad creation. The ad is titled "Best place for Andhra Meal in Ban..." by Shruti Mishra. The interface includes a sidebar with navigation options like Campaign settings, Ad group, Ads, and Bid. The top navigation bar includes Search, Ads Advisor, Appearance, Help, and Notifications. The bottom status bar shows the system tray with weather, search, and system icons. The main content area shows a preview of the video ad on a mobile phone, with a "Preview ad on YouTube" link and a "Copy link" button. The weekly estimates show 180M impressions. The interface also includes a search bar for videos and a form for the final URL and display URL.

Google Ads Edit video ad

Search Ads Advisor Appearance Refresh Help Notifications 613-033-5866 nirmala.11.15 nirmala.konamki89@gmail.com

Andhra meals | Nagarjuna | Bangal...
by Sneha Panda | The Gl... · 247,576 views

Best place for Andhra Meal in Ban...
by Shruti Mishra · 51,561 views

Let's HOF - Andhra Food at Nagar...
by High On Food · 12,984 views
Since both of us were craving authentic ...

Search for a video or paste the URL from YouTube

Final URL
https:// anilenterprises.in/

Display URL
anilenterprises.in / the Royal / Plate
9 / 15 5 / 15

Call-to-action

Long headline
Best Multi-Cuisine Food & Family Dining Experience Bangalore
60 / 90

Mobile phone example of your in-feed video ad on YouTube

16°C Mostly clear 1:41 AM 1/9/2026

Ad groups - nirmala 11.15 - Google Ads

Search "What are my top performing campaigns?"

Ads Advisor Appearance Refresh Help Notifications 613-033-5866 nirmala.11.15 nirmala.konamki89@gmail.com

Ad groups Campaign Video views In Feed-Restaurant Custom Dec 12, 2025 - Jan 8, 2026 Show last 30 days

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Ad group	Status	TrueView target CPV	TrueView views	TrueView avg. CPV	Ad group type	↓ Impr.	Cost	Brand Inclusion
Video views - Ad group	Eligible	₹2.00	0	-	Responsive video ad	0	₹0.00	-
Total: All but removed ad groups in your c...								
Total: Campaign								

1 - 1 of 1

16°C Partly sunny 9:31 AM 1/9/2026

Google Ads Campaigns - nirmala 11.15 - Google Ads

Search: "What are my top performing campaigns?"

613-033-5866 nirmala 11.15
nirmala.konamki89@gmail.com

Campaigns: Video views In Feed-Restaurant

Custom: Dec 12, 2025 - Jan 8, 2026

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Reporting is not real-time. Time zone for all dates and times: (GMT+05:30) India Standard Time. Learn more

16°C Partly sunny

9:15 AM 1/9/2026

Campaign	Budget	Status	Optimization score	Campaign type	Impr.
Drafts in progress: 0					
Video views In Feed-Restaurant	₹1,000.00/day	Eligible	-	Video	0
Total: All but removed campaigns in your cur...					0
Total: Campaign					0

Google Ads Ads - nirmala 11.15 - Google Ads

Search: "What are my top performing campaigns?"

613-033-5866 nirmala 11.15
nirmala.konamki89@gmail.com

Ad group: Video views - Ad group

Custom: Dec 12, 2025 - Jan 8, 2026

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Reporting is not real-time. Time zone for all dates and times: (GMT+05:30) India Standard Time. Learn more

16°C Partly sunny

9:31 AM 1/9/2026

Ad	Status	Ad type	Impr.	TrueView views	TrueView avg. CPV	Cost	Video	Conv. rate	Conv.
In Feed Ad Video	Eligible	Responsive video ad	0	0					
Total: Ads in your current view									
Total: Ad group									

Ad status: Enabled, Paused

Snipping Tool

Screenshot copied to clipboard
Automatically saved to screenshots folder.

Markup and share

Thank You!

