

Reach your customers – and discover new ones

Capture your audience's attention and drive results with YouTube Ads.



The right people, at the right moment

People come to YouTube to laugh, learn, and dig deep into the things they care about. And because we know what our viewers care about, we can help you connect when it counts.

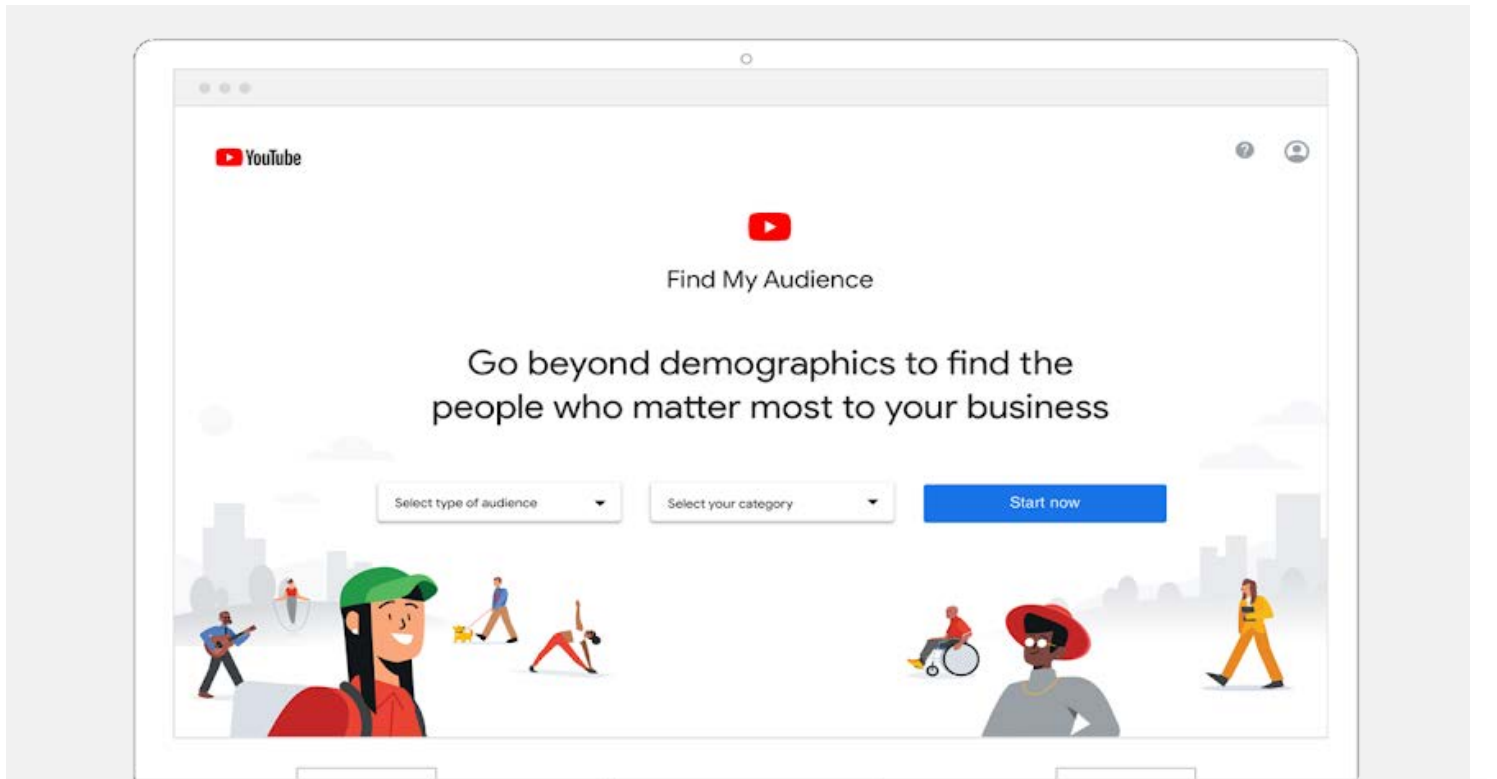
Use our audience tools to find the people who matter most to your business on YouTube. Reach potential customers based on demographics like age, gender, and location, as well as interests, life events, and more.

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Viewers say YouTube is the No. 1 platform they watch to dig deeper into their interests, to help them get stuff done, and to help them achieve their goals.²



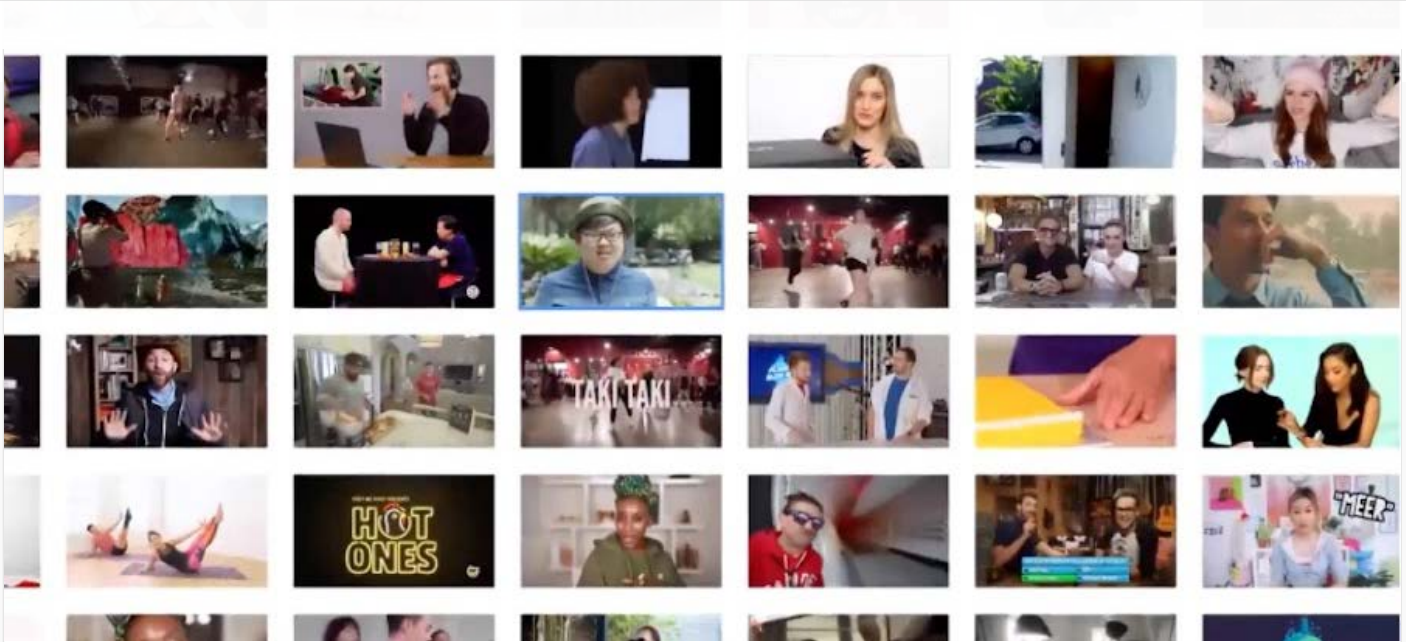
Go beyond demographics

Get to know your most valuable customers with the Find My Audience tool. Discover new audiences and learn how to reach them with your next YouTube campaign.

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YouTube Select

Match your ads to a diverse mix of content lineups and programs across your customers' favorite screens. [Learn more](#), then talk to your Google Ads specialist to get started.



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Reach your customers with YouTube and Google Ads

As more people watch videos and browse content online, moments of inspiration can happen at any stage of the customer journey. YouTube and Google Ads work better together to help your business show up when it matters – so you can reach more of your ideal customers across platforms and devices. To get

started, simply pick your goal and use curated solutions to help you build your plan.

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HOW IT WORKS



Create a video ad



HOW IT WORKS

Set up a campaign



HOW IT WORKS

Measure your results

¹ YouTube data, Global, Mar 2019. ² Google/Talkshoppe, US, whyVideo study, n=2000 A18-64 Genpop video users, Feb 2020



Get started with YouTube Ads


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