

THE SUNSET OF A CAMPAIGN TYPE: VIDEO FOR ACTION



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VIDEO FOR ACTION SUNSET

PERSONAL EXPERIENCE

Last week, a client asked me to create a YouTube for Action campaign. To my surprise, the default name of the campaign contained “Demand Gen”.

Google gave me the option to switch to the older type with a button above.



VIDEO FOR ACTION SUNSET


STEP 1: VIDEO FOR ACTION

skippable in-stream ads, or bumper ads. [Learn more](#)

- ☐ Non-skippable reach
- Reach people using up to 15-second non-skippable in-stream 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](#)
- ☐ Audio
- Reach your audience while they're listening on YouTube with audio-based ads. [Learn more](#)

Use these conversion goals for campaign performance optimization

Conversion goals labeled as account default will use data from all of your campaigns to improve your bid strategy and campaign performance

Conversion Goals	Conversion Source	Conversion Actions
 Purchases (account default)	Website	1 action

[Add goal](#)

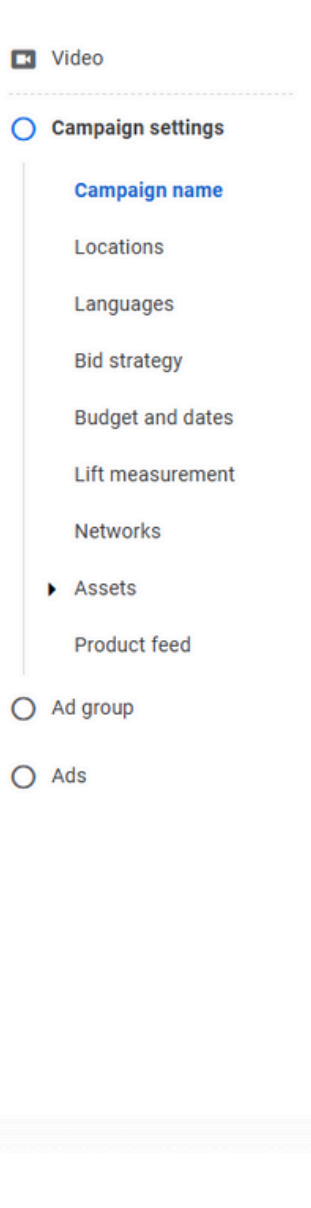
Cancel


Continue



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STEP 2: DEMAND GEN



 Starting in early 2025, video conversion campaigns, also known as video action campaigns, will be upgraded to Demand Gen campaigns to help drive better performance. Consider creating a Demand Gen campaign now.

[Learn more](#)

[Get started](#)

General settings

Type: Video campaign Subtype: Drive conversions

Campaign name

Video Conversions - 2025-01-30


30 / 256


Locations

Select locations for this campaign 

- ☐ All countries and territories
- ☒ Switzerland
- ☐ Enter another location

Languages

Select the languages your customers speak. 

 Start typing or select a language



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RECAP: WHY IS IT HAPPENING

From March 2025 on, the creation of Video Action Campaigns (VAC) won't be possible. In Q2 2025, existing VAC campaigns will be auto-upgraded to Demand Gen campaigns.



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WHY THE UPGRADE?

Discover the expected benefits of the VAC migration to Demand Gen by reading my older post here:



<https://www.linkedin.com/feed/update/urn:li:activity:7237342446777507840/>



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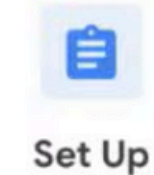
TWO POTENTIAL ROUTES

Recommended campaign set-up and evaluation strategies



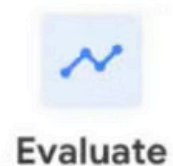
Use Demand Gen's unique features

Mirror Video Action Campaigns



Take full advantage of Demand Gen **capabilities**. Demand Gen offers new features that aren't available in Video Action Campaigns. Make Demand Gen work for you by using unique features that align with your KPIs.

Continue running video only. Set up your Demand Gen campaign using the same settings and features as Video Action Campaigns.



Evaluate against the KPIs that are specific to your campaign. Measure KPIs, referencing our evaluation best practices. Keep in mind that a new campaign will have different results compared to a long running campaign with historical data. Run four to six weeks before evaluating.

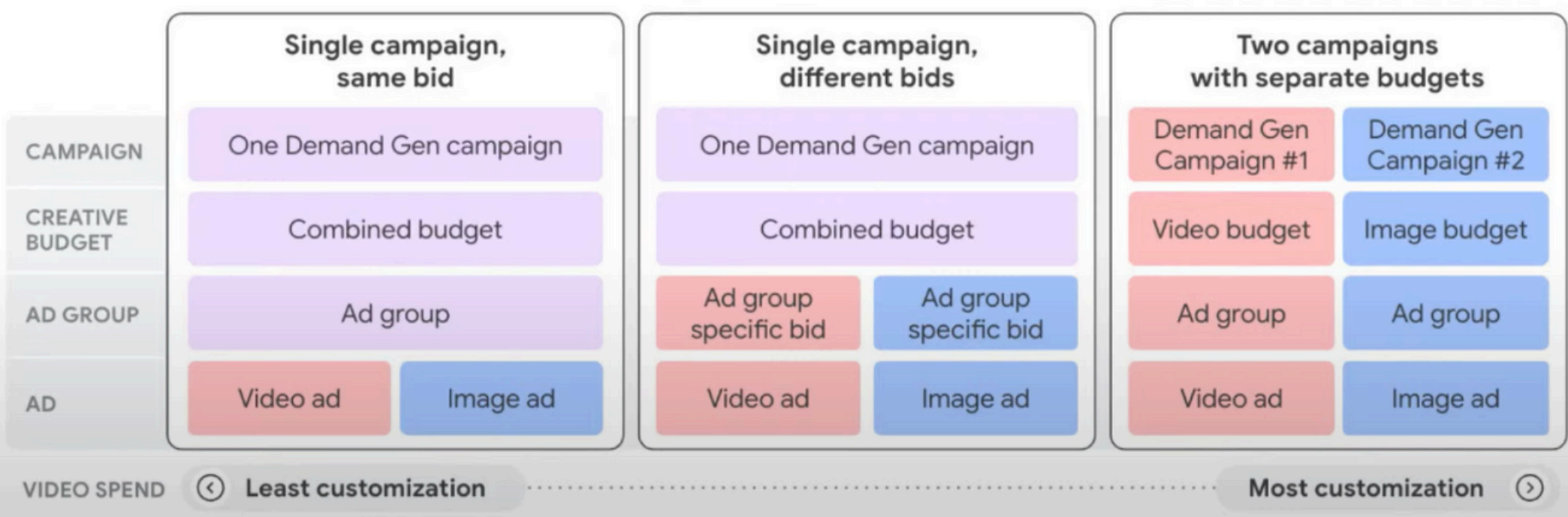


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DIFFERENT CAMPAIGN SETUPS

Customize your campaign set-up by format when using video and image

As an AI-driven campaign type, if you provide both images and videos for your campaign, **Demand Gen will optimize for the lowest cost per action (CPA)**. This could result in a higher share of impressions on image versus video. If you have specific expectations around video serving, please see the guidance below to set campaigns up for success.



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HOW TO START THE MIGRATION

Setting up your Demand Gen test campaigns



Two options to start campaign setup



Manual campaign creation

Recommended for advertisers who want to use features unique to Demand Gen and understand the new construction flow



Rolling out now!

Using copy/paste

Recommended for advertisers who want to mirror Video Action Campaign settings in Demand Gen campaigns or who are setting up multiple tests at scale



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BEST PRACTICES

Demand Gen **Best Practices**

Setup

Use the same CID make sure to set up the Demand Gen campaign in the same CID as your Video Action Campaigns to both maintain campaign history and ensure campaigns do not compete.

Audience

Replicate your audience approach from comparable Video Action Campaigns, and try testing Lookalikes. Running the same audience as your existing campaigns will not affect performance.

Budget

Conversion based bidding: Set a daily budget greater than 20 times your expected CPA.

Value based bidding: Set a daily budget greater than 20 times the expected average conversion value/tROAS.

Bidding

Try similar bid levels to your Video Action Campaigns, and set your conversion attribution window to less than 28 days.



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BEST PRACTICES II

Demand Gen **Best Practices**



Creative

Use **existing video** assets with a mix of horizontal and vertical videos. We highly recommend adding image assets as well.



Duration

We recommend a **minimum of 4-6 weeks duration**. Extend the duration if need be to avoid unexpected performance issues.



Evaluation Benchmark

Evaluate performance against your **KPIs should be aligned to your advertiser's goals and should align to bidding strategy.**



To avoid a cold start, set a minimum viable daily budget of at least \$100 per campaign

Campaigns with more than 50 conversions perform better, so optimize your campaign level budgets to maximize conversions volume.

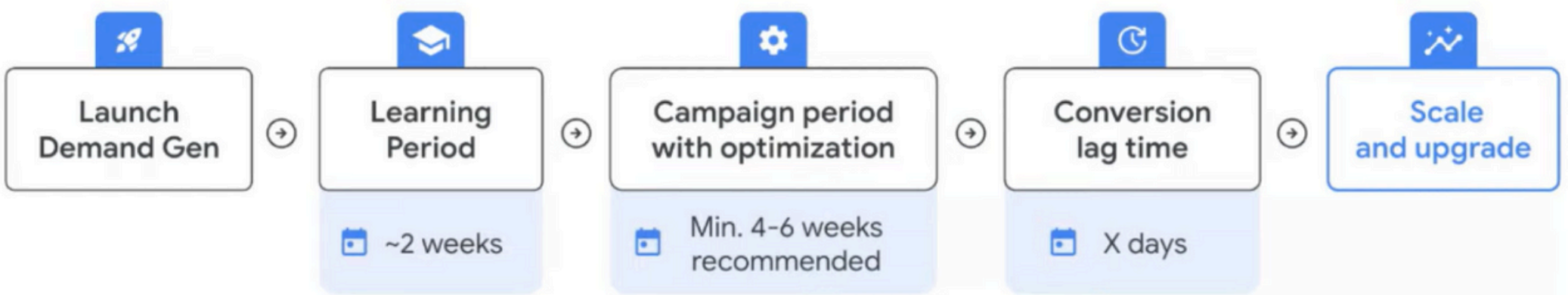


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LEARNING & OPTIMIZATION TIMELINE

Plan for the learning period

As an AI-driven campaign, Demand Gen's machine learning model needs time to learn about your customers. We recommend letting the campaign ramp at least 2 weeks or 50 conversions before making any changes to your construction.



💡 Helpful Tips

- Make sure there is clear alignment on the campaign goals/KPIs to measure success, ramp time, and budget.
- Have a consolidated campaign structure for effective learning. Consolidate ad groups by combining similar audience themes whenever possible, and consider merging ad groups with fewer than 30 conversions in 30 days.
- Limit bid changes to about 15% to avoid performance volatility.



VIDEO FOR ACTION SUNSET MEASUREMENT

Measuring Demand Gen in three simple steps

Step 1



Identify your KPI, and make sure it aligns.

A leading indicator is a KPI that is predictive of future conversions or business results.

Demand Gen can deliver value for your customers across marketing objectives.

Step 2



Align on your measurement timeline.

Knowing when to measure your campaign is very important!

Give the machine learning model some time to learn about your customers. We strongly recommend waiting two weeks before evaluating the success of your **Demand Gen** campaigns.

Step 3



Build a measurement framework to prove out success.

Evaluate your campaign based on the KPI you selected, and measure via reporting and incrementality solutions.



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MIND THE FUNNEL STAGE

Demand Gen delivers on your KPIs

A leading indicator is a **KPI** that is predictive of future conversions or business results

Demand gen		
Upper	<ul style="list-style-type: none">• Reach/Impressions, CPM, frequency• Video views/completion rate, CTR• Social Engagement (e.g., likes, follows, shares, etc.)	<ul style="list-style-type: none">• Recall rate• Impact on brand metrics
Middle	<ul style="list-style-type: none">• Shallow conversions• Landing page views, CTR• Cost per landing page hit/view	<ul style="list-style-type: none">• Traffic (e.g., time spent, bounce rate)• Incremental searches
Lower	<ul style="list-style-type: none">• Deeper Conversions• Campaign Cost per Conversions• Account return on ad spend (ROAS) and CPA	<ul style="list-style-type: none">• ROI• Revenue



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MEASUREMENT TIMELINE

Your measurement timeline

When	Consider	Measure
Before the campaign starts	Make sure there the campaign goals/KPIs clearly align to measure success, ramp time, and budget. Review best practices and measurement fundamentals before campaign set-up.	<ul style="list-style-type: none">• Make sure all channels run in the same ads CID with account-level tracking or separate accounts with MCC cross-account tracking.• Decide on measurement framework that makes sense to meet your KPI.• Work with your Google partner on scoping measurement feasibility.
Two weeks into the campaign	Be patient! During the first one to two weeks the campaign is in learning mode in order to drive conversions. Exclude this time period from evaluation, while also considering conversion lag time.	You'll see how some metrics start to populate: <ul style="list-style-type: none">• Clicks• Site visits• Shallow conversions
Within 30 days into the campaign	Once the campaign shifts from the learning period, you can start analyzing performance and optimizing towards your success metrics.	In this stage, review metrics and measurement framework: <ul style="list-style-type: none">• Total and assisted conversions via attribution reporting• Overall sales, revenue, and ROAS• Account-level CPA/ROAS• Any measurement studies that have concluded



VIDEO FOR ACTION SUNSET MEASUREMENT SOLUTIONS

Use Demand Gen's measurement solutions to achieve your KPIs



Optimization

Make the most of these tools to understand insights on how to optimize your campaigns, from basic metrics to robust experiments on what assets and audiences drive the best performance.

- Google Ads reporting
- Segment by format
- Assets report
- Recommendations page (Optiscore)
- Ads Data Hub
- Campaign experiments



Impact

Use these solutions to analyze how your **Demand Gen** campaign is contributing to your media mix and assisting with lower-funnel conversions.

- Pre-post analysis
- Causal impact
- MMMs
- Account CPA
- Attribution reports



Incrementality

Understand the lift in key metrics that you drove which wouldn't have happened without **Demand Gen**.

- Conversion Lift for users
- Conversion Lift for geo
- Brand Lift*
- Search Lift*



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UPGRADE RECOMMENDATIONS

Upgrade recommendations



When to transition

We recommend **shifting your budgets** when your Video Action Campaign ends and before the automigration in Q2 2025. Upgrading to **Demand Gen** is similar to stopping and starting a Video Action Campaign.



How to transition

Campaigns with deep conversions such as purchases may require more time to ramp up than campaigns with shallow conversions like website visits. We recommend that you **stage the transition of budgets with deep conversions into phases** after running your first Demand Gen campaign.



Keep your Investment consistent

In order to see similar business results, **keep your total budgets consistent or increase them if you see performance benefits** when shifting budgets from Video Action Campaigns to Demand Gen.



VIDEO FOR ACTION SUNSET UPGRADE OPTIONS

Overview of upgrade options



Available: Now!

Manual

Set up a brand new Demand Gen campaign, and familiarize yourself with Demand Gen campaign construction and features. Then transition your Video Action Campaign budget to it.



Available: Rolling out now!

Copy/paste

Copy a Video Action Campaign, and paste it as a brand new, video-only Demand Gen campaign. This will carry over all existing ad groups, ads, assets etc.



Available: Early Q1 2025

Upgrade tool

Take an existing Video Action Campaign and transform it into a Demand Gen campaign.

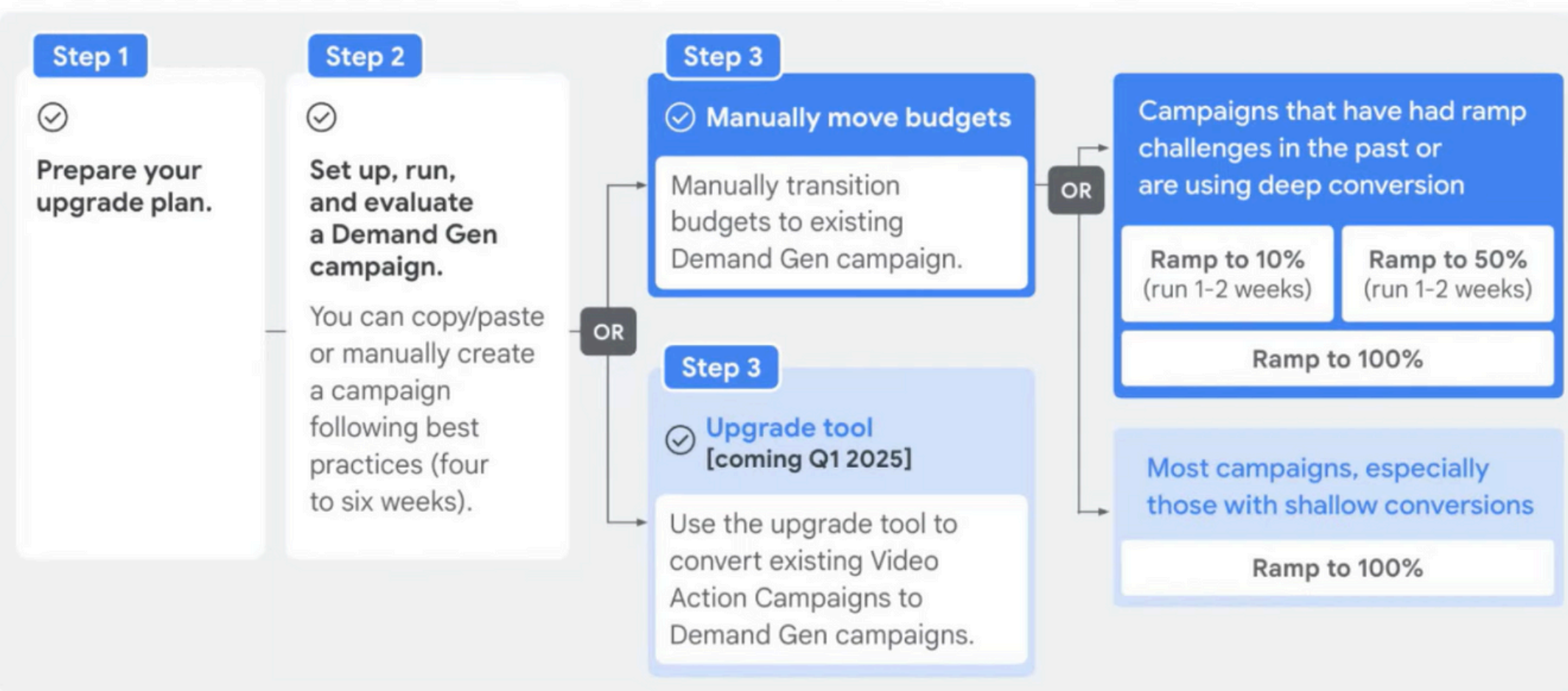
✦ This is ideal if you plan to upgrade as a video-only campaign and do not plan to **use new Demand Gen features**. This approach will reference existing campaign history.

☰ We'll share more details on this tool closer to its launch dates.



VIDEO FOR ACTION SUNSET CAMPAIGN GUIDANCE

Visual summary of campaign guidance



VIDEO FOR ACTION SUNSET COPY-PASTE DEMO

Google Ads

Search for a page or campaign

Back to

Unsaved rows (3 filters)

Campaigns (1)

Filters

Campaign status: Enabled, Paused

Ad group status: Enabled, Paused

Campaign name contains Demo C/P

Add filter

Overview

Recommendations

Insights and reports

Campaigns

Ad groups

Ads

Experiments

Campaign groups

Assets

Products

Audiences, keywords, and content

Change history

COPY CAMPAIGN(S)
NORMALLY

Last 14 days

Aug 25 - Sep 7, 2024

Show last 90

1 selected

Labels


Filter view to selected campaigns

Add note

Auction insights

Change history

		Budget	Status	Optimization score	Campaign type	Avg. CPV	Avg. CPM	Imps	Interactions	Interaction rate	Avg. cost	Cost	Bid strategy	Clicks	Conv. rate	Conv. value	Conv. value / cost	Conversion	Avg.
<input checked="" type="checkbox"/>	245 USD - Copy Paste	\$1.4K/day	Paused	—	Video	—	—	0	0	—	—	\$0.00	Target CPA	0	0.00%	0.00	0.00	0.00	0.00
removed campaigns in your...																			

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COPY-PASTE DEMO II

Google Ads

Search for a page or campaign

Back to: All campaigns | Unsaved view (3 filters) | Campaigns (1) | Select a campaign

Filters: Campaign status: Enabled, Paused | Ad group status: Enabled, Paused | Campaign name contains Demo C/P X | Add filter

Campaigns

Paste 1 campaign into 1 account

☐ Pause new campaigns after pasting

☐ Adjust start and end dates

☒ Change 1 video conversion campaign to Demand Gen. [Learn more about Demand Gen campaigns](#)

Demand Gen video ads require a business name and logo.

Business name* [Edit logo](#)

Paste Cancel

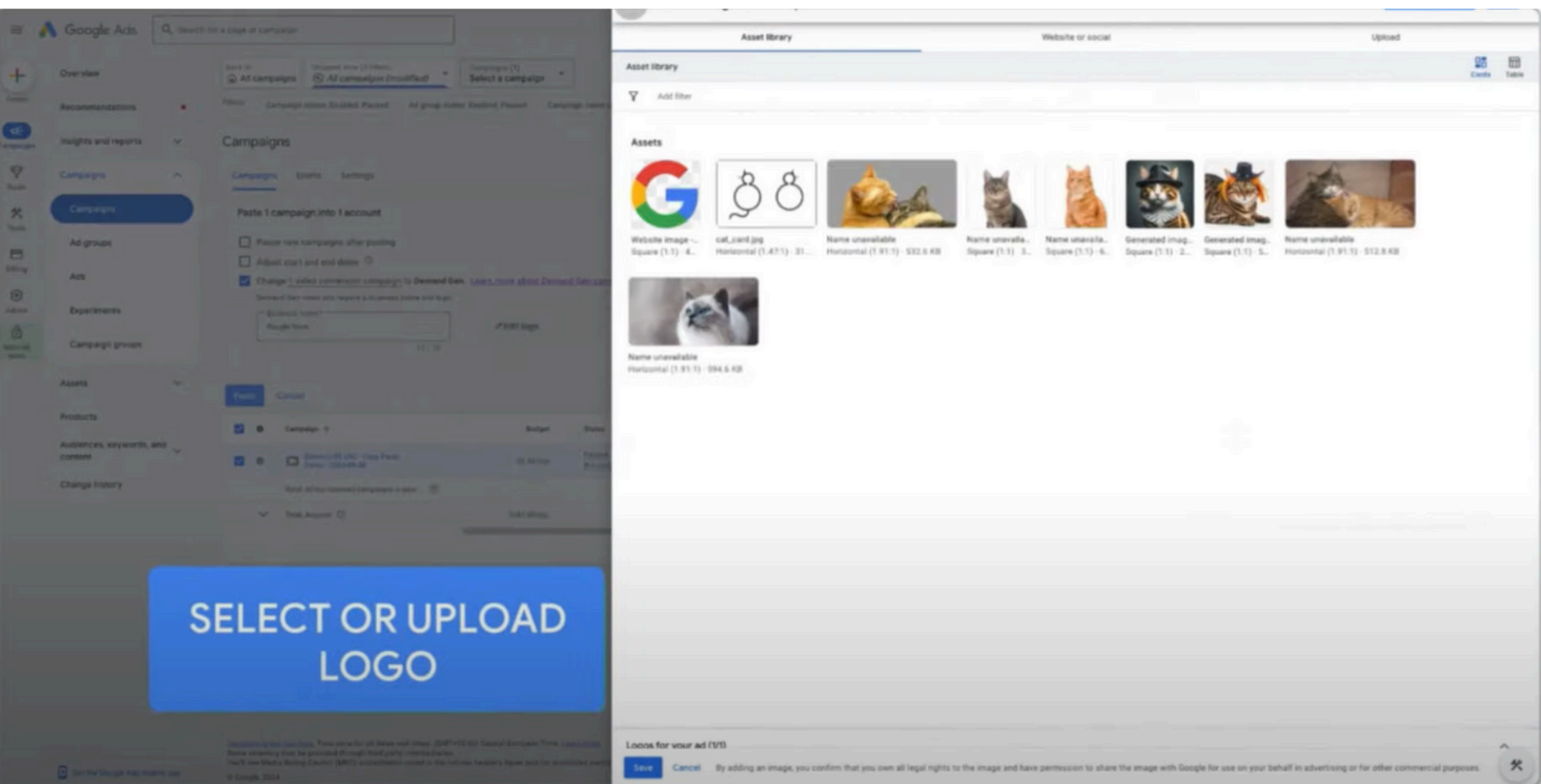
<input checked="" type="checkbox"/>	Campaign	Budget	Status	Optimization score	Campaign type	Avg. CPV	Avg. CPM	Imps.	Interactions	Interaction rate	Avg. cost	Cost	Bid strategy type
<input checked="" type="checkbox"/>	Demo C/P VAC - Copy Paste Demo - 2024-09-06	\$3.44/day	Paused Bid strategy learning	-	Video	-	-	0	0	-	-	\$0.00	Target CPA
Total: All but removed campaigns in your ...													
Total: Account													

OPTION TO PASTE DEMAND GEN

SET BUSINESS NAME & LOGO

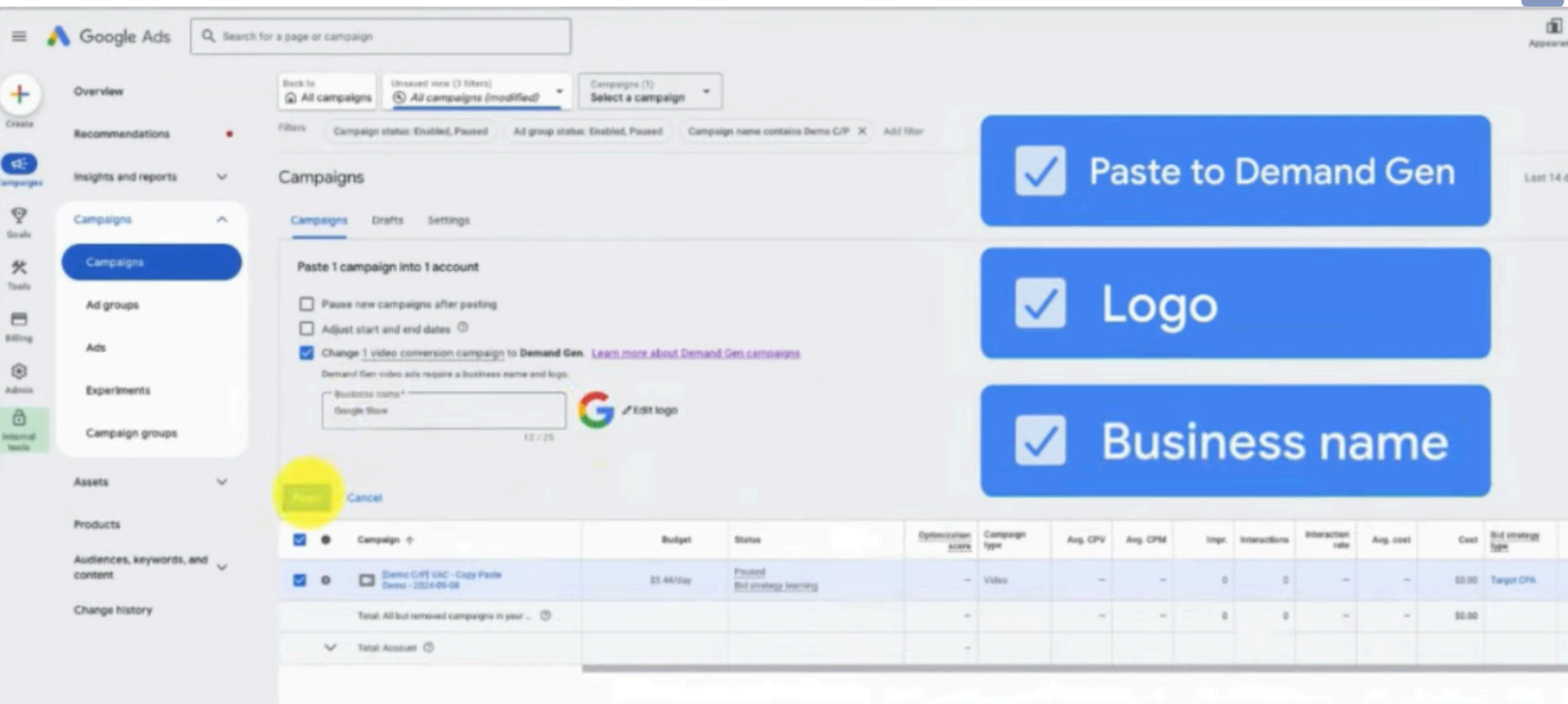


VIDEO FOR ACTION SUNSET COPY-PASTE DEMO III



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COPY-PASTE DEMO IV



Google Ads interface showing the 'Paste 1 campaign into 1 account' dialog box. The dialog box has three checkboxes: 'Pause new campaigns after pasting' (unchecked), 'Adjust start and end dates' (unchecked), and 'Change 1 video conversion campaign to Demand Gen' (checked). Below these is a text input field for 'Business name' with 'Google Store' entered. To the right of the input field is a Google logo and an 'Edit logo' link. A yellow circle highlights the 'Cancel' button. To the right of the dialog box are three blue buttons with white checkmarks: 'Paste to Demand Gen', 'Logo', and 'Business name'. Below the dialog box is a table with columns: Campaign, Budget, Status, Optimization score, Campaign type, Avg. CPV, Avg. CPM, Imps, Interactions, Interaction rate, Avg. cost, Cost, and Bid strategy type. The table shows one campaign: 'Demo C/P1 VAC - Copy Paste Demo - 2024-09-08' with a budget of '\$3.44/day', status 'Paused', and bid strategy 'Target CPA'.

Campaign	Budget	Status	Optimization score	Campaign type	Avg. CPV	Avg. CPM	Imps	Interactions	Interaction rate	Avg. cost	Cost	Bid strategy type
Demo C/P1 VAC - Copy Paste Demo - 2024-09-08	\$3.44/day	Paused	—	Video	—	—	0	0	—	—	\$0.00	Target CPA
Total: All but removed campaigns in your ...			—		—	—	0	0	—	—	\$0.00	
Total Account			—									



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DEMO RECAP

Google is still rolling out the Copy-Paste tool to all accounts. All you need to do is:

- To copy your existing VAC campaign.
- To use the “paste to Demand Gen” feature.
- To set a logo and a Business name.



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MIGRATION TOOL

In March, Google will be rolling out a Migration tool too. It will enable you to transfer historical settings and learnings from Video Action Campaigns to Demand Gen campaigns, ensuring strategy continuity and stable performance.



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EXPANDED CHANNEL CONTROLS

With the expanded channel controls to launch as a beta in March, advertisers can still limit placements to YouTube, just like in Video Action Campaigns.



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LINK TO THE WEBINAR

Watch the whole “Meet the Expert” session on-demand here:

<https://adsonair.withgoogle.com/events/meet-the-expert-demand-gen-campaigns>



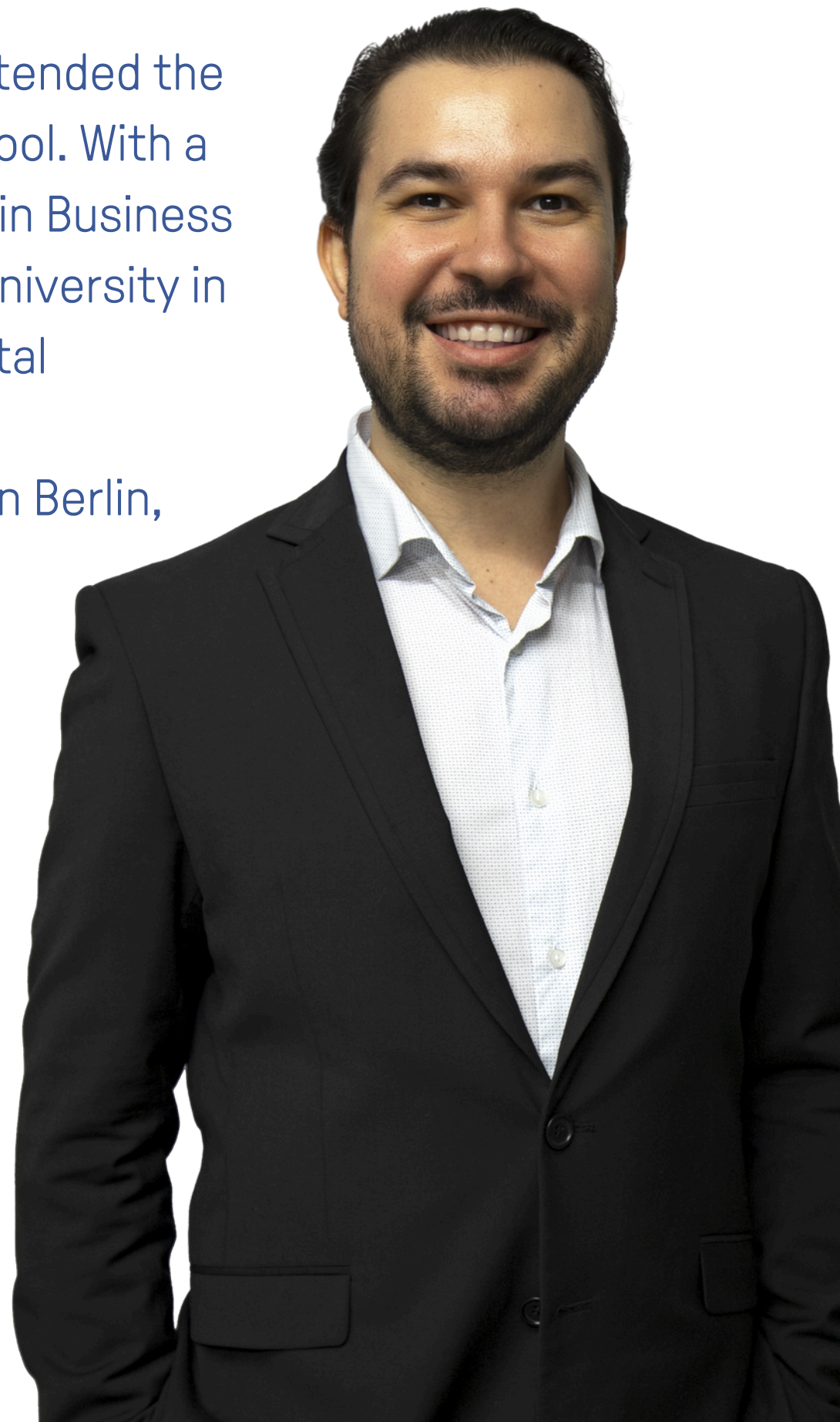
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Born in Sofia, Bulgaria, Georgi attended the 91st German Language High School. With a Bachelor's and Master's degree in Business Administration from Humboldt University in Berlin, he found his way into digital marketing and e-commerce.

He has ten years of experience in Berlin, Cologne, and Düsseldorf, most recently as a team leader at TRG in SEA and Amazon.

Currently, he works as a Senior Consultant at Hutter Consult AG, specializing in Google.



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