

Creative variety recommendations guide for optimal Ad Strength

By campaign type

Use this guide to see how your current asset variety stacks up against the recommendations, which are based on the number of assets required for an Ad Strength rating of Excellent.

Ad Strength is a diagnostic indicator of inventory eligibility. It tells you if you are set up to reach all relevant searches, or ads slots and format types.

Improving Ad Strength can give you more headroom for discovery. It doesn't indicate how an ad will perform in terms of ROI, and it isn't used in the auction.

Key

Quantity & # recommended

Not generally available yet

Reco = Recommendations based on Creative Works research (VRC/VVC) and what's needed to achieve optimal Ad Strength (Performance formats).
These are set at the campaign (VRC/VVC), ad group (Demand Gen, Search, App) or asset group (PMax) level.

	Video										Text & Display										Inventory													
	YouTube format					Orientation					Text					Image																		
	2+ ad formats	15s/20s Skippable In-stream	15s -30s skippable in-stream	Longform skippable in-stream	6s bumper	15s / 20s non-skip in-stream	30s non-skip in-stream	In-feed	Shorts	Horizontal	Vertical (Shorts only)	Square	Headline	Long headline	Description	CTA	Business name	Sitelinks	Horizontal	Vertical	Square	Horizontal logo	Square logo	YouTube	Discover	GDN	GVP	Gmail	Maps	Shopping	Search	Search Partner Network	Google Play	
Performance	Yes required	Yes*	Yes	Yes			Yes	Yes	1-5 Reco = 3 (10-60s)	1-5 Reco = 3 (10-60s)	1-5 Reco = 3 (10-60s)	1-5 40 characters Reco = 5	1-5 90 characters Reco = 3+	1-5 90 characters Reco = 3+	Automated	1 required 25 characters	Reco up to 4, used in in-stream ads (optional)	1-20 Reco = 3+	1-20 Reco = 3+	1-20 Reco = 3+		1 required 1-5 accepted						Closed Beta	Can enable product feeds					
Search (RSAs)									Pilot All orientations accepted 30s minimum, 10m maximum			1-15 30 characters Reco = 4		1-4 90 characters	Automated	1 25 characters	More info here	1-20 (optional)		1-20 Reco = 1		1												
Performance Max	Yes required	Yes	Yes	Yes			Yes	Yes	1-5 Reco = 1+ of each orientation	1-5 Reco = 1+ of each orientation	1-5 Reco = 1+ of each orientation	3-15 30 characters Reco = 11+	1-5 90 characters Reco = 2+	2-5 90 characters Reco = 4+	1 automated	1 25 characters	Reco = 6+ More info here	1-20 Reco = 4+	1-20 Reco = 2+	1-20 Reco = 4+	1-5 Reco = 1+	1 required Reco = 1+ (up to 5)						For advertisers with Google My Business locations				Performance Max does not support App Install goals		
App campaign	Yes required	Yes	Yes	Yes			Yes	Yes	1-20 Reco = 1+	1-20 Reco = 1+	1-20 Reco = 1+	1-5 30 characters Reco = 5		1-5 90 characters Reco = 5	Automated			1-20 Reco = 1+	1-20 Reco = 1+	1-20 Reco = 1+														
Brand	Video reach campaign (VRC)																																	
(VRC) Efficient reach	Yes required	Reco = 2+	Optional	Optional	Reco = 2+											1 25 characters						1												
(VRC) Efficient reach 2.0	Yes required	Reco = 2+	Optional	Optional	Reco = 2+		Yes	Reco = 3+		Reco = 4+ (2 15-20s, 2 6s)	Reco = 3+ (10-60s)		1 40 characters per line	1 Max 90 characters	1 Max 90 characters	1 Max 10 characters						1												
(VRC) Non-skip mix 2-way	Yes required				Reco = 2+	Reco = 2+				Reco = 4+ (2 15-20s, 2 6s)												1												
(VRC) Non-skip mix 3-way	Yes required				Reco = 2+	Reco = 2+	Reco = 2+			Reco = 4+ (2 30s, 2 15-20s, 2 6s)												1												
(VRC) Target frequency (Flexibility to mix)	Yes required	Reco = 2+	Optional and recommended	Optional	Reco = 2+	Reco = 2+				Reco = 4+ (2 30s, 2 15-20s, 2 6s)												1												
(VRC) Target frequency 2.0	Yes required	Reco = 2+	Optional and recommended	Optional	Reco = 2+		Yes	Reco = 3+		Reco = 4+ (2 15-20s, 2 6s)	Reco = 3+ (10-60s)		1 40 characters per line	1 Max 90 characters	1 Max 90 characters	1 Max 10 characters	1 25 characters					1												
(VRC) Target frequency 3.0	Yes required	Reco = 2+	Optional and recommended	Optional	Reco = 2+	Reco = 2+	Yes	Reco = 3+		Reco = 4+ (2 15-20s, 2 6s)	Reco = 3+ (10-60s)		1 40 characters per line	1 Max 90 characters	1 Max 90 characters	1 Max 10 characters	1 25 characters					1												
Video view campaign (VVC)	Yes required	Reco = 2+	Optional and recommended	Optional			Yes	Reco = 3+		Reco = 2+ (15-20s)	Reco = 3+ (10-60s)		1 40 characters per line	1 Max 90 characters	1 Max 90 characters	1 Max 10 characters	1 25 characters					1												

*Videos shorter than 10 seconds are ineligible to serve on YouTube in-stream within Demand Gen.