


BRAND SUITABILITY BEST PRACTICES

In addition to maintaining 99% effectiveness for Brand Safety by GARM standards, YouTube offers Advertisers access to a range of Suitability controls to achieve their unique Brand Suitability needs.

Follow these abridged best practices for YouTube's Brand Suitability controls to fine tune your ad campaigns while maximizing reach, performance, and inventory access. Ask your Google partner for more information on the complete Best Practices guide.



Inventory Modes


("Content Categories" in DV360)

Our most comprehensive Brand Suitability control, applying turnkey content management to your campaign, based on your tolerance for sensitive subject areas (i.e. profanity, sexually suggestive, and violent content).

Your campaign's Brand Suitability Strategy should be anchored in one of the Inventory Modes below.

<p style="text-align: center; color: red; font-weight: bold; margin: 0;">EXPANDED MODE</p> <p style="font-size: 0.9em; margin: 5px 0;">Ads appear on all monetizable videos, access most expansive inventory sets</p> <p style="font-size: 0.8em; margin: 10px 0;">Best used to: Access full breath of ad-supported videos; maximize performance of DR, Action, and other conversion-based campaigns.</p>	<p style="text-align: center; color: red; font-weight: bold; margin: 0;">STANDARD MODE</p> <p style="text-align: center; font-weight: bold; margin: 0;">Recommended for most Advertisers.</p> <p style="font-size: 0.9em; margin: 5px 0;">Ads appear on wide range of videos meeting higher standards for brand sensitivity*</p> <p style="font-size: 0.8em; margin: 10px 0;">Best used to: Balance campaign reach and brand Suitability needs with minimal potential impact to performance.</p> <p style="font-size: 0.7em; margin: 10px 0;">*All content exceeds the GARM Brand Safety floor</p>	<p style="text-align: center; color: red; font-weight: bold; margin: 0;">LIMITED MODE</p> <p style="font-size: 0.9em; margin: 5px 0;">Ads only appear on videos meeting strictest profanity / sexual suggestiveness guidelines</p> <p style="font-size: 0.8em; margin: 10px 0;">Best used to: Ensure adherence to <u>strictest</u> content suitability standards at expense of reach and performance*</p> <p style="font-size: 0.7em; margin: 10px 0;">*Inventory mode significantly reduces inventory available, not recommended for most Advertisers</p>
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All content in every Inventory Mode adheres to our [Community Guidelines](#)
All content in every Inventory Mode adheres to or exceeds the GARM Brand Safety floor




Digital Content Labels

*Digital Content Labels (DCL) are the way YouTube categorizes all videos (monetized or not) into ratings to help you to control the maturity of content your ads appear against. **Most advertisers do not need to exclude any DCLs.***

Available Labels: CSF, DL-G, DL-PG, DL-T, DL-MA, Content Not Yet Rated

Label Exclusion Usage (excluding multiple DLCs may significantly limit campaign reach):

- CSF:** Only exclude if your ads cannot appear against content suitable for families due to nature of product or service
- DL-G:** Only exclude to explicitly target mature content for your campaign
- Content Not Yet Rated:** Exclude to run against rated content only




Topics

Allows your campaign to granularly avoid content areas which may be specifically sensitive to your brand. Topics are categorized based on a video's content and metadata.

Best used to:

- Keep your ads off videos with themes specifically misaligned to your brand. (e.g. "Vehicles & Driving Safety" for alcohol brands) within Inventory Modes
- Target broad themes while filtering out subtopics and niche areas (e.g. targeting the "News" topic but excluding "Gossip & Tabloid News")

<p>For Inclusive Advertising Topics (e.g. Social Issues & Advocacy, Rap & Hip Hop)</p>	<p>Rely on inventory modes to choose your tolerance level for sensitive themes (i.e. violence, profanity). Keep in mind:</p> <ul style="list-style-type: none"> Excluding these topics could potentially bias your media and disadvantage diverse content Hate speech <u>is not allowed</u> on YouTube and content discussing war or terrorism does <u>not</u> monetize
<p>For Family Themed Topics (e.g. Babies & Toddlers, Cartoons, Parenting)</p>	<p>Use the Content Suitable for Families (CSF) DCL to avoid content made for children-- do not use topics.</p> <ul style="list-style-type: none"> While Topics in this bucket are often misunderstood as topics targeting children, videos in these Topics are viewed by and apt for valuable audiences for your brand, such as parents
<p>Health & News Topics (e.g. Health, News)</p>	<p>Rely on subtopic exclusions to address specific Health and News sensitivity needs</p> <ul style="list-style-type: none"> Excluding "Health" broadly may limit your access to relevant, authoritative, and informative content Our "News" topic has many brand-safe subtopics with a wide range of audience appeal (e.g. Sports News)



Keywords & Placements

Allows your campaign to opt-out of specific terms, videos, or channels so your ads won't appear when a user searches or the term matches the video's title or description

- Keyword and Placement exclusions are best utilized to manage highly specific videos or incongruent terms, and **SHOULD NOT be used for comprehensive brand suitability campaign management** (instead, use Inventory Modes)
- Keyword exclusions should **NOT** be used to exclude terms covered in our [Community](#) or [Advertiser-Friendly Guidelines](#).