

Lesson no. 18 – How to Connect YouTube to AdSense

Link YouTube channels and Google Ads accounts

Linking a YouTube channel to a Google Ads account allows the linked Google Ads account to run ads based on interactions with your channel's videos. The linked Google Ads account can be granted permissions to access video ads' organic view metrics, show ads to people who visit and interact with your channel, and get insights about how people interact with your channel after viewing your ads.

This article shows you how to link YouTube channels and Google Ads accounts.

How it works

When you link a YouTube channel to a Google Ads account, the YouTube channel owner can choose to make the following features available to your linked Google Ads account:

- View counts: View organic (non-paid) metrics for your videos.
- Remarketing: Create remarketing lists based on viewers' past interactions on linked channels.
- Engagement: View earned actions metrics from video ads from linked channels.

You can link more than one Google Ads account to a YouTube channel, and link more than one YouTube channel to a Google Ads account.

Keep in mind that:

- Linking accounts does not give the YouTube channel owner control over the Google Ads account. In addition, linking accounts doesn't let the advertiser add, delete, or modify videos from the linked YouTube channel.
- If your Google Ads account is overseen by a manager account, linking your YouTube channel will allow the Google Ads manager account to access your YouTube channel metrics. If you have enabled remarketing list sharing in your Google Ads account, a manager account can share remarketing lists that you've created with its other managed accounts.
- If personalized ads are turned off on a YouTube channel, earned action reports and remarketing lists won't be available for videos hosted on the YouTube channel.