New tools to make collaboration and ad creation easierNew tools to make collaboration and ad creation easierSenior Director, Product Management

Invertironline is an Argentinian fintech company that turned to video creation in Google Ads for its efficiency and flexibility. “We always thought about YouTube, but we didn’t want to enter in the design loop until video creation in Google Ads appeared,” says Ariel Peralta, acquisition marketing lead of the financial technology company. With the help of templates, Invertironline reduced the time to produce video ads from two days to just 15 minutes. Compared to previous video ads, conversion rates doubled and the cost per acquisition was cut almost in half.

Another aspect of video creation we’d like to simplify is adding voice-over to videos. Audio is a critical factor in driving creative effectiveness on YouTube. The ABCD guidelines for effective video ads consistently show that videos with voice-over drive better performance. That’s why we’ve launched an easy way to generate a voice-over for YouTube videos, powered by Google’s industry-leading text-to-speech technology. This feature is accessible directly from the asset library.

Simply type in your script, select your preferred voice and with one click we’ll overlay your voice-over onto your video.

We currently offer 7 voices in English (US) that are specifically created with advertising in mind. We also offer general text-to-speech voices in the following languages: Filipino, French, Hindi, Indonesian, Korean, Malaysian, Mandarin, Spanish and Swedish. We plan to add more ad voices and languages in the future.

In studies, creative is often the most significant driver of advertising return on investment. That’s why we’re so focused on helping you create and curate great assets for all of your Google Ads campaigns. We hope the asset library fosters more collaboration and smooth campaign deployment for your teams, freeing up time for you to develop creative ideas. With easier video ad creation and voice-over in Google Ads, we’d like to help you fully unlock the benefits of video advertising.

Learn more about the asset library, video creation and voice-over in the Google Ads Help Center.