

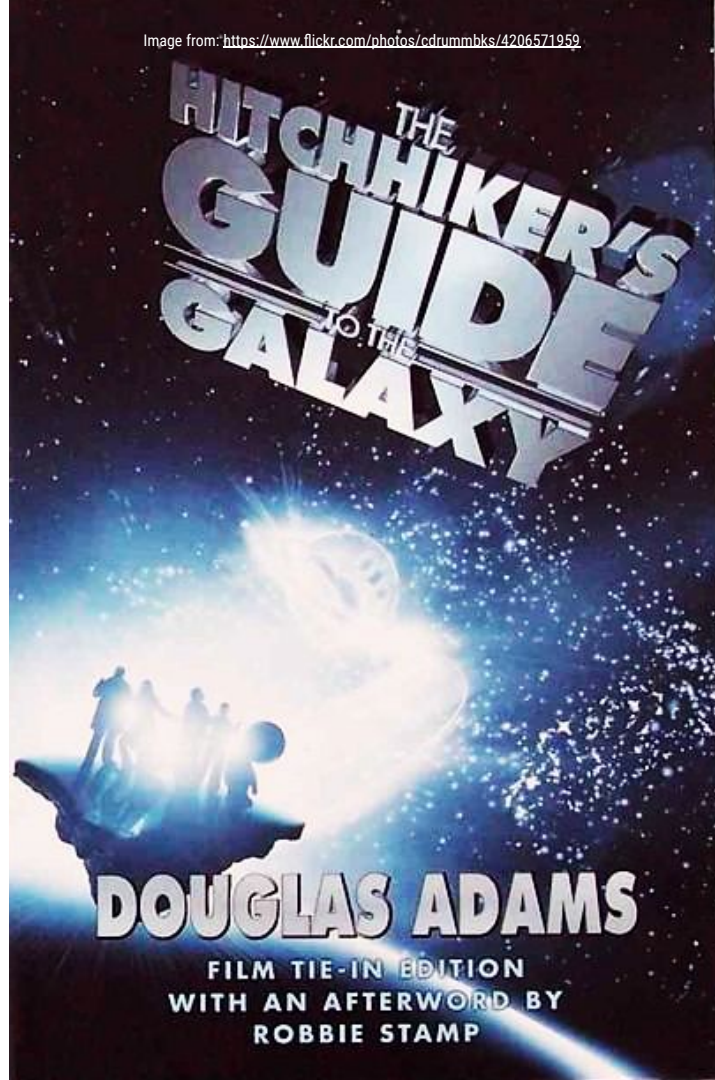


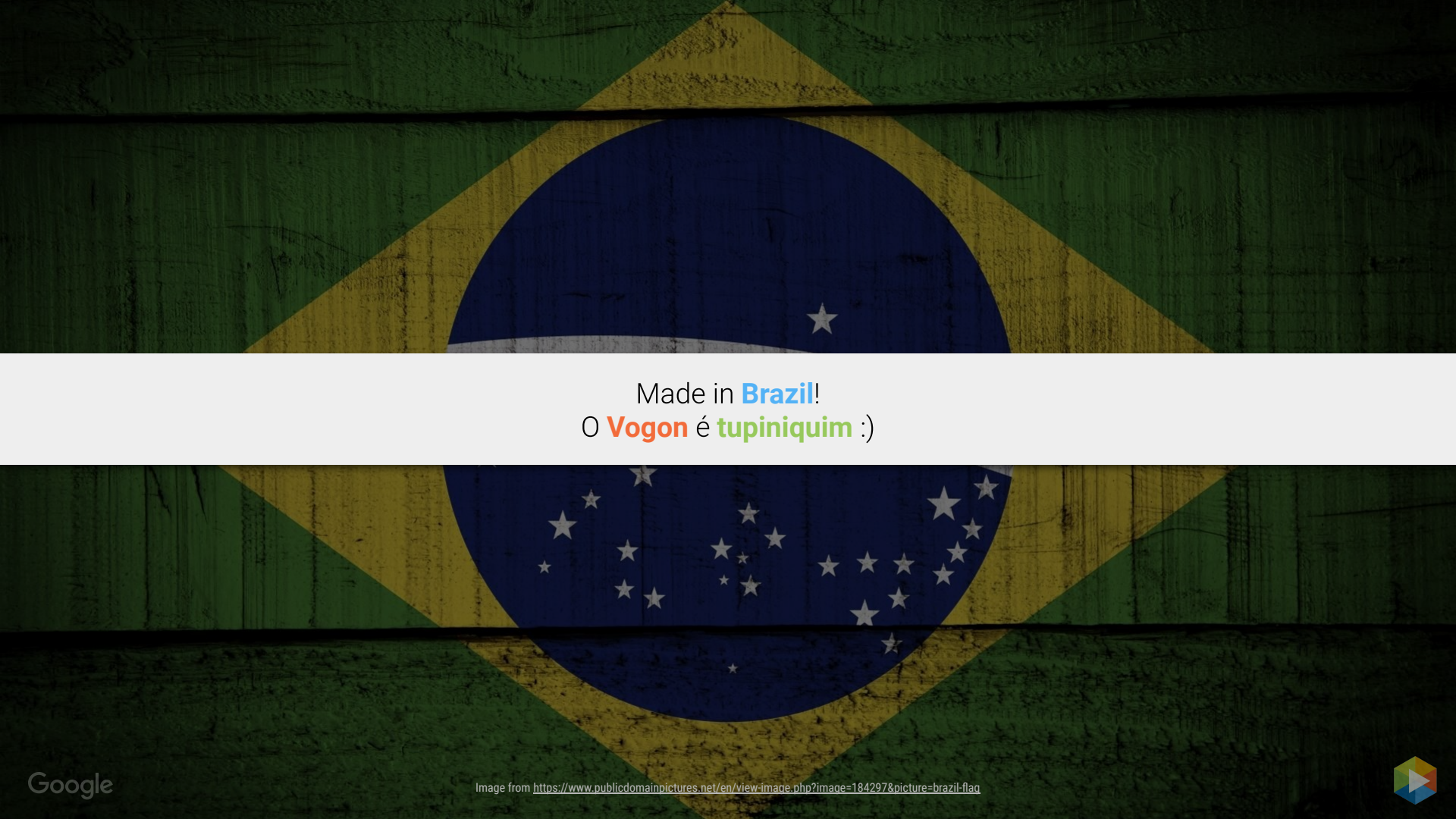
Vogon for Agencies
V4A



Checkout a Vagon :)

<https://www.google.com/search?q=vogon&tbm=isch>



The image features a background of the Brazilian flag, which consists of a green field with a large yellow rhombus in the center. Inside the rhombus is a blue globe with white stars and a white band across its middle. The entire flag is rendered with a dark, textured, painterly effect. A white horizontal band is superimposed over the center of the flag, containing text.

Made in **Brazil!**
O **Vogon** é **tupiniquim** :)



YouTube Director Mix is the Official
Supported Google Solution





Base video



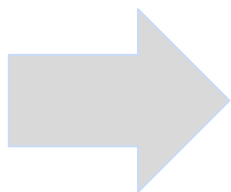
Images



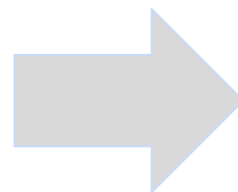
Texts



Layout



VOGON



Multiple videos



Campaigns

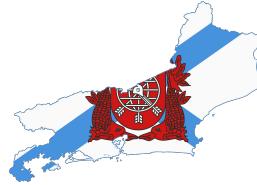


Let's go Through an Example ;)



New Brand

Launching in three states



Custom Message

Let's connect with local users!
Awesome tailored ad!



Message

Olá, Paulistas!



Cities

Brand logo



VOGON

Chegou a nova loja
de chapéus ESTILOSOS!

Acesse www.lojadechapeu.com.br ;)

Business

Brand logo



VOGON

Example - Briefing

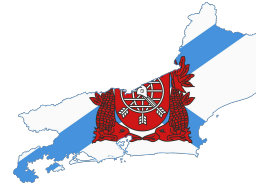
Business

Loja de Chapéus

Brand logo



Cities



Message

We are new here!



Example - Creatives

Business

Brand logo

Cities

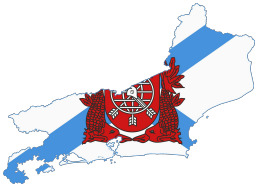
Message

lojadechapeu.com.br



Olá, Paulistas!

lojadechapeu.com.br



Olá, Cariocas!

lojadechapeu.com.br



Olá, Candangos!



Example - Ad - São Paulo

Example - Ad - Brasília



Agenda

1. Create a project
2. Setup Projects Assets
3. Setup Projects Feed
4. Generate All Video variations
5. Setup YouTube
6. Upload Generated Videos to youtube
7. Setup Google Ads Campaigns
8. Upload Google Ads Campaigns
9. Delete a project



Agenda

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Click CREATE
NEW



Available Projects

+ CREATE NEW

 Search project

No projects available





localhost:8080 says
What is your project name?
(use only a-z or _)

Cancel

OK

Input Project name

Click OK

Available Projects

+ CREATE NEW

 Search project

No projects available



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VOGON

Click on your
project

Available Projects

+ CREATE NEW

 Search project

Name	Disk Size	Clear	Delete
MyProject	2.1M	CLEAR	REMOVE



VOGON

FILES CONFIG

YOUTUBE CONFIG

GOOGLE ADS CONFIG

Click on files config tab

Editing project: MyProject

Text Overlays

+ ADD NEW

Content	Time(s)		Position(px)		Disposition	Font			Remove
text Compre na {{nome}}	start 3	end 5	x 1000	y 500	rotation -15	font ttf file	size 80	color #16293	DELETE
	fade in 0	fade ... 0			alignment center				
text A partir de {{preço}}	start 5	end 7	x 1000	y 500	rotation -15	font ttf file	size 80	color #16293	DELETE
	fade in 0	fade ... 0			alignment center				



Click to Download
an uploaded asset

Click to Remove an
uploaded asset

Click to Add Assets
(can be a ZIP File)

Click to Set Base Video
(can be a ZIP File)

Editing project: MyProject

Setup

Vogon Feed file
feed.csv

Base video file
base_video.mp4

Project Assets

UPLO...

+ ADD NEW

Search Assets

README.txt



base_video.mp4



vogon.png



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VOGON

Click on your
project

Available Projects

+ CREATE NEW

 Search project

Name	Disk Size	Clear	Delete
MyProject	2.1M	CLEAR	REMOVE



VOGON

FILES CONFIG

YOUTUBE CONFIG

GOOGLE ADS CONFIG

Click on files config tab

Editing project: MyProject

Text Overlays

+ ADD NEW

Content	Time(s)		Position(px)		Disposition	Font			Remove
text Compre na {{nome}}	start 3	end 5	x 1000	y 500	rotation -15	font ttf file	size 80	color #16293	DELETE
	fade in 0	fade ... 0			alignment center				
text A partir de {{preço}}	start 5	end 7	x 1000	y 500	rotation -15	font ttf file	size 80	color #16293	DELETE
	fade in 0	fade ... 0			alignment center				



VOGON

FILES CONFIG

VIDEO C

GOOG

Input your feed URL

Click Update

Editing project: MyProject

Setup

Vogon Feed file

https://docs.google.com/spreadsheets/d/some_large_token/edit#gid=0

UPDATE

Base video file

base_video.mp4

Project Assets

+ ADD NEW

Search Asset

README.txt



base_video.mp4



vogon.png



A new TAB will appear!

Click it ;)



FILES CONFIG

FEED CONFIG

VIDEO CONFIG

YOUTUBE CONFIG

GOOGLE ADS CONFIG

Editing project: MyProject

Setup

Vogon Feed file

<https://docs.google.com/spreadsheets/d/1H7G4B-V28CkP9juvBzj5yXJEnIdIGChlWP1r9fVGmeA/edit#gid=0>

Base video file



This is your feed.

You can add Columns and rows to it.



FILES CONFIG

FEED CONFIG

VIDEO CONFIG

YOUTUBE CONFIG

GO

Editing project: MyProject



Blank V4A Feed

File Edit View Insert Format Data Tools Add-ons Help [Last edit was 2 minutes ago](#)



fx | valor 4

	A	B	C
1	coluna_1	coluna_2	coluna_3
2	valor 1	valor 2	valor 3
3	valor 4	valor 5	valor 6



Understanding the feed

Your feed should contain information about:

1. Stuff that will appear on your videos (text and images)
2. YouTube Configuration(title and description)
3. Google Ads Campaign Configuration:
 - a. Targeting
 - b. Account
 - c. Campaign
 - d. AdGroup
 - e. Ad

Column names should have no special chars, nor space



Understanding the feed

Column names should not have special chars, nor space, nor enter

	A	B	C	D	E	F
1	coluna com espaço	espaço_ñao	colunão	colunão com espaço	nao_use enter_no_nome	bom_nome_de_colunao
2						

Bad examples, do not do this.

Good example!

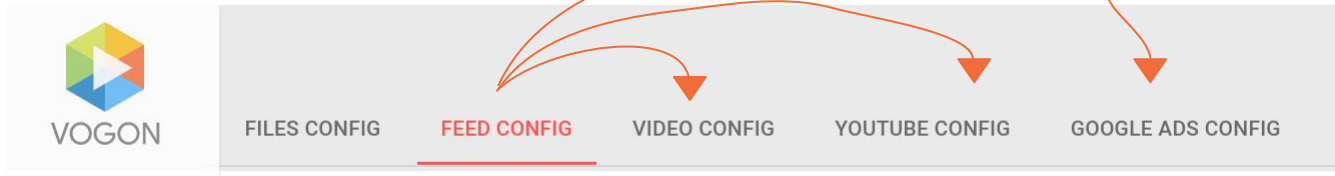


Understanding the feed

Each row of your feed will:

- Become a video
- Be uploaded to youtube
- Generate a google ads campaign

The values you input on each column of a row will update the “**{{column_template_value}}**” of **Video Config TAB**, **YouTube config TAB** and **Google Ads Config TAB**.



Example - Assets

Editing project: MyProject

Blank V4A Fe

	A
1	imagem_cidade
2	bsb.png
3	sp.png
4	rj.png

Editing project: MyProject

Setup

Vogon Feed file
<https://docs.google.com/spreadsheets/d/1H7G4B-V28CkP9juvBzj5yXJEnIdIGChlWP1r9fVGmeA/ec> UPDATE

Base video file
 base_video.mp4

Project Assets + ADD NEW

Uploaded 1 of 1 files. Currently uploading file "bsb.png" - 100% Uploaded

base_video.mp4 bsb.png rj.png sp.png

SAVE ALL CHANGES

Create feed with column **imagem_cidade** and images references

Upload **images** and **font** referent to feed column. Upload and setup **base video**.

Video



Custom font



Images



Example - messages

VOGON

Editing project: MyProject

Blank V4A File

File Edit View

fx

	A
1	imagem_cidade
2	bsb.png
3	sp.png
4	rj.png

VOGON Image/Video Overlays

Image/Video	Time(s)	Position(px)	Disposition	Remove
image/video file vogon.png	start 0 end 17	x 800 y 400	rotation 0	DELETE
	fade in 3 fade out 3	width 50 height	alignment center	
image/video file {{imagem_cidade}}	start 1 end 6	x 427 y 110	rotation 0	DELETE
	fade in 1 fade out 1	width width height 100	alignment center	

{{imagem_da_cidade}}



Example - messages

Editing project: MyProject

Blank V4A Feed

File Edit View Insert Format

100%

	A	B
1	imagem_cidade	texto_nome_local
2	bsb.png	Candangos
3	sp.png	Paulistas
4	rj.png	Cariocas

Editing project: hiro

Text Overlays

Content	Time(s)	Position(px)	Dispositio	Font	Remove
Olá, {{texto_nome_local}}!	start end 1 7	x y 427 80	rotation 0	font ttf file Rye Regular	size color 20 #FFFFFF
	fade in fade out 2 2		alignment center		DELETE

Olá, Paulista!
Olá, Candango!
Olá, Carioca!

Olá, {{texto_nome_local}}!



Example - YT

Editing project: MyProject

Blank V4A Feed

File Edit View Insert Format Data Tools Add-ons

100% \$ % .0 .00 123 Sans Serif

	A	B	C
1	imagem_cidade	texto_nome_local	youtube_titulo
2	bsb.png	Candangos	Chegamos em Brasília!
3	sp.png	Paulistas	Chegamos em São Paulo
4	rj.png	Cariocas	Chegamos no Rio de Janeiro

Editing project: hiro

YouTube uploaded videos should have:

Title
{{youtube_titulo}}!

Description
Generated by Vogon.

{{youtube_titulo}}!



Example - YT

VOGON FILES CONFIG **FEED CONFIG** VIDEO

Editing project: MyProject

Blank V4A Feed

File Edit View Insert Format Data Tools Add-ons

100% \$ % .0 .00 123 Sans Serif

	A	B	C
1	imagem_cidade	texto_nome_local	youtube_titulo
2	bsb.png	Candangos	Chegamos em Brasília!
3	sp.png	Paulistas	Chegamos em São Paulo
4	rj.png	Cariocas	Chegamos no Rio de Janeiro

VOGON

Editing project: hiro

YouTube upload

Title
{{youtube_titulo}}!

Description
Generated by Vogon.

Canal

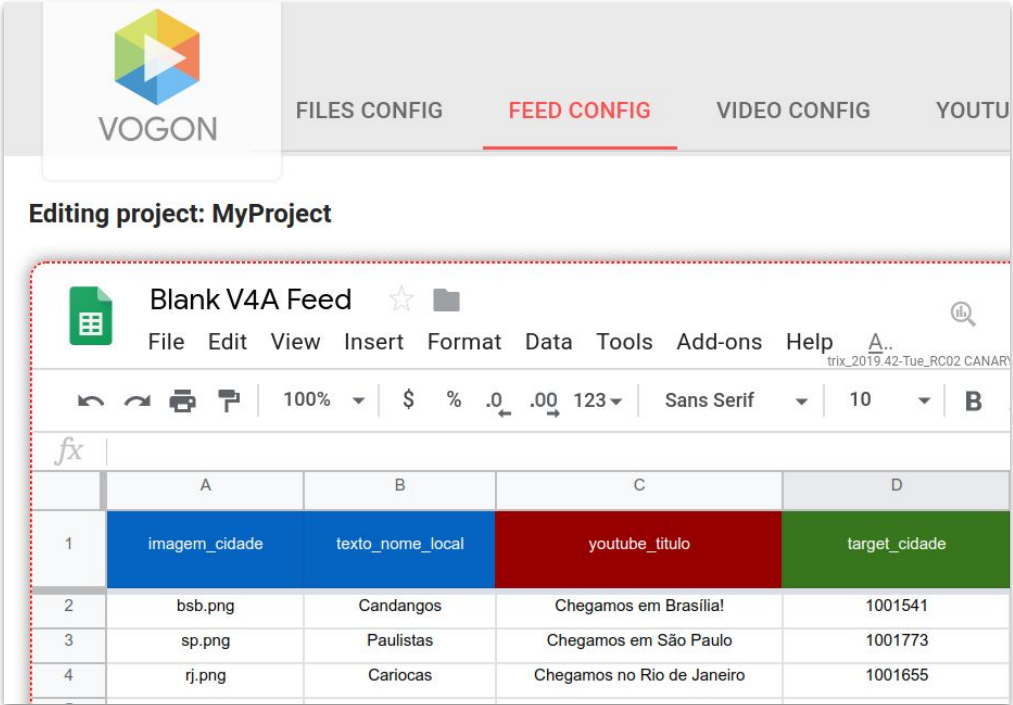
HOME VIDEOS PLAYLISTS

Uploads PLAY ALL

 Chegamos em São Paulo! No views • 4 hours ago	 Chegamos em Brasília! No views • 4 hours ago
--	---



Example - Ads Target



The screenshot shows the VOGON software interface. At the top, there are navigation tabs: FILES CONFIG, FEED CONFIG (highlighted), VIDEO CONFIG, and YOUTU. Below the tabs, it says "Editing project: MyProject". The main area contains a spreadsheet titled "Blank V4A Feed". The spreadsheet has a menu bar (File, Edit, View, Insert, Format, Data, Tools, Add-ons, Help) and a toolbar with various icons. The spreadsheet data is as follows:

	A	B	C	D
1	imagem_cidade	texto_nome_local	youtube_titulo	target_cidade
2	bsb.png	Candangos	Chegamos em Brasília!	1001541
3	sp.png	Paulistas	Chegamos em São Paulo	1001773
4	rj.png	Cariocas	Chegamos no Rio de Janeiro	1001655



Agenda

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Generate All video Variations

1. Setup Assets position and values with **{{column_names}}**
2. Check previews for position
3. Generate all video variations
4. Follow up video generation here

Video Generation Status

4

Latest generation started at: 2019-10-21 19:37:16

Latest generation status is: b'[DONE] - 2019-10-21 19:37:33.007457!'

2

SAVE ALL CHANGES

SAVE & GENERATE A PREVIEW FOR ROW

3

SAVE & GENERATE ALL VIDEO VARIATIONS

CANCEL VIDEO GENERATION



Agenda

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Manage YouTube videos

0. Click this button

Video Upload Status

Latest upload status is: --

SAVE ALL CHANGES

LINK YT CHANNEL

UPLOAD 0 GENERATED VIDEOS TO YT

REMOVE UPLOADED VIDEOS FROM YT

1.copy this code

2.Access this link

YouTube authorizaton process

To authorize this device access the link: <https://www.google.com/device> and input the code: SRN-RTP-QHD

CHECK DEVICE AUTHORIZATION



3.Paste the code



Connect a device

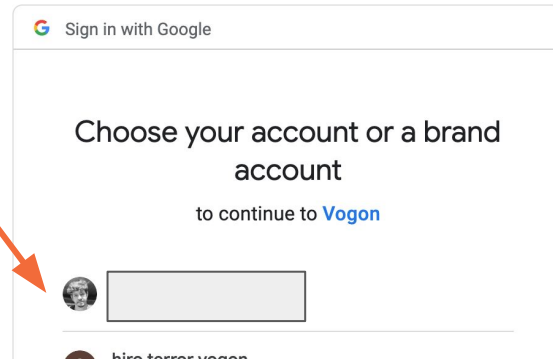
Enter the code displayed on your device

Enter code
SRN-RTP-QHD

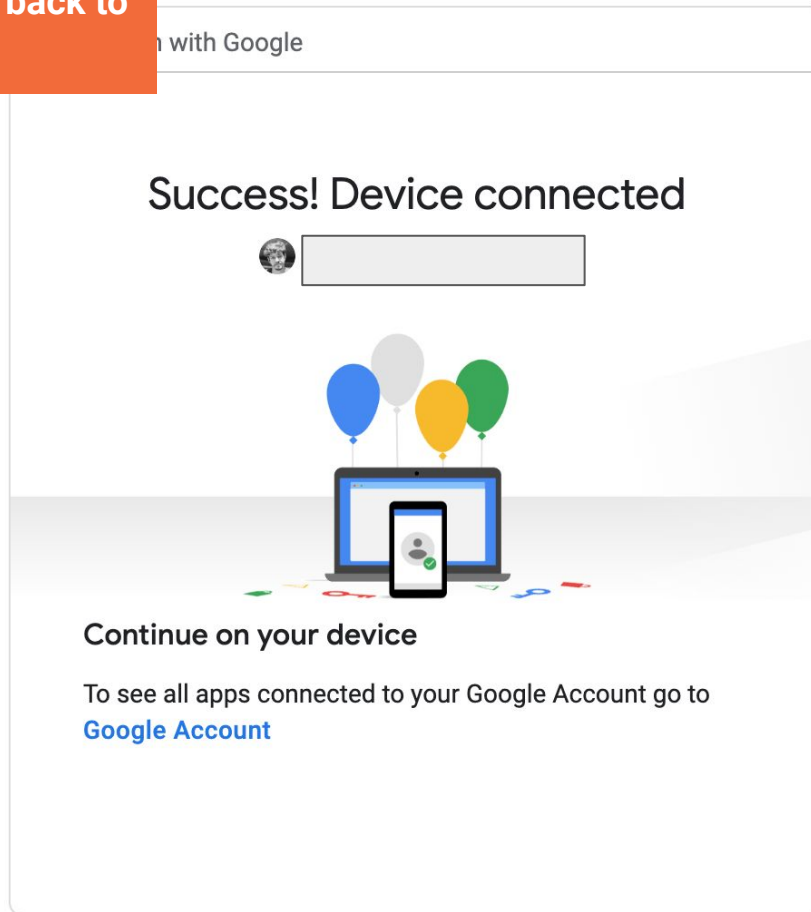
Next



4. Chose a customer channel



5. Close the window and get back to vagon UI



6. After authorizing, Click this!


YouTube authorization process

To authorize this device access the link: <https://www.google.com/device> and input the code: SRN-RTP-QHD

CHECK DEVICE AUTHORIZATION



7.Channel should appear here!

 FILES CONFIG FEED CONFIG VIDEO CONFIG **YOUTUBE CONFIG**

Editing project: hiro

YouTube uploaded videos should have:

Title
{{youtube_titulo}}!

Description
Generated by Vogon.

Linked YT Channel
Hiro Ferreira



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Manage YouTube videos

Click upload

Follow up progress here

Video Upload Status

Latest upload status is: --

SAVE ALL CHANGES

LINK YT CHANNEL

UPLOAD 0 GENERATED VIDEOS TO YT

REMOVE UPLOADED VIDEOS FROM YT

Manage YouTube videos

Remove ALL uploaded videos clicking here



Video Upload Status

Latest upload status is: --

SAVE ALL CHANGES

LINK YT CHANNEL

UPLOAD 0 GENERATED VIDEOS TO YT

REMOVE UPLOADED VIDEOS FROM YT

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Targeting

+ ADD NEW

Type	Value	Level	Max CPV	Remove
Targeting Type Location (Campaign)	▼ Target Value {{target_cidade}}	Target Level Campaign	Max. CPV/CPM ▼ 10	DELETE
Targeting Type Age (AdGroup)	▼ Target Value {{target_age}}	Target Level Ad Group	Max. CPV/CPM ▼ 11	DELETE
Targeting Type Gender (AdGroup)	▼ Target Value {{target_gender}}	Target Level Ad Group	Max. CPV/CPM ▼ 12	DELETE
Targeting Type Keyword (AdGroup)	▼ Target Value {{target_keyword}}	Target Level Ad Group	Max. CPV/CPM ▼ 13	DELETE
Targeting Type Ad Schedule (Campaign)	▼ Target Value {{target_ad_schedule}}	Target Level Campaign	Max. CPV/CPM ▼ 14	DELETE
Targeting Type Audience - Affinity(AdGroup)	▼ Target Value {{target_audience}}	Target Level Ad Group	Max. CPV/CPM ▼ 15	DELETE
Targeting Type Topic in-Market(AdGroup)	▼ Target Value {{target_topic}}	Target Level Ad Group	Max. CPV/CPM ▼ 16	DELETE

Account Info

Account ID

Campaign Info

Ad/AdGroup Info

Campaign Name
 {{campanha}}


Ad Group Name
 {{grupo_de_anuncio}}

Campaign Type
 Bumper (CPM)

Ad Name
 ▼ {{anuncio}}



Targeting types

Target Name	Format
Location	<p>1001541;1001655;1001773</p> <p>https://developers.google.com/adwords/api/docs/appendix/geotargeting and check the ids on "Latest .csv"</p> <p>https://developers.google.com/adwords/api/docs/appendix/targetingtypes</p> <p>After importing final CSV to Google Ads Editor, find and click on "Check Locations" </p> <p>to resolve IDs to the real location.</p>
Age	18-24;25-34;35-44;45-54;55-64;65 or more;Unknown
Gender	Male;Female;Unknown
Audience	<p>Interest:96;Coffee;Lifestyles & Hobbies > Fashionistas</p> <p>Attention to change"/" to ">" ;)</p> <p>https://support.google.com/google-ads/editor/answer/1052569?hl=en</p> <p>https://support.google.com/google-ads/answer/2497941</p> <p>https://developers.google.com/adwords/api/docs/appendix/verticals</p>
Topic	<p>Technology News;Space Technology;</p> <p>https://support.google.com/google-ads/editor/answer/30517?hl=en</p> <p>https://developers.google.com/adwords/api/docs/appendix/verticals</p>
Keyword	<p>[keyword1];-thekeyword2;"keyword phrase";keyword4</p> <p>Exact negativize phrase broad</p>
Schedule	<p>(Monday[08:00-17:30]);(Wednesday[08:00-17:30]);(Friday@80%[08:00-17:30])</p> <p>https://support.google.com/google-ads/editor/answer/57751</p>
Placement	<p>www.url.com;www.url.com;www.url.com;</p> <p>https://support.google.com/google-ads/editor/answer/59109?visit_id=637076171673321769-130801629&rd=1</p>



Blank V4A Feed

File Edit View Insert Format Data Tools Add-ons Help All changes saved in Drive

100% \$ % .0 .00 123 Arial 10 B I S A

Persona

campanha	grupo_de_anuncio	anuncio	target_cidade	target_age	target_gender	target_keyword	target_ad_schedule	target_topic	target_a
Campanha 1	AdGroup 1	Anuncio 1	1001655	5-44;45-54;55-64;65 or r	Male;Female;Unknown	style;hat;estilo;chapéu	(Monday[08:00-17:30]);	Fashion & Style;News	Interest:96;
Campanha 2	AdGroup 2	Anuncio 2	1001773	18-24	Female	style;hat;estilo;chapéu	(Monday[08:00-17:30]);	Fashion & Style;News	Interest:96;
Campanha 3	AdGroup 3	Anuncio 3	1001541	25-34	Male	style;hat;estilo;chapéu	(Monday[08:00-17:30]);	Fashion & Style;News	Interest:96;
Campanha 4	AdGroup 4	Anuncio 4	1001655	35-44	Unknown	style;hat;estilo;chapéu	(Monday[08:00-17:30]);	Fashion & Style;News	Interest:96;
Campanha 5	AdGroup 5	Anuncio 5	1001773	45-54	Male;Female;Unknown	style;hat;estilo;chapéu	(Monday[08:00-17:30]);	Fashion & Style;News	Interest:96;
Campanha 6	AdGroup 6	Anuncio 6	1001541	55-64	Female	style;hat;estilo;chapéu	(Monday[08:00-17:30]);	Fashion & Style;News	Interest:96;
Campanha 7	AdGroup 7	Anuncio 7	1001655	65 or more	Male	style;hat;estilo;chapéu	(Monday[08:00-17:30]);	Fashion & Style;News	Interest:96;
Campanha 8	AdGroup 8	Anuncio 8	1001773	Unknown	Unknown	style;hat;estilo;chapéu	(Monday[08:00-17:30]);	Fashion & Style;News	Interest:96;

Remember to work well with CAMPAIGN, AD_GROUP and AD naming. Recommended to have different CAMPAIGN, AD_GROUP and AD for each feed row.

Case you want to use same CAMPAIGN for two rows, be aware of targetings at CAMPAIGN level, like location.

Case you want to use same AD_GROUP for two rows, be aware of targetings at AD_GROUP level, like audiences, topic and ad schedule.



After changing your Ads
Config, click Save all
changes

Ad Tracking Template

Daily Budget
1.00

Mobile bid modifier
0%

Delivery method
Standard

Delivery Networks
YouTube Search, YouTube Videos, Video Partners

SAVE ALL CHANGES

DOWNLOAD GOOGLEADS EDITOR CSV



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Daily Budget
1.00

Mobile bid modifier
0%

Delivery method
Standard

Delivery Networks
YouTube Search;YouTube Videos;Video Partners

Click to download the csv
containing all
configurations to upload
to Google Ads Editor

SAVE ALL CHANGES

DOWNLOAD GOOGLEADS EDITOR CSV



Upload downloaded CSV to Google Ads Editor

1. Download Editor
2. Open it
3. Navigate to desired account
4. On top menu, click on “Account > Import > from file”
5. Choose the CSV you downloaded from vogon
6. Select all vogon campaigns
7. Update Video IDs
(next couple of slides has more info on how to do this)
8. Check Locations (Case you have Location target on Vogon)
(next couple of slides has more info on how to do this)
9. Post changes to Google Ads ([how to is here](#))



Update Video IDs in Google Ads Editor

1. Choose all campaigns uploaded by CSV
2. Click on **Ads**, under **MANAGE** section
3. Choose the Video Ads you uploaded (Bumper, Trueview)
4. Select all Ads
5. Click "Check videos" Button
6. You're Good :)

The screenshot displays the Google Ads Editor interface. At the top, the 'Review changes' section shows 'Proposed' changes. Below this is a search bar for campaigns and ad groups. A list of campaigns is shown, with 'Campanha 1' through 'Campanha 15' selected, indicated by a red bracket and a red circle with the number '1'. Below the campaign list is the 'MANAGE' section, which includes a search bar for entity types. Under 'MANAGE', the 'Ads' category is selected, and 'Bumper video ads (38)' is highlighted, indicated by a red circle with the number '2'. A red circle with the number '3' points to the 'Bumper video ads' entry. A red circle with the number '4' points to the 'Check videos' button in the top right corner of the table. A red circle with the number '5' points to the 'Check videos' button in the top right corner of the table. The table below shows a list of video ads with columns for Name, Campaign, Ad group, Status, Labels, Video, and Campaign.

	Name	Campaign	Ad group	Status	Labels	Video	Campaign
+ [!]	● Anunci...	Campanha 1	AdGroup 1	Campai... +1	zKn3U...		
+ [!]	● Anunci...	Campanha 2	AdGroup 2	Campai... +1	KCNVH...		
+ [!]	● Anunci...	Campanha 3	AdGroup 3	Campai... +1	WqdP4...		
+ [!]	● Anunci...	Campanha 4	AdGroup 4	Campai... +1	4Uz04...		
+ [!]	● Anunci...	Campanha 5	AdGroup 5	Campai... +1	l0L7C5...		
+ [!]	● Anunci...	Campanha 6	AdGroup 6	Campai... +1	0j1Xs...		
+ [!]	● Anunci...	Campanha 7	AdGroup 7	Campai... +1	cia7IUJ...		



Check Location IDs in Google Ads Editor

1. Choose all campaigns uploaded by CSV
2. Click on **Keywords and targeting**, under **MANAGE** section
3. Click on **Locations** subitem
4. Select all Locations
5. Click "Check locations" Button
6. You're Good :)

The screenshot shows the Google Ads Editor interface. The left sidebar displays a list of campaigns under the 'MANAGE' section. Campaigns 1 through 15 are selected, indicated by a red bracket and a red circle with the number '1'. The 'Keywords and targeting' section is expanded, and the 'Locations' subitem is selected, indicated by a red circle with the number '2'. The 'Locations' subitem is highlighted in blue, and a red circle with the number '3' points to it. The 'Locations' subitem is selected, indicated by a red circle with the number '4'. The 'Check locations' button is highlighted in blue, and a red circle with the number '5' points to it. The main table displays a list of campaigns with columns for Location, Campaign, Type, ID, Reach, Location..., Radius, Unit, and Bid adju... Con. The table shows 15 campaigns, all with 'Unkno...' in the ID column and '-' in the Reach column.

Location	Campaign	Type	ID	Reach	Location...	Radius	Unit	Bid adju... Con
+ [Warning]	Campanha 21	Unkno...	1001541	-				
+ [Warning]	Campanha 3	Unkno...	1001541	-				
+ [Warning]	Campanha 36	Unkno...	1001541	-				
+ [Warning]	Campanha 33	Unkno...	1001541	-				
+ [Warning]	Campanha 6	Unkno...	1001541	-				
+ [Warning]	Campanha 30	Unkno...	1001541	-				
+ [Warning]	Campanha 27	Unkno...	1001541	-				
+ [Warning]	Campanha 9	Unkno...	1001541	-				
+ [Warning]	Campanha 24	Unkno...	1001541	-				
+ [Warning]	Campanha 39	Unkno...	1001541	-				
+ [Warning]	Campanha 12	Unkno...	1001541	-				
+ [Warning]	Campanha 18	Unkno...	1001541	-				



Agenda

1. Create a project
2. Setup Project Assets
3. Setup Project Feed
4. Generate All Video variations
5. Setup YouTube
6. Upload Generated Videos to youtube
7. Setup Google Ads Campaigns
8. Upload Google Ads Campaigns
- 9. Delete a project**



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Available Projects

Click Remove

+ CREATE NEW

Search project

Name	Disk Size	Clear	Delete
teste	4.0M	CLEAR	REMOVE





localhost:8080 says

[Project 'teste'] You will lose all project files, including configs and assets.

Cancel

OK

Available Projects

+ CREATE NEW

Search project

Click Ok

Name

Disk Size

Clear

Delete

[teste](#)

4.0M

CLEAR

REMOVE



Thank You!

V4A

