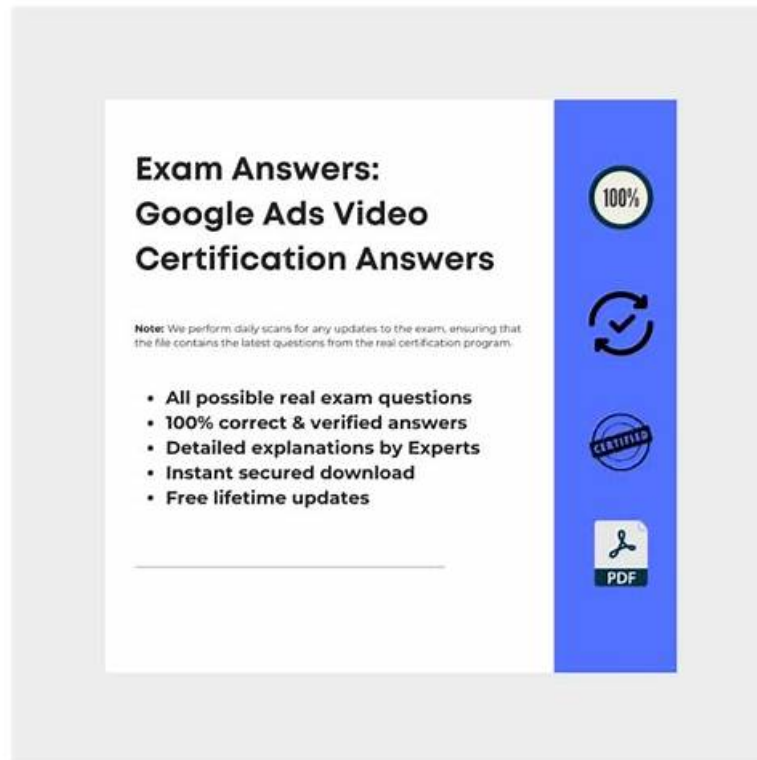


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Google Google-Ads-Video Exam Syllabus Topics:

Topic	Details
Topic 1	<ul style="list-style-type: none">• Increase Awareness with Video Bidding Solutions: This section measures the abilities of Bidding Specialists in utilizing video bidding solutions to enhance awareness campaigns. It emphasizes strategies for achieving cost-effective results while maximizing audience reach.
Topic 2	<ul style="list-style-type: none">• Explore Audience Solutions for Action Goals: This section measures the skills of Audience Analysts in leveraging audience solutions tailored to action-oriented objectives. It focuses on identifying and targeting audiences most likely to convert through video ads.
Topic 3	<ul style="list-style-type: none">• Drive Action with Video Bidding Solutions: This part tests the knowledge of Bidding Specialists in employing bidding solutions that maximize action-driven campaign results. It highlights strategies for achieving high conversion rates through effective bid management.
Topic 4	<ul style="list-style-type: none">• Explore Audience Solutions for Consideration Goals: This domain measures the abilities of Audience Analysts in identifying audience solutions tailored to consideration objectives. It emphasizes targeting strategies that foster deeper engagement with potential customers.

Topic 5	<ul style="list-style-type: none"> • Get to Know Action Video Ad Formats: This domain evaluates the expertise of Ad Format Specialists in understanding video ad formats optimized for action-oriented campaigns. It explains how these formats support driving conversions effectively.
Topic 6	<ul style="list-style-type: none"> • Plan Awareness Video in Reach Planner: This domain evaluates the expertise of Media Planners in using Reach Planner to optimize video campaigns for awareness objectives. It focuses on forecasting campaign performance and maximizing reach effectively.
Topic 7	<ul style="list-style-type: none"> • Get to Know Consideration Video Ad Formats: This section tests the knowledge of Ad Format Specialists in understanding video ad formats designed for consideration campaigns. It explains how specific formats can drive interest and interaction with products or services.
Topic 8	<ul style="list-style-type: none"> • Explore Audience Solutions for Awareness Goals: This part assesses the abilities of Audience Analysts in leveraging YouTube's audience solutions to achieve awareness goals. It covers tools and techniques for targeting relevant audiences to maximize campaign reach.
Topic 9	<ul style="list-style-type: none"> • Create Video Campaigns for Consideration: This section evaluates the expertise of Video Campaign Managers in designing campaigns that encourage audience consideration of products or services. It focuses on creating compelling content that drives interest and engagement.
Topic 10	<ul style="list-style-type: none"> • Create Video Campaigns for Awareness: This section measures the skills of Video Campaign Managers in designing effective video campaigns aimed at increasing brand awareness. It focuses on strategies for creating impactful campaigns that capture audience attention.
Topic 11	<ul style="list-style-type: none"> • Discover Why Advertisers Choose YouTube: This section of the exam measures the skills of Digital Marketing Managers and focuses on understanding the reasons advertisers prefer YouTube as a platform. It highlights YouTube's unique features, such as its vast audience reach, advanced targeting options, and ability to drive measurable marketing outcomes.
Topic 12	<ul style="list-style-type: none"> • Prioritize Marketing Objectives on YouTube: This domain tests the knowledge of Campaign Strategists in aligning marketing objectives with YouTube's capabilities. It emphasizes how to prioritize goals such as awareness, consideration, and action when planning campaigns on the platform.

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Google Ads Video Professional Assessment Exam Sample Questions (Q26-Q31):

NEW QUESTION # 26

A Google Video campaign with "brand awareness and reach" selected as the campaign goal automatically uses target cost-per-thousand impressions (tCPM) as the bidding strategy. How does that benefit the campaign?

- A. By analyzing historical feedback and making adjustments to bids based on performance signals.
- **B. By optimizing bids to put the campaign's message in front of as many relevant people as possible.**
- C. By creating as many impressions as possible in line with the tCPM.
- D. By acquiring as many clicks as possible according to the daily budget that's been set.

Answer: B

Explanation:

A: By optimizing bids to put the campaign's message in front of as many relevant people as possible.

Target CPM (tCPM) bidding optimizes bids to maximize reach within the target cost per thousand impressions.

This ensures the campaign reaches a broad audience relevant to the brand awareness goal.

Options B, C, and D describe other bidding strategies or benefits.

NEW QUESTION # 27

To find out how users' interactions with your video ads leads to product sales, what feature of Video action campaign would you use?

- A. You'd use click-through rate.
- B. You'd use Custom Intent Audiences.
- C. You'd use smart bidding.
- **D. You'd use conversion tracking.**

Answer: D

Explanation:

A: You'd use conversion tracking.

Conversion tracking allows you to measure the specific actions users take after interacting with your ads, such as product sales.

This provides insights into the effectiveness of your video ads in driving conversions.

The other options are not directly related to measuring sales.

NEW QUESTION # 28

If you want to generate leads for your business and it's your first time creating a Video action campaign, what ad formats should you expect to be used?

- **A. Skippable in-stream ads and in-feed video ads**
- B. Non-skippable in-stream ads and in-feed video ads
- C. Skippable in-stream ads and bumper ads
- D. Non-skippable in-stream ads and bumper ads

Answer: A

Explanation:

B: Skippable in-stream ads and in-feed video ads:

Skippable in-stream ads allow for longer-form content to explain the value proposition and encourage lead generation.

In-feed video ads capture users actively searching for information, increasing the likelihood of lead generation.

Bumper ads are too short to effectively generate leads.

NEW QUESTION # 29

Having relied on Google Search campaigns in the past, the marketing team at a leading catering business now wants to take advantage of a Google Video campaign with a "Sales" campaign goal. What's the benefit of creating their Google Video campaign in the same account as their Google Search campaigns?

- A. Avoiding double serving ads in the Google Search results.
- B. Receiving a reduction on their average cost-per-view.
- **C. Preventing Google ads from double counting conversions.**
- D. Enabling Video ad extensions within their Google Search campaign ads.

Answer: C

Explanation:

B: Preventing Google ads from double counting conversions.

Keeping campaigns in the same account allows Google Ads to accurately track conversions across different campaign types.

This prevents attributing the same conversion to multiple campaigns, ensuring accurate reporting.

The other options are not direct benefits of keeping campaigns in the same account.

NEW QUESTION # 30

A fitness studio has created a Video campaign and wants to measure their consideration campaign with the help of a Brand Lift study. At what point should the fitness studio set up the study in order to create optimal control and exposed groups?

- A. Once the campaign first begins to start serving impressions.
- **B. Before the campaign serves any impressions.**
- C. After two weeks of the campaign first serving impressions.
- D. After the campaign's end date has been met.

Answer: B

Explanation:

C: Before the campaign serves any impressions: Brand Lift studies require a control group (users who don't see your ads) and an exposed group (users who do).

Setting up the study before the campaign starts allows Google to properly establish these groups, ensuring accurate measurement. Starting the study after impressions serve will not produce accurate data.

NEW QUESTION # 31

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