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Google Google-Ads-Video Exam Syllabus Topics:

| Topic | Details |
|---------|--|
| Topic 1 | <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 2 | <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 3 | <ul style="list-style-type: none">Get to Know Awareness Video Ad Formats: This section tests the knowledge of Ad Format Specialists in understanding video ad formats suitable for awareness campaigns. It explains how different formats contribute to brand visibility and engagement. |

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|----------|--|
| Topic 4 | <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 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"> 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 7 | <ul style="list-style-type: none"> How YouTube Keeps Brands Safe and Ensures Suitability: This section evaluates the expertise of Brand Safety Specialists in ensuring that advertisements on YouTube align with brand values and safety standards. It covers YouTube's mechanisms for maintaining brand suitability and protecting advertisers from inappropriate content. |
| Topic 8 | <ul style="list-style-type: none"> Create Video Campaigns for Action: This section measures the abilities of Action Campaign Managers in creating video campaigns that drive direct actions, such as purchases or sign-ups. It emphasizes strategies for motivating audiences to take immediate steps toward conversion goals. |
| Topic 9 | <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 10 | <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 11 | <ul style="list-style-type: none"> Evaluate Performance with Action Measurement Solutions: This domain assesses the abilities of Performance Analysts in measuring and optimizing action-driven campaign outcomes using advanced tools. It emphasizes tracking conversion metrics and refining strategies based on data insights. |

Google Ads Video Professional Assessment Exam Sample Questions (Q29-Q34):

NEW QUESTION # 29

An account manager is setting up a Video campaign to grow consideration. What ad formats should they expect to run?

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

Answer: B

Explanation:

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

Skippable in-stream ads allow for longer-form content and storytelling, which is ideal for consideration.

In-feed video ads appear in YouTube search results and watch next feeds, capturing users actively seeking information.

Bumper ads are too short to convey detailed information, and mastheads are used for large scale awareness.

NEW QUESTION # 30

After relying on word-of-mouth marketing for years, a family-owned restaurant decides to try a Video campaign to attract catering contracts. They believe a leads campaign goal would be best for that marketing objective. What other action should the restaurant take to make sure their campaign is effective?

- A. They should use the contact form to ask where potential customers learned about the restaurant.
- **B. They should enable Google Ads conversion tracking.**
- C. They should cross-check their ad schedule against when they received leads.
- D. They should ask their customers whether they've seen the videos.

Answer: B

Explanation:

C: They should enable Google Ads conversion tracking.

Conversion tracking is essential for measuring the effectiveness of a leads campaign.

It allows the restaurant to see which ads and keywords are driving leads, enabling them to optimize their campaign.

While option D is useful, tracking conversions is the core first step.

NEW QUESTION # 31

Mixing ad formats is a good idea, and you know that. But which mix of awareness ad formats should you use if your goal is efficient reach?

- A. Masthead ads and non-skippable in-stream ads
- **B. Skippable in-stream ads and bumper ads**
- C. Masthead ads and bumper ads
- D. Skippable in-stream ads and non-skippable in-stream ads

Answer: B

Explanation:

C: Skippable in-stream ads and bumper ads: Skippable in-stream ads offer broad reach and cost-effectiveness.

Bumper ads provide short, impactful messages that reinforce brand awareness.

This combination efficiently reaches a wide audience.

Masthead ads are expensive, and non-skippable ads can be intrusive.

NEW QUESTION # 32

A company is looking to grow consideration of their products in their potential customers' purchase cycles.

Why is a Google Video campaign an appropriate method to meet their goals?

- A. Because consumers use online video to seek out the best deals on specific products and services.
- B. Because online video lets consumers browse large product and service inventories they may want to purchase from.
- **C. Because consumers use online video for information gathering before making a purchase.**
- D. Because online video lets consumers quickly compare similar businesses at once.

Answer: C

Explanation:

C: Because consumers use online video for information gathering before making a purchase.

Video is a powerful medium for educating and informing potential customers about products and services.

This is crucial for the consideration phase of the purchase cycle.

Options A, B, and D are valid uses of online video, but information gathering is most directly related to consideration.

NEW QUESTION # 33

What Google Video marketing objective connects to the goal of people thinking about your brand in decision-making moments?

- A. Awareness
- **B. Consideration**
- **D: Action**
- C. Perspective

Answer: B

Explanation:

C: Consideration:

The consideration objective focuses on influencing potential customers during the decision-making process. It aims to make your brand a top choice when users are evaluating options. Awareness is about initial exposure, action is about immediate conversions.

NEW QUESTION # 34

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