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Google Google-Ads-Video Exam Syllabus Topics:

Topic	Details
Topic 1	<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 2	<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 3	<ul style="list-style-type: none"> Evaluate Performance with Consideration Measurement Solutions: This domain tests the expertise of Performance Analysts in analyzing consideration campaign results using measurement tools. It focuses on tracking metrics that reflect audience interest and campaign effectiveness.
Topic 4	<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 5	<ul style="list-style-type: none"> Evaluate Performance with Awareness Measurement Solutions: This part tests the skills of Performance Analysts in assessing the effectiveness of awareness campaigns using measurement tools. It highlights methods for tracking key metrics and optimizing campaign outcomes.
Topic 6	<ul style="list-style-type: none"> Optimize Video Action Campaigns: This part evaluates the expertise of Optimization Specialists in improving action-oriented video campaigns over time. It covers techniques for enhancing campaign efficiency and achieving better results through iterative adjustments.
Topic 7	<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.
Topic 8	<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 9	<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 10	<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.
Topic 11	<ul style="list-style-type: none"> Grow Consideration with Video Bidding Solutions: This part assesses the skills of Bidding Specialists in implementing bidding strategies that enhance consideration campaigns. It highlights techniques for optimizing bids to achieve better engagement rates.
Topic 12	<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.

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Google Ads Video Professional Assessment Exam Sample Questions (Q38-Q43):

NEW QUESTION # 38

What audience solution would you use if you were building a Google Video campaign for a music school that wanted to grow consideration for a new class tailored to advanced musicians?

- A. Affinity Audiences
- B. Life Events
- C. Customer Match
- D. **Custom Audiences**

Answer: D

Explanation:

A: Custom Audiences:

Custom Audiences allow you to target users based on their specific interests and search activity.

This is ideal for reaching advanced musicians by targeting relevant keywords and websites.

The other options are broader targeting solutions.

NEW QUESTION # 39

An account manager decides to use Custom Audiences for their new Video action campaign. What implementation suggestion would you recommend?

- A. **Use 10 to 15 of the best-converting keywords from their Search campaigns.**
- B. Use five of their best-converting placements from their Display campaigns.
- C. Combine their Custom Audiences with Demographic Audiences in the same ad group.
- D. Layer as many audience types as possible within the same ad group.

Answer: A

Explanation:

B: Use 10 to 15 of the best-converting keywords from their Search campaigns.

Custom Audiences allow you to target users based on their search activity.

Using high-performing keywords from Search campaigns ensures you reach users with proven interest in your products.

The other options are not optimal strategies for Custom Audiences.

NEW QUESTION # 40

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

Answer: A

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 # 41

A marketing manager has multiple video assets to work with and wants to create a Google Video campaign to grow interest in a product with as many relevant people as possible. What action should they take to help achieve this goal?

- A. Use bumper ads on competitive video content.
- B. **Use video ad sequencing and target CPM bidding**
- C. Use masthead ads for a major sales promotion.
- D. Select the best creative asset and run a single ad.

Answer: B

Explanation:

B: Use video ad sequencing and target CPM bidding
Video ad sequencing allows you to tell a story across multiple video ads, guiding users through a narrative and increasing engagement.

Target CPM (tCPM) bidding optimizes your bids to show your ads to as many relevant people as possible within your target cost per thousand impressions.

Combining these strategies maximizes reach and interest by presenting a coherent story to a broad audience.

Option A is incorrect because using one asset limits reach and engagement. Option C and D are incorrect because masthead ads are expensive and best for large scale awareness, and bumper ads are too short to grow interest.

NEW QUESTION # 42

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

Answer: D

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 # 43

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