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Actual Google Google-Ads-Video Exam Questions and Answers

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Google Google-Ads-Video Exam Syllabus Topics:

Topic	Details
Topic 1	<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 2	<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 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.
Topic 4	<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 5	<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 6	<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 7	<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 8	<ul style="list-style-type: none"> Understand the Importance of Video Creative Effectiveness: This section tests the knowledge of Creative Specialists in recognizing how effective video creatives impact campaign success across all objectives—awareness, consideration, and action—and drive better audience engagement rates.
Topic 9	<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 10	<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 11	<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 12	<ul style="list-style-type: none"> Discover Google's ABCDs of Effective Creative: This domain measures the skills of Creative Strategists in applying Google's ABCDs framework to create impactful video ads that resonate with audiences and achieve marketing goals effectively across various campaign types.
Topic 13	<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 14	<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 15	<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 16	<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 17	<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 18	<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 19	<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 20	<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.

Google Ads Video Professional Assessment Exam Sample Questions (Q19-Q24):

NEW QUESTION # 19

You want to evaluate the performance of your first awareness Video campaign. What fundamental metric can help you measure the campaign's success?

- A. Earned actions
- B. Conversions
- C. Video played to**
- D. Display impression share

Answer: C

Explanation:

C: Video played to

For awareness campaigns, "video played to" metrics (e.g., percentage watched) indicate how effectively your ads are capturing and retaining viewer attention.

This is a fundamental metric for assessing awareness campaign performance.

Conversions are more relevant for action-oriented campaigns.

NEW QUESTION # 20

Which of the following accurately describes a primary benefit of Video action campaigns?

- A. They expand campaigns to run on more places, on and off YouTube, and drive more conversions while still optimizing for the lowest CPV.
- B. They simplify campaigns to run on only on YouTube and drive more conversions while still optimizing for the lowest CPV.
- C. They simplify campaigns to run on only on YouTube and drive more conversions while still optimizing for the lowest CPA.
- D. They expand campaigns to run on more places, on and off YouTube, and drive more conversions while still optimizing for the lowest CPA.**

Answer: D

Explanation:

B: They expand campaigns to run on more places, on and off YouTube, and drive more conversions while still optimizing for the lowest CPA. Video action campaigns are designed to maximize conversions by running ads across YouTube and Google video partners.

These campaigns use automated bidding to optimize for the lowest cost-per-acquisition (CPA).

NEW QUESTION # 21

For the last year, you've run a consideration Video campaign. Now you want to see evidence that your investment was effective based on the number of times users actually clicked on your videos. What consideration measurement metric should you use?

- A. Purchase intent lift
- **B. Core performance metrics**
- C. Targeted observations
- D. Earned views

Answer: B

Explanation:

B: Core performance metrics

Core performance metrics like click-through rate (CTR), view-through rate (VTR), and views are fundamental for assessing consideration.

These metrics show how users are interacting with your videos and indicate their level of engagement.

Purchase intent lift is more of a brand lift metric.

NEW QUESTION # 22

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

Answer: B

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 # 23

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

Answer: C

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 # 24

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