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Google Ads Video Professional Assessment Exam Sample Questions (Q30-Q35):

NEW QUESTION # 30

The owner of a music store wants to increase awareness for his store, and has been told that Google's Video solutions can assist

him. How can Google's Video solutions assist the store owner with Video campaigns?

- A. Google's Video solutions use machine learning to set budgets and bids within 24 hours of setting a Video campaign live.
- B. Google's Video solutions automatically create video assets based on the content of the domain being advertised. 1.
www.questionai.com
www.questionai.com
- **C. Google's Video solutions simplify the campaign creation process by automatically aligning to marketing objectives.**
- D. Google's Video solutions simplify the campaign management process by automatically creating new ad groups on a monthly basis. 1

Answer: C

Explanation:

A: Google's Video solutions simplify the campaign creation process by automatically aligning to marketing objectives.

Google Ads Video campaigns guide users through the setup process based on their chosen marketing objective.

This simplifies campaign creation and ensures alignment with goals.

The other options are not primary benefits of Google's Video solutions.

NEW QUESTION # 31

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. Skippable in-stream ads and bumper ads
- C. Non-skippable in-stream ads and in-feed video 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 # 32

A business owner wants to measure the unique reach and frequency in their awareness Video campaign. What insight will they glean?

- A. They'll get to see the terms people were searching for when seeing their ads.
- B. They'll evaluate media efficiency by measuring the share of impressions the user may have a chance to see.
- C. They'll measure lift and ad recall metrics, which are closer to marketing goals than traditional metrics like clicks and impressions.
- **D. They'll see how many ads served to how many people and how many times, across devices and formats.**

Answer: D

Explanation:

C: They'll see how many ads served to how many people and how many times, across devices and formats.

Unique reach and frequency metrics provide insights into the number of unique users reached and the average number of times they saw the ads.

This helps understand the effectiveness of the campaign in reaching the target audience.

The other options describe other metrics or analyses.

NEW QUESTION # 33

You want to track conversions for your Video action campaign, but you're worried that your campaign won't track some conversions because many customers take extra time to make a final decision on their purchases.

What conversion tracking best practice should you follow to make sure you accurately measure conversions?

- A. You should send a survey to existing customers asking about their checkout experience.
- **B. You should extend the conversion window to be longer.**
- C. You should compare video ad interactions against the timing of completed sales.
- D. You should ask store visitors where they heard about your company.

Answer: B

Explanation:

B: You should extend the conversion window to be longer. Extending the conversion window allows Google Ads to attribute conversions that occur after a longer period of time following an ad interaction.

This is crucial for products with longer purchase cycles.

The other options are valid ways to gather information, but extending the conversion window directly addresses the issue of delayed conversions.

NEW QUESTION # 34

A business owner is interested in running an awareness Video campaign and wants to know whether the campaign shifted user perception or behavior toward their products. What measurement solution should they use to find this information and when should they implement it?

- A. Active View, after the campaign receives over 1,000 clicks.
- **B. Brand Lift, before the campaign delivers any impressions.**
- C. Active View, before the campaign delivers any impressions.
- D. Brand Lift, after the campaign receives over 1,000 clicks.

Answer: B

Explanation:

C: Brand Lift, before the campaign delivers any impressions.

Brand Lift studies measure the impact of video campaigns on brand perception and behavior.

Setting up the study before the campaign starts allows for accurate measurement of changes in brand metrics.

Active View measures viewability, not brand perception.

NEW QUESTION # 35

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