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Google Ads Video Professional Assessment Exam Sample Questions (Q23-Q28):

NEW QUESTION # 23

For a new awareness Google Video campaign that uses custom audiences, you're considering overlaying Demographics and Detailed Demographics with Custom Audiences. Why should you keep the two audience solutions separate?

- A. In order to make sure the reach of the campaign won't become restricted.
- B. In order to make sure there's no limit on the types of video formats served.
- C. In order to prevent the average cost-per-view from increasing.
- D. In order to avoid having the campaign not run at all.

Answer: A

Explanation:

A: In order to make sure the reach of the campaign won't become restricted.

Overlaying multiple audience targeting options can narrow down the audience too much, limiting reach.

Keeping them separate allows for broader targeting and better reach.
The other options are not the primary reason to keep audience solutions separate.

NEW QUESTION # 24

A marketing manager wants to reach and engage with potential customers via a Google Video campaign. What first step do they need to complete to get started?

- A. Build a list of relevant keywords.
- B. Install a video code on their website.
- C. Link Google Ads to their YouTube channel.
- D. Prepare a manual bidding strategy.

Answer: C

Explanation:

B: Link Google Ads to their YouTube channel.

Linking the Google Ads account to the YouTube channel is essential for running video campaigns.

It allows for uploading and managing video ads, as well as tracking performance.

The other steps are important but come after linking the accounts.

NEW QUESTION # 25

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

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

Answer: A

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 # 26

If your company used Reach Planner to forecast an awareness Video campaign, how should you set up the Video campaign to achieve similar reach to your media plan?

- A. By using Reach Planner from within your company's Google Analytics account so there are more insights to use in the plan.
- B. By including keywords related to the company's products so Reach Planner can narrow down the campaign's settings.
- C. By using Reach Planner after the campaign's been active for a week so it has relevant data to create more accurate planning.
- D. By making sure the frequency cap added to the Video campaign matches the frequency cap set in Reach Planner.

Answer: D

Explanation:

D: By making sure the frequency cap added to the Video campaign matches the frequency cap set in Reach Planner: Reach Planner forecasts are based on the settings you provide, including frequency caps.

Matching the frequency cap in your campaign ensures your actual reach aligns with the forecast.

The other options are not relevant to matching the forecast.

NEW QUESTION # 27

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. Skippable in-stream ads and non-skippable in-stream ads
- **B. Skippable in-stream ads and bumper ads**
- C. Masthead ads and non-skippable in-stream ads
- D. Masthead ads and bumper 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 # 28

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