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Google Google-Ads-Video Exam Syllabus Topics:

Topic	Details
Topic 1	<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 2	<ul style="list-style-type: none">• Prioritize Marketing Objectives on YouTube: This domain tests the knowledge of Campaign Strategists in aligning marketing objectives with YouTube's capabilities. It emphasizes how to prioritize goals such as awareness, consideration, and action when planning campaigns on the platform.

Topic 3	<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 4	<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 5	<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 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"> • 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 8	<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 9	<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 10	<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 11	<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 12	<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 13	<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 14	<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 15	<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 16	<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 17	<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.
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Google Ads Video Professional Assessment Exam Sample Questions (Q25-Q30):

NEW QUESTION # 25

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

Answer: C

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 # 26

An account manager has been running a Video action campaign for two weeks and still has 30% of his budget remaining. What should he do to increase delivery until the campaign is outside the budget cap?

- A. Add skippable in stream ads
- B. Change the frequency settings
- C. Change the bid strategy to CPM
- D. Add Contextual audiences

Answer: B

Explanation:

B: Change the frequency settings

By increasing the frequency settings, the campaign will show the add to users more often, therefore spending more of the budget.

This is the best way to increase delivery.

NEW QUESTION # 27

A marketing manager started a Video action campaign one month ago. Two weeks ago, they added InMarket and Custom Audiences to the campaign. Currently, they've spent 80% of the campaign budget. What action would you recommend next to grow conversion volume?

- A. Engage with website visitors by adding the Life Events audience type.
- B. Add Demographics Audiences to re-engage with existing customers.
- C. Remove audience restrictions with run of network targeting.
- D. Re-engage with existing customers by adding Custom Audiences.

Answer: C

Explanation:

B: Remove audience restrictions with run of network targeting. Since the campaign has spent 80% of the budget, it indicates that the current targeting may be too restrictive.

Run of network targeting broadens reach, allowing the campaign to find more potential converters.

The other options are valid ways to refine targeting, but broadening the reach is the correct option to increase delivery.

NEW QUESTION # 28

What measurement solution should you use to measure the share of views your audience will have a chance to see in your awareness Video campaign?

- A. You should use Active View, which is accessible only by contacting your Google team.
- B. You should use Unique Reach and Frequency, which is accessible by contacting your Google team.
- C. You should use Active View, which is accessible by adding appropriate columns to statistic tables.
- D. You should use Unique Reach and Frequency, which is accessible by adding columns to your statistic.

Answer: C

Explanation:

B: You should use Active View, which is accessible by adding appropriate columns to statistic tables.

Active View measures viewability, which is the share of impressions that were actually seen by users.

It provides insights into whether your ads had a chance to be seen.

Unique Reach and Frequency measures the number of unique users reached and how often they saw your ads.

NEW QUESTION # 29

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

Answer: C

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 # 30

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