

Google-Ads-Video Test Passing Score - Google-Ads-Video Reliable Exam Cram



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Google Ads Video Professional Assessment Exam Sample Questions (Q40-Q45):

NEW QUESTION # 40

A consumer goods company wants to build awareness and recall for their brand. How can a Google Video campaign help achieve this goal?

- A. By surfacing comparisons to potential customers in similar businesses.
- **B. By reaching potential customers and keeping the brand top of mind.**
- C. By influencing potential customers in opinion shaping moments.
- D. By reaching potential customers in decision making moments.

Answer: B

Explanation:

D: By reaching potential customers and keeping the brand top of mind.
Awareness campaigns aim to increase brand recognition and recall.
Google Video campaigns help reach a broad audience and reinforce brand messaging.
The other options describe other marketing goals.

NEW QUESTION # 41

If the marketing goal of your Google Video campaign is product and brand consideration, what solutions should you use to effectively achieve that goal?

- A. Bumper ads and CPV bidding
- B. Bumper ads and CPM bidding
- C. Skippable in stream ads and CPM bidding
- **D. Skippable in stream ads and CPV bidding**

Answer: D

Explanation:

C: Skippable in stream ads and CPV bidding

Skippable in-stream ads allow for longer form content, which is needed for product and brand consideration.

CPV bidding allows payment to only occur when a user watches the add.

NEW QUESTION # 42

The marketing team for a wildlife conservation effort is setting up a Video action campaign to drive online donations on their website. What actions should they take to achieve their goal?

- A. Use only one version of their ad, and make sure it's at least 10 seconds long.
- **B. Test multiple variants of their ads, and make sure they're at least 10 seconds long.**
- C. Use only one version of their ad, and make sure it's less than 10 seconds long.
- D. Test multiple variants of their ads, and make sure they're less than 10 seconds long.

Answer: B

Explanation:

A: Test multiple variants of their ads, and make sure they're at least 10 seconds long. Testing multiple ad variants allows for optimization based on performance.

Longer ads (at least 10 seconds) provide sufficient time to convey the message and encourage donations.

NEW QUESTION # 43

You tried using Reach Planner to create a forecast for your new awareness Video campaign, but the campaign results were very different from the media plan numbers provided by the Reach Planner forecast. Why did this mismatch occur between campaign results and forecast data?

- A. Because Reach Planner forecasts aren't compatible with Video campaigns for any marketing objective.
- B. Because Reach Planner forecasts aren't compatible with awareness campaigns.
- C. Because you used Reach Planner during the least optimal time of day.
- **D. Because you built a campaign that didn't match the plan settings in Reach Planner.**

Answer: D

Explanation:

B: Because you built a campaign that didn't match the plan settings in Reach Planner.

Reach Planner forecasts are based on the settings you input, such as budget, targeting, and frequency.

If the actual campaign settings differ, the results will also differ.

Reach Planner is compatible with video campaigns, including awareness campaigns.

NEW QUESTION # 44

Your main goal is to drive sales through your company's website, and you've been advised to track conversion events like page visits and adding to cart. Why is tracking those lighter conversion events advisable?

- A. It's advisable because they create greater loyalty among customers.
- B. It's advisable because they have the same value as a primary conversion.
- C. It's advisable because they help increase brand awareness.
- **D. It's advisable because they can be predictive of a full sale.**

Answer: D

Explanation:

D: It's advisable because they can be predictive of a full sale: These "lighter" conversions (micro-conversions) indicate user interest and engagement, which often lead to final sales.

Tracking these events provides valuable insights into the customer journey and helps optimize campaigns.

The other options are not the primary reason to track micro-conversions.

NEW QUESTION # 45

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