

# Real Google-Ads-Video Question, Google-Ads-Video Valid Mock Test



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## Google Google-Ads-Video Exam Syllabus Topics:

Topic	Details
Topic 1	<ul style="list-style-type: none"><li>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.</li></ul>
Topic 2	<ul style="list-style-type: none"><li>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.</li></ul>
Topic 3	<ul style="list-style-type: none"><li>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.</li></ul>
Topic 4	<ul style="list-style-type: none"><li>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.</li></ul>
Topic 5	<ul style="list-style-type: none"><li>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.</li></ul>
Topic 6	<ul style="list-style-type: none"><li>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.</li></ul>

Topic 7	<ul style="list-style-type: none"> <li>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.</li> </ul>
Topic 8	<ul style="list-style-type: none"> <li>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.</li> </ul>
Topic 9	<ul style="list-style-type: none"> <li>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.</li> </ul>
Topic 10	<ul style="list-style-type: none"> <li>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.</li> </ul>
Topic 11	<ul style="list-style-type: none"> <li>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.</li> </ul>
Topic 12	<ul style="list-style-type: none"> <li>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.</li> </ul>
Topic 13	<ul style="list-style-type: none"> <li>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.</li> </ul>
Topic 14	<ul style="list-style-type: none"> <li>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.</li> </ul>
Topic 15	<ul style="list-style-type: none"> <li>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.</li> </ul>

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### Google Ads Video Professional Assessment Exam Sample Questions (Q33-Q38):

#### NEW QUESTION # 33

An account manager is trying to determine a target cost-per-thousand impressions (tCPM) bid for their new awareness Video campaign, but they're unsure what to base the figure on. What's a valid way for them to determine the tCPM for the business new Video campaign?

- A. Decide on the highest amount they're willing to pay for this campaign
- B. Slightly inflate the average amount the account manager is willing to bid for this campaign.
- C. Slightly inflate the estimate in the traffic estimator during campaign setup.
- D. Use the estimate in the traffic estimator during campaign setup.

**Answer: A**

Explanation:

D: Decide on the highest amount they're willing to pay for this campaign.

The tCPM bid should reflect the maximum amount the advertiser is willing to pay for 1,000 impressions.

It should be based on the value of reaching the target audience and the campaign's budget.

Traffic estimators can be useful, but the final decision should be based on the advertiser's maximum willingness to pay.

**NEW QUESTION # 34**

A company is looking to grow consideration of their products in their potential customers' purchase cycles.

Why is a Google Video campaign an appropriate method to meet their goals?

- A. Because online video lets consumers quickly compare similar businesses at once.
- B. Because consumers use online video for information gathering before making a purchase.
- C. Because consumers use online video to seek out the best deals on specific products and services.
- D. Because online video lets consumers browse large product and service inventories they may want to purchase from.

**Answer: B**

Explanation:

C: Because consumers use online video for information gathering before making a purchase.

Video is a powerful medium for educating and informing potential customers about products and services.

This is crucial for the consideration phase of the purchase cycle.

Options A, B, and D are valid uses of online video, but information gathering is most directly related to consideration.

**NEW QUESTION # 35**

An account manager is setting up a Video campaign to grow consideration. What ad formats should they expect to run?

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

**Answer: C**

Explanation:

D: Skippable in-stream ads and in-feed video ads:

Skippable in-stream ads allow for longer-form content and storytelling, which is ideal for consideration.

In-feed video ads appear in YouTube search results and watch next feeds, capturing users actively seeking information.

Bumper ads are too short to convey detailed information, and mastheads are used for large scale awareness.

**NEW QUESTION # 36**

An account manager decides to use Custom Audiences for their new Video action campaign. What implementation suggestion would you recommend?

- A. Use 10 to 15 of the best-converting keywords from their Search campaigns.
- B. Combine their Custom Audiences with Demographic Audiences in the same ad group.
- C. Use five of their best-converting placements from their Display campaigns.
- D. Layer as many audience types as possible within the same ad group.

**Answer: A**

Explanation:

B: Use 10 to 15 of the best-converting keywords from their Search campaigns.

Custom Audiences allow you to target users based on their search activity.

Using high-performing keywords from Search campaigns ensures you reach users with proven interest in your products.

The other options are not optimal strategies for Custom Audiences.

### NEW QUESTION # 37

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

**Answer: C**

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 # 38

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