

Google Google-Ads-Video Exam PDF & Google-Ads-Video Latest Exam Camp



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One of the key factors for passing the exam is practice. Candidates must use Google-Ads-Video practice test material to be able to perform at their best on the real exam. This is why Test4Cram has developed three formats to assist candidates in their Google Google-Ads-Video Preparation. These formats include desktop-based Google Google-Ads-Video practice test software, web-based practice test, and a PDF format.

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">• 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 3	<ul style="list-style-type: none">• 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.
Topic 4	<ul style="list-style-type: none">• 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.

Topic 5	<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 6	<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 7	<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 8	<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 9	<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 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"> 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.
Topic 12	<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.

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Google Ads Video Professional Assessment Exam Sample Questions (Q39-Q44):

NEW QUESTION # 39

Using a Video action campaign, a retailer is setting up conversion tracking to measure the campaign results.

Although the important user interactions that create conversions are already being captured, the retailer isn't sure what other tracking events they might obtain. How can they further optimize their campaign?

- A. They can use 10 to 15 of the highest converting key words from your Search campaign.
- B. They can implement automatic placements from their existing Display campaign.
- C. They can set bumper ads as their preferred ad type.
- D. They can disable non-skippable in-stream ads.

Answer: A

Explanation:

C: They can use 10 to 15 of the highest convening key words from your Search campaign.

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

This will increase the amount of conversions that are tracked.

NEW QUESTION # 40

For the last year, you've run a consideration Video campaign. Now you want to see evidence that your investment was effective based on the number of times users actually clicked on your videos. What consideration measurement metric should you use?

- A. Core performance metrics
- B. Earned views
- C. Targeted observations
- D. Purchase intent lift

Answer: A

Explanation:

B: Core performance metrics

Core performance metrics like click-through rate (CTR), view-through rate (VTR), and views are fundamental for assessing consideration.

These metrics show how users are interacting with your videos and indicate their level of engagement.

Purchase intent lift is more of a brand lift metric.

NEW QUESTION # 41

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 # 42

After relying on word-of-mouth marketing for years, a family-owned restaurant decides to try a Video campaign to attract catering contracts. They believe a leads campaign goal would be best for that marketing objective. What other action should the restaurant take to make sure their campaign is effective?

- A. They should use the contact form to ask where potential customers learned about the restaurant.
- B. They should cross-check their ad schedule against when they received leads.
- C. They should ask their customers whether they've seen the videos.
- D. They should enable Google Ads conversion tracking.

Answer: D

Explanation:

C: They should enable Google Ads conversion tracking.

Conversion tracking is essential for measuring the effectiveness of a leads campaign.

It allows the restaurant to see which ads and keywords are driving leads, enabling them to optimize their campaign. While option D is useful, tracking conversions is the core first step.

NEW QUESTION # 43

A winery is preparing a Video action campaign intended to attract customers to their website for their holiday sale. Which of the following creative best practices should they implement to encourage consumer interaction?

- A. Reach a broad audience with Dynamic video ads.
- **B. Have a clear call-to-action such as "Learn more."**
- C. Add location extensions to focus on selected geographic locations.
- D. Link your Google Ads account to your Google Merchant Center account.

Answer: B

Explanation:

C: Have a clear call-to-action such as "Learn more." A clear call-to-action (CTA) directly prompts viewers to take the desired action, such as visiting the website.

This is essential for driving conversions in a Video action campaign.

While other options might be useful in certain scenarios, a clear CTA is a fundamental best practice.

NEW QUESTION # 44

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