

Google-Ads-Video Latest Test Format | Google-Ads-Video Relevant Exam Dumps



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Customizable Google Ads Video Professional Assessment Exam (Google-Ads-Video) practice tests allow users set the time and Google-Ads-Video questions according to their needs. Google Ads Video Professional Assessment Exam (Google-Ads-Video) Practice exams simulate the real test so applicants can prepare as per the actual exam's pressure and handle it in the final test. VCEdumps has a team of professionals who update the Google Ads Video Professional Assessment Exam (Google-Ads-Video) practice material daily so the user can get the full out of it and pass Google Ads Video Professional Assessment Exam (Google-Ads-Video) certification exam pretty easily.

Google Google-Ads-Video Exam Syllabus Topics:

Topic	Details
Topic 1	<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 2	<ul style="list-style-type: none">• 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.
Topic 3	<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 4	<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 5	<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 6	<ul style="list-style-type: none"> • 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.
Topic 7	<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 8	<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 9	<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 10	<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 11	<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 12	<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 13	<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 14	<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.
Topic 15	<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 16	<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.

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

NEW QUESTION # 23

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

Answer: B

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 # 24

If the marketing manager of a catering company is focusing on driving as many orders as possible on a weekly basis with a Video action campaign, which of the following creative implementations should they use?

- A. Use "Sign up to our newsletter" as the primary call to action.
- **B. Address the viewer's desire for food in the first five to 10 seconds of the video.**
- C. Add as much diverse imagery and language as possible throughout the ad to hold the viewer's attention.
- D. Explain the company's background during the first half of their video.

Answer: B

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

Answer: B

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

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

Answer: D

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 # 27

If you want to generate leads for your business and it's your first time creating a Video action campaign, what ad formats should you expect to be used?

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

Answer: A

Explanation:

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

Skippable in-stream ads allow for longer-form content to explain the value proposition and encourage lead generation.

In-feed video ads capture users actively searching for information, increasing the likelihood of lead generation.

Bumper ads are too short to effectively generate leads.

NEW QUESTION # 28

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