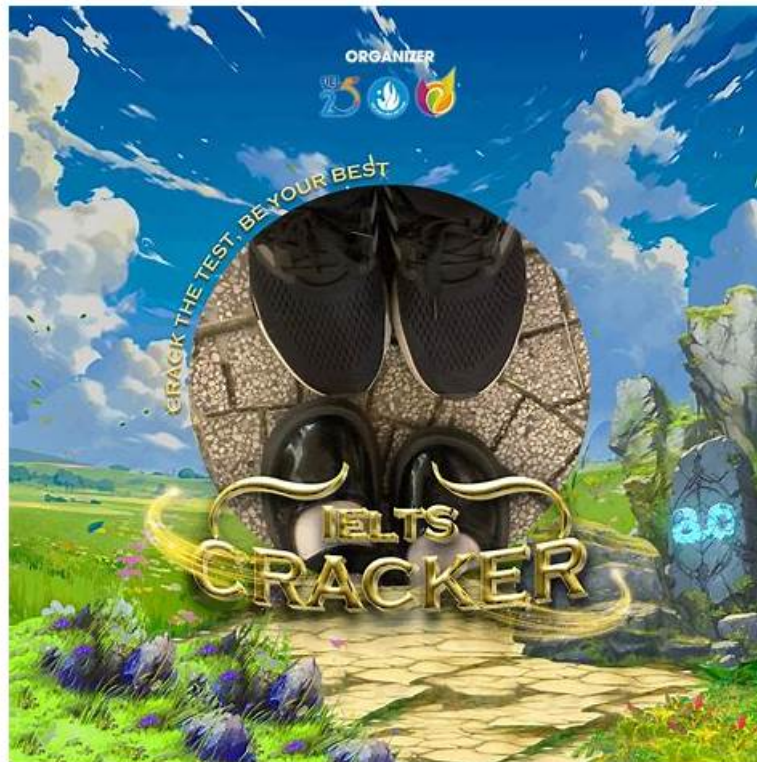# New Google-Ads-Video Test Voucher | Dumps Google-Ads-Video Guide

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Google Google-Ads-Video Exam Syllabus Topics:

Topic	Details

Topic 1	- 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 2	- 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 3	- 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 4	- 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 5	- 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 6	- 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 7	- 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 8	- 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 9	- 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 10	- 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 11	- 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 12	- 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 13	- 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 14	- 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	• 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 16	• 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.

Google Ads Video Professional Assessment Exam Sample Questions (Q43-Q48):

NEW QUESTION # 43
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 # 44
To find out how users' interactions with your video ads leads to product sales, what feature of Video action campaign would you use?

- A. You'd use conversion tracking.
- B. You'd use Custom Intent Audiences.
- C. You'd use smart bidding.
- D. You'd use click-through rate.

Answer: A

Explanation:
A: You'd use conversion tracking.
Conversion tracking allows you to measure the specific actions users take after interacting with your ads, such as product sales.
This provides insights into the effectiveness of your video ads in driving conversions.
The other options are not directly related to measuring sales.

NEW QUESTION # 45
If you want to run a Video action campaign that reaches customers who already searched for specific keywords on Google Search, which audience solution should you use?

- A. In-Market Audiences
- B. Custom Audiences
- C. Customer Match
- D. Demographics and Detailed Demographics

Answer: B

Explanation:
A: Custom Audiences:

Custom Audiences allow you to target users based on their past search activity on Google.
This is perfect for reaching customers who have already shown interest in specific keywords.
In-Market audiences target broad purchase intent, not specific search terms.

NEW QUESTION # 46

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 # 47

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

Answer: A

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 # 48

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