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Google Ads Video Professional Certification

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Google recognizes your mastery of developing, managing and optimizing Google Ads Video campaigns.

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Google Google-Ads-Video Exam Syllabus Topics:

Topic	Details

Topic 1	<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 2	<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 3	<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 4	<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 5	<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 6	<ul style="list-style-type: none"> 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 7	<ul style="list-style-type: none"> 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 8	<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 9	<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 10	<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 11	<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 12	<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 13	<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 14	<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 15	<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.
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Google Ads Video Professional Assessment Exam Sample Questions (Q38-Q43):

NEW QUESTION # 38

You want to get recommendations for features, settings, and solutions for your Google Video campaign. How can you get the information you need when setting up a campaign?

- A. By setting up a budget for the new campaign.
- B. By uploading at least one video to YouTube.
- C. By linking Google Ads to your YouTube channel.
- D. **By selecting a campaign goal.**

Answer: D

Explanation:

D: By selecting a campaign goal.

Choosing a campaign goal informs Google Ads about your marketing objectives.

This allows Google Ads to provide relevant recommendations for features, settings, and solutions.

The other options are necessary steps, but selecting a goal is the primary driver for recommendations.

NEW QUESTION # 39

A business owner is interested in running an awareness Video campaign and wants to know whether the campaign shifted user perception or behavior toward their products. What measurement solution should they use to find this information and when should they implement it?

- A. Brand Lift, after the campaign receives over 1,000 clicks.
- B. Active View, before the campaign delivers any impressions.
- C. **Brand Lift, before the campaign delivers any impressions.**
- D. Active View, after the campaign receives over 1,000 clicks.

Answer: C

Explanation:

C: Brand Lift, before the campaign delivers any impressions.

Brand Lift studies measure the impact of video campaigns on brand perception and behavior.

Setting up the study before the campaign starts allows for accurate measurement of changes in brand metrics.

Active View measures viewability, not brand perception.

NEW QUESTION # 40

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

Answer: D

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 # 41

A Google Video campaign with "brand awareness and reach" selected as the campaign goal automatically uses target cost-per-thousand impressions (tCPM) as the bidding strategy. How does that benefit the campaign?

- A. By analyzing historical feedback and making adjustments to bids based on performance signals.
- B. By optimizing bids to put the campaign's message in front of as many relevant people as possible.
- C. By acquiring as many clicks as possible according to the daily budget that's been set.
- D. By creating as many impressions as possible in line with the tCPM.

Answer: B

Explanation:

A: By optimizing bids to put the campaign's message in front of as many relevant people as possible.
Target CPM (tCPM) bidding optimizes bids to maximize reach within the target cost per thousand impressions. This ensures the campaign reaches a broad audience relevant to the brand awareness goal.
Options B, C, and D describe other bidding strategies or benefits.

NEW QUESTION # 42

If your company used Reach Planner to forecast an awareness Video campaign, how should you set up the Video campaign to achieve similar reach to your media plan?

- A. By using Reach Planner after the campaign's been active for a week so it has relevant data to create more accurate planning.
- B. By including keywords related to the company's products so Reach Planner can narrow down the campaign's settings.
- C. By using Reach Planner from within your company's Google Analytics account so there are more insights to use in the plan.
- D. By making sure the frequency cap added to the Video campaign matches the frequency cap set in Reach Planner.

Answer: D

Explanation:

D: By making sure the frequency cap added to the Video campaign matches the frequency cap set in Reach Planner:Reach Planner forecasts are based on the settings you provide, including frequency caps.
Matching the frequency cap in your campaign ensures your actual reach aligns with the forecast.
The other options are not relevant to matching the forecast.

NEW QUESTION # 43

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In cyber age, it's essential to pass the Google-Ads-Video exam to prove ability especially for lots of office workers. Our company, with a history of ten years, has been committed to making efforts on developing Google-Ads-Video exam guides in this field. Since the establishment, we have won wonderful feedback from customers and ceaseless business and continuously worked on developing our Google-Ads-Video Exam prepare to make it more received by the public. Moreover, our understanding of the importance of information technology has reached a new level. Efforts have been made in our experts to help our candidates successfully pass Google-Ads-Video exam. Seldom dose the e-market have an authorized study materials for reference.

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