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Google Ads Video Professional Assessment Exam Sample Questions (Q36-Q41):

NEW QUESTION # 36
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 convening key words from your Search campaign.
- B. They can set bumper ads as their preferred ad type.
- C. They can implement automatic placements from their existing Display campaign.
- 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 # 37

For a new awareness Google Video campaign that uses custom audiences, you're considering overlaying Demographics and Detailed Demographics with Custom Audiences. Why should you keep the two audience solutions separate?

- A. In order to prevent the average cost-per-view from increasing.
- B. In order to make sure there's no limit on the types of video formats served.
- C. In order to make sure the reach of the campaign won't become restricted.
- D. In order to avoid having the campaign not run at all.

Answer: C

Explanation:

A: In order to make sure the reach of the campaign won't become restricted.

Overlaying multiple audience targeting options can narrow down the audience too much, limiting reach.

Keeping them separate allows for broader targeting and better reach.

The other options are not the primary reason to keep audience solutions separate.

NEW QUESTION # 38

Your main goal is to drive sales through your company's website, and you've been advised to track conversion events like page visits and adding to cart. Why is tracking those lighter conversion events advisable?

- A. It's advisable because they help increase brand awareness.
- B. It's advisable because they have the same value as a primary conversion.
- C. It's advisable because they create greater loyalty among customers.
- D. It's advisable because they can be predictive of a full sale.

Answer: D

Explanation:

D: It's advisable because they can be predictive of a full sale:These "lighter" conversions (micro-conversions) indicate user interest and engagement, which often lead to final sales.

Tracking these events provides valuable insights into the customer journey and helps optimize campaigns.

The other options are not the primary reason to track micro-conversions.

NEW QUESTION # 39

A florist chain is looking to generate as much awareness as they can before their special roses go into bloom.

They only have two and a half weeks to achieve this with the assistance of a Google Video campaign using "Brand awareness and reach" as the campaign goal. Which budget type should the florist chain use, and why?

- A. 'Daily,' because Google Ads will try to spend their total budget evenly over the duration of their campaign.
- B. 'Daily,' because Google Ads will spend their total budget faster than 'Campaign total' will.
- C. 'Campaign total,' because Google Ads will spend their total budget faster than daily will.
- D. 'Campaign total,' because Google Ads will try to spend their total budget evenly over the duration of their campaign.

Answer: B

Explanation:

B: 'Daily,' because Google Ads will spend their total budget faster than 'Campaign total' will:Using a daily budget allows Google Ads to spend your budget more aggressively each day, maximizing impressions within the limited timeframe.

A campaign total budget will try to distribute the budget evenly, which is not ideal for a short, high-impact campaign.

NEW QUESTION # 40

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

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 # 41

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