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Google Google-Ads-Video Exam Syllabus Topics:

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

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| Topic 15 | <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 16 | <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 17 | <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 18 | <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 19 | <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. |

Google Ads Video Professional Assessment Exam Sample Questions (Q14-Q19):

NEW QUESTION # 14

A fitness studio has created a Video campaign and wants to measure their consideration campaign with the help of a Brand Lift study. At what point should the fitness studio set up the study in order to create optimal control and exposed groups?

- A. After two weeks of the campaign first serving impressions.
- B. After the campaign's end date has been met.
- **C. Before the campaign serves any impressions.**
- D. Once the campaign first begins to start serving impressions.

Answer: C

Explanation:

C: Before the campaign serves any impressions: Brand Lift studies require a control group (users who don't see your ads) and an exposed group (users who do).

Setting up the study before the campaign starts allows Google to properly establish these groups, ensuring accurate measurement. Starting the study after impressions serve will not produce accurate data.

NEW QUESTION # 15

You want to evaluate the performance of your first awareness Video campaign. What fundamental metric can help you measure the campaign's success?

- **A. Video played to**
- B. Earned actions
- C. Display impression share
- D. Conversions

Answer: A

Explanation:

C: Video played to

For awareness campaigns, "video played to" metrics (e.g., percentage watched) indicate how effectively your ads are capturing and retaining viewer attention.

This is a fundamental metric for assessing awareness campaign performance.

Conversions are more relevant for action-oriented campaigns.

NEW QUESTION # 16

What Google Video marketing objective connects to the goal of people thinking about your brand in decision- making moments?

- A. Perspective
- **B. Consideration**
- **D: Action**
- C. Awareness

Answer: B

Explanation:

C: Consideration:

The consideration objective focuses on influencing potential customers during the decision-making process.

It aims to make your brand a top choice when users are evaluating options.

Awareness is about initial exposure, action is about immediate conversions.

NEW QUESTION # 17

A business owner wants to measure the unique reach and frequency in their awareness Video campaign. What insight will they glean?

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

Answer: D

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 # 18

A hair salon owner is setting up a Video action campaign for the first time, and she wants to get optimal results from her ads. Which of the following is a recommended best practice she should implement?

- A. Videos must be longer than 8 seconds.
- **B. Run five ad variants per campaign.**
- C. Run a single ad variant per campaign.
- D. Videos must be no longer than 5 seconds.

Answer: B

Explanation:

A: Run five ad variants per campaign.

Testing multiple ad variants allows for optimization based on performance data.

Running multiple ads will increase the ability to optimize for the best performing ad.

Single add campaigns will limit the ability to improve the campaign.

NEW QUESTION # 19

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