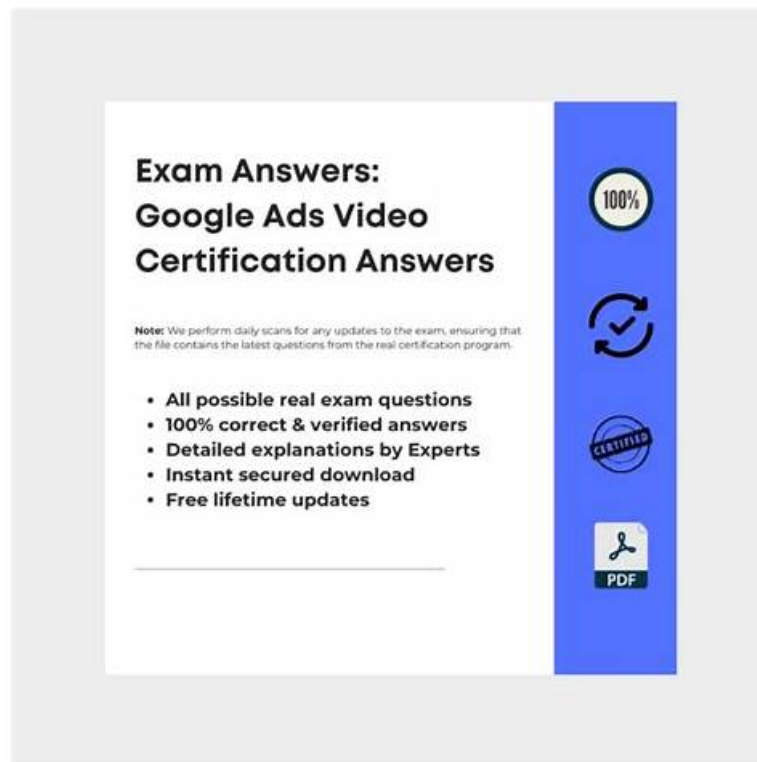


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Google Google-Ads-Video Exam Syllabus Topics:

Topic	Details
Topic 1	<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 2	<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 3	<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 4	<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 5	<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 6	<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 7	<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 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"> 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"> 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 11	<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 12	<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 13	<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 14	<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 15	<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 16	<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 17	<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 18	<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 19	<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 20	<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 21	<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 (Q36-Q41):

NEW QUESTION # 36

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 get to see the terms people were searching for when seeing their ads.
- D. They'll measure lift and ad recall metrics, which are closer to marketing goals than traditional metrics like clicks and impressions.

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 # 37

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

Answer: C

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 # 38

An account manager is setting up a new Google Video campaign with an awareness goal, and they see Google Video partners as an option. Why is it a good idea for them to opt into Google Video partners?

- A. It'll extend the reach of video ads to YouTube Live streaming and Premieres.
- B. It'll give them access to audiences on the YouTube mobile homepage.
- C. It'll extend the reach of video ads to a collection of leading publisher sites and apps.
- D. It'll give them access to more engagement metrics to measure the impact of the campaign.

Answer: C

Explanation:

B: It'll extend the reach of video ads to a collection of leading publisher sites and apps.

Google Video partners expand the reach of video campaigns beyond YouTube to a network of high-quality websites and apps.

This allows for broader exposure and increased brand awareness.

The other options are not the primary benefit of Google Video partners.

NEW QUESTION # 39

What audience solution would you use if you were building a Google Video campaign for a music school that wanted to grow consideration for a new class tailored to advanced musicians?

- A. Life Events
- B. Affinity Audiences
- C. Custom Audiences
- D. Customer Match

Answer: C

Explanation:

A: Custom Audiences:

Custom Audiences allow you to target users based on their specific interests and search activity.

This is ideal for reaching advanced musicians by targeting relevant keywords and websites.

The other options are broader targeting solutions.

NEW QUESTION # 40

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

Answer: C

Explanation:

A: Run five ad variants per campaign.

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

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

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

NEW QUESTION # 41

Though studies have shown that most people over a period of time only to the memory of seven information plates, in the qualification exam review, a lot of exam content miscellaneous and, therefore, get the test Google-Ads-Video certification requires the user to have extremely high concentration will all test sites in mind, and this is definitely a very difficult. Our Google-Ads-Video learning questions can successfully solve this question for you for the content are exactly close to the changes of the real Google-Ads-Video exam

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