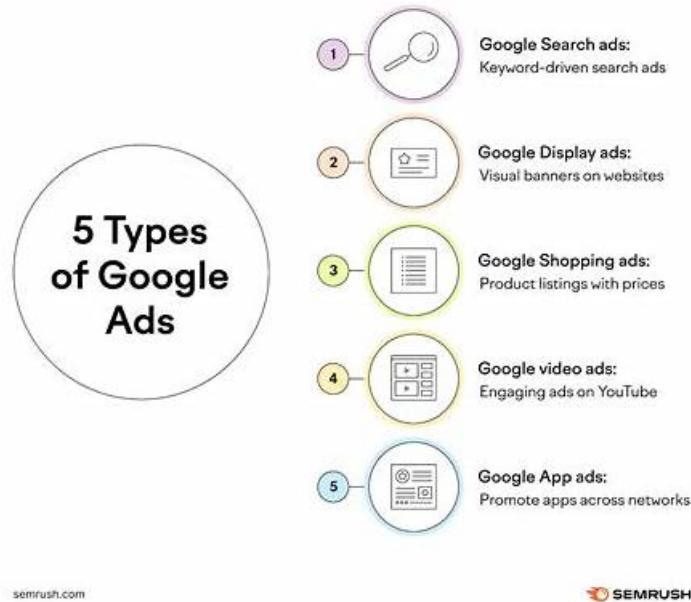


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Google Google-Ads-Video Exam Syllabus Topics:

Topic	Details

Topic 1	<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 2	<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 3	<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 4	<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 5	<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 6	<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 7	<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 8	<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 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"> 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 11	<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.

Google Ads Video Professional Assessment Exam Sample Questions (Q25-Q30):

NEW QUESTION # 25

If the marketing manager of a catering company is focusing on driving as many orders as possible on a weekly basis with a Video action campaign, which of the following creative implementations should they use?

- A. Add as much diverse imagery and language as possible throughout the ad to hold the viewer's attention.
- B. Address the viewer's desire for food in the first five to 10 seconds of the video.**
- C. Explain the company's background during the first half of their video.
- D. Use "Sign up to our newsletter" as the primary call to action.

Answer: B

NEW QUESTION # 26

Your Google Video campaign is driving awareness of a new service your company will soon release, and you're considering inflating your target cost-per-thousand impressions (tCPM) bid to achieve that goal. Why should you avoid inflating the tCPM bid for your new campaign? 1

- A. Because inflation will likely result in the targeting of irrelevant demographics and placements.
- **B. Because inflation might cause too many impressions of the same ads to serve to the same users.**
- C. Because inflation could result in the budget depleting faster without increasing unique reach.
- D. Because inflation may prevent other campaigns in the account from running for the entirety of their ad schedules.

Answer: B

Explanation:

A: Because inflation might cause too many impressions of the same ads to serve to the same users.

Inflating the tCPM bid can lead to excessive frequency, where the same users see your ads too many times, resulting in ad fatigue and potential annoyance.

While option B is also a potential issue, option A is the primary reason to avoid inflating tCPM.

NEW QUESTION # 27

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

Answer: B

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 # 28

You want to track conversions for your Video action campaign, but you're worried that your campaign won't track some conversions because many customers take extra time to make a final decision on their purchases.

What conversion tracking best practice should you follow to make sure you accurately measure conversions?

- **A. You should extend the conversion window to be longer.**
- B. You should compare video ad interactions against the timing of completed sales.
- C. You should send a survey to existing customers asking about their checkout experience.
- D. You should ask store visitors where they heard about your company.

Answer: A

Explanation:

B: You should extend the conversion window to be longer. Extending the conversion window allows Google Ads to attribute conversions that occur after a longer period of time following an ad interaction.

This is crucial for products with longer purchase cycles.

The other options are valid ways to gather information, but extending the conversion window directly addresses the issue of delayed conversions.

NEW QUESTION # 29

Which of the following accurately describes a primary benefit of Video action campaigns?

- A. They simplify campaigns to run on only on YouTube and drive more conversions while still optimizing for the lowest CPV.
- B. They expand campaigns to run on more places, on and off YouTube, and drive more conversions while still optimizing for the lowest CPA.
- C. They simplify campaigns to run on only on YouTube and drive more conversions while still optimizing for the lowest CPA.
- D. They expand campaigns to run on more places, on and off YouTube, and drive more conversions while still optimizing for the lowest CPV.

Answer: B

Explanation:

B: They expand campaigns to run on more places, on and off YouTube, and drive more conversions while still optimizing for the lowest CPA. Video action campaigns are designed to maximize conversions by running ads across YouTube and Google video partners.

These campaigns use automated bidding to optimize for the lowest cost-per-acquisition (CPA).

NEW QUESTION # 30

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