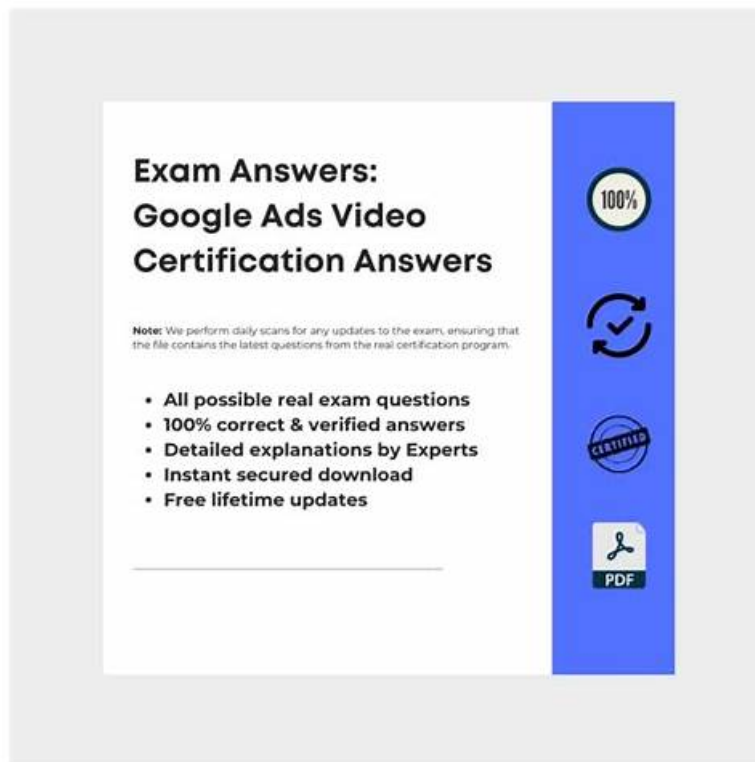


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Google Google-Ads-Video Exam Syllabus Topics:

Topic	Details
Topic 1	<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 2	<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 3	<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 4	<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 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"> • 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 7	<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 8	<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 9	<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 10	<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 11	<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.

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Reliable Google Google-Ads-Video Test Answers & Google-Ads-Video Exam Sample Questions

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Google Ads Video Professional Assessment Exam Sample Questions (Q34-Q39):

NEW QUESTION # 34

A clothing store owner who wants to drive awareness to a new product line that's being launched has created a Google Video campaign with no marketing goal selected. The owner wants to get as many impressions as possible from their bidding strategy. What bidding strategy should they employ to achieve this marketing objective?

- A. Maximize Conversions
- B. Maximum CPV
- C. Maximum CPV
- **D. Target CPM**

Answer: D

Explanation:

D: Target CPM

Target CPM (tCPM) bidding optimizes bids to maximize impressions within the target cost per thousand impressions. This ensures the campaign reaches a broad audience relevant to the brand awareness goal.

NEW QUESTION # 35

If you want to generate leads for your business and it's your first time creating a Video action campaign, what ad formats should you expect to be used?

- A. Skippable in-stream ads and in-feed video ads
- B. Non-skippable in-stream ads and in-feed video ads
- C. Non-skippable in-stream ads and bumper ads
- D. Skippable in-stream ads and bumper ads

Answer: A

Explanation:

B: Skippable in-stream ads and in-feed video ads:

Skippable in-stream ads allow for longer-form content to explain the value proposition and encourage lead generation.

In-feed video ads capture users actively searching for information, increasing the likelihood of lead generation.

Bumper ads are too short to effectively generate leads.

NEW QUESTION # 36

What measurement solution should you use to measure the share of views your audience will have a chance to see in your awareness Video campaign?

- A. You should use Active View, which is accessible only by contacting your Google team.
- B. You should use Active View, which is accessible by adding appropriate columns to statistic tables.
- C. You should use Unique Reach and Frequency, which is accessible by contacting your Google team.
- D. You should use Unique Reach and Frequency, which is accessible by adding columns to your statistic.

Answer: B

Explanation:

B: You should use Active View, which is accessible by adding appropriate columns to statistic tables.

Active View measures viewability, which is the share of impressions that were actually seen by users.

It provides insights into whether your ads had a chance to be seen.

Unique Reach and Frequency measures the number of unique users reached and how often they saw your ads.

NEW QUESTION # 37

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

Answer: A

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 # 38

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

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

Answer: A

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 # 39

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