

# Google-Ads-Video Valid Test Format, Google-Ads-Video Valid Study Questions



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## Google Google-Ads-Video Exam Syllabus Topics:

Topic	Details
Topic 1	<ul style="list-style-type: none"><li>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.</li></ul>
Topic 2	<ul style="list-style-type: none"><li>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.</li></ul>
Topic 3	<ul style="list-style-type: none"><li>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.</li></ul>
Topic 4	<ul style="list-style-type: none"><li>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.</li></ul>
Topic 5	<ul style="list-style-type: none"><li>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.</li></ul>
Topic 6	<ul style="list-style-type: none"><li>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.</li></ul>
Topic 7	<ul style="list-style-type: none"><li>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.</li></ul>

Topic 8	<ul style="list-style-type: none"> <li>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.</li> </ul>
Topic 9	<ul style="list-style-type: none"> <li>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.</li> </ul>
Topic 10	<ul style="list-style-type: none"> <li>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.</li> </ul>
Topic 11	<ul style="list-style-type: none"> <li>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.</li> </ul>
Topic 12	<ul style="list-style-type: none"> <li>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.</li> </ul>
Topic 13	<ul style="list-style-type: none"> <li>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.</li> </ul>
Topic 14	<ul style="list-style-type: none"> <li>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.</li> </ul>
Topic 15	<ul style="list-style-type: none"> <li>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.</li> </ul>
Topic 16	<ul style="list-style-type: none"> <li>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.</li> </ul>

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

### NEW QUESTION # 25

A marketing manager started a Video action campaign one month ago. Two weeks ago, they added InMarket and Custom Audiences to the campaign. Currently, they've spent 80% of the campaign budget. What action would you recommend next to grow conversion volume?

- A. Add Demographics Audiences to re-engage with existing customers.
- B. Re-engage with existing customers by adding Custom Audiences.

- C. Remove audience restrictions with run of network targeting
- D. Engage with website visitors by adding the Life Events audience type.

**Answer: C**

Explanation:

B: Remove audience restrictions with run of network targeting. Since the campaign has spent 80% of the budget, it indicates that the current targeting may be too restrictive.

Run of network targeting broadens reach, allowing the campaign to find more potential converters.

The other options are valid ways to refine targeting, but broadening the reach is the correct option to increase delivery.

#### **NEW QUESTION # 26**

Which audience solution would you use to reach male users who are 18 to 24 years old with the help of a Google Video campaign?

- A. Life Events
- B. Affinity Audiences
- C. Custom Audiences
- D. Demographics and Detailed Demographics

**Answer: D**

Explanation:

Comprehensive and Detailed Demographics

A: Demographics and Detailed Demographics

Demographics targeting allows you to reach users based on age, gender, parental status, and household income.

This is the most direct way to reach a specific demographic group like males aged 18 to 24.

The other audience solutions do not directly target age and gender in the same way.

#### **NEW QUESTION # 27**

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

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

**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 # 28**

What audience strategy should the account manager at a boat company use when creating their first Google Video campaign to reach people who are already interested in purchasing a boat?

- A. Demographics and Detailed Demographics
- B. Life Events
- C. Affinity Audiences
- D. In-Market

**Answer: D**

Explanation:

A: In-Market:

In-Market audiences target users who are actively researching and considering purchasing products or services within a specific

category.

This is ideal for reaching people who are already interested in buying a boat.

The other options are useful for broader targeting but don't capture purchase intent as directly.

### NEW QUESTION # 29

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 more engagement metrics to measure the impact of the campaign.
- **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 audiences on the YouTube mobile homepage.

**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 # 30

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