

# Google-Ads-Video Test Tutorials | Google-Ads-Video Cert Exam



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

| Topic   | Details   |
|---------|---|
| Topic 1 | <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 2 | <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>             |

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|----------|--|
| Topic 3  | <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 4  | <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 5  | <ul style="list-style-type: none"> <li>• 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.</li> </ul>   |
| Topic 6  | <ul style="list-style-type: none"> <li>• 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.</li> </ul>  |
| Topic 7  | <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 8  | <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 9  | <ul style="list-style-type: none"> <li>• 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.</li> </ul>  |
| Topic 10 | <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>  |
| Topic 11 | <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 12 | <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 13 | <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 14 | <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 15 | <ul style="list-style-type: none"> <li>• 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.</li> </ul>  |

## Google Ads Video Professional Assessment Exam Sample Questions (Q10-

## Q15):

### NEW QUESTION # 10

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 # 11

For a new awareness Google Video campaign that uses custom audiences, you're considering overlaying Demographics and Detailed Demographics with Custom Audiences. Why should you keep the two audience solutions separate?

- A. In order to avoid having the campaign not run at all.
- B. In order to prevent the average cost-per-view from increasing.
- C. In order to make sure there's no limit on the types of video formats served.
- **D. In order to make sure the reach of the campaign won't become restricted.**

#### Answer: D

Explanation:

A: In order to make sure the reach of the campaign won't become restricted.

Overlaying multiple audience targeting options can narrow down the audience too much, limiting reach.

Keeping them separate allows for broader targeting and better reach.

The other options are not the primary reason to keep audience solutions separate.

### NEW QUESTION # 12

To find out how users' interactions with your video ads leads to product sales, what feature of Video action campaign would you use?

- A. You'd use Custom Intent Audiences.
- B. You'd use smart bidding.
- **C. You'd use conversion tracking.**
- D. You'd use click-through rate.

#### Answer: C

Explanation:

A: You'd use conversion tracking.

Conversion tracking allows you to measure the specific actions users take after interacting with your ads, such as product sales.

This provides insights into the effectiveness of your video ads in driving conversions.

The other options are not directly related to measuring sales.

### NEW QUESTION # 13

An account manager decides to use Custom Audiences for their new Video action campaign. What implementation suggestion would you recommend?

- A. Layer as many audience types as possible within the same ad group.
- B. Use five of their best-converting placements from their Display campaigns.

- C. Use 10 to 15 of the best-converting keywords from their Search campaigns.
- D. Combine their Custom Audiences with Demographic Audiences in the same ad group.

**Answer: C**

Explanation:

B: Use 10 to 15 of the best-converting keywords from their Search campaigns.

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

Using high-performing keywords from Search campaigns ensures you reach users with proven interest in your products.

The other options are not optimal strategies for Custom Audiences.

**NEW QUESTION # 14**

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

**Answer: B**

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 # 15**

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