

高質量的Google-Ads-Video考題，免費下載Google-Ads-Video考試指南幫助妳通過Google-Ads-Video考試



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Google Google-Ads-Video 考試大綱：

主題	簡介
主題 1	<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.
主題 2	<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.
主題 3	<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.
主題 4	<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.
主題 5	<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.
主題 6	<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.
主題 7	<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.
主題 8	<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.

主題 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.
主題 10	<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.
主題 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.
主題 12	<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.
主題 13	<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.
主題 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.

>> Google-Ads-Video考題 <<

Google-Ads-Video最新考題， Google-Ads-Video題庫更新

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最新的 Google Ads Google-Ads-Video 免費考試真題 (Q12-Q17):

問題 #12

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. Engage with website visitors by adding the Life Events audience type.
- C. Re-engage with existing customers by adding Custom Audiences.
- **D. Remove audience restrictions with run of network targeting.**

答案：D

解題說明：

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.

問題 #13

Using a Video action campaign, a retailer is setting up conversion tracking to measure the campaign results.

Although the important user interactions that create conversions are already being captured, the retailer isn't sure what other tracking events they might obtain. How can they further optimize their campaign?

- A. They can disable non-skippable in-stream ads.
- **B. They can use 10 to 15 of the highest converting key words from your Search campaign.**
- C. They can set bumper ads as their preferred ad type.
- D. They can implement automatic placements from their existing Display campaign.

答案： B

解題說明：

C: They can use 10 to 15 of the highest converting key words from your Search campaign.

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

This will increase the amount of conversions that are tracked.

問題 #14

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

答案： C

解題說明：

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.

問題 #15

A marketing manager wants to reach and engage with potential customers via a Google Video campaign. What first step do they need to complete to get started?

- A. Prepare a manual bidding strategy.
- **B. Link Google Ads to their YouTube channel.**
- C. Install a video code on their website.
- D. Build a list of relevant keywords.

答案： B

解題說明：

B: Link Google Ads to their YouTube channel.

Linking the Google Ads account to the YouTube channel is essential for running video campaigns.

It allows for uploading and managing video ads, as well as tracking performance.

The other steps are important but come after linking the accounts.

問題 #16

A marketing manager is creating a Google Video campaign with a consideration goal and cost-per-view (CPV) bidding. What should they expect for their max CPV compared to their actual CPV?

- A. Max CPV is often less than actual CPV because it's auction bidding.
- B. Actual CPV is often less than max CPV because it's a reserve buy.
- C. Max CPV is often less than actual CPV because it's a reserve buy.
- **D. Actual CPV is often less than max CPV because it's auction bidding.**

答案：D

解題說明：

B: Actual CPV is often less than max CPV because it's auction bidding. In a CPV bidding auction, you set the maximum amount you're willing to pay for a view (max CPV).

The actual CPV you pay is determined by the auction, and you'll often pay less than your max CPV to win the auction.

Auctions are dynamic, and the price you pay depends on the competition.

Reserve buys are not used for CPV bidding.

問題 #17

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