

# New Google-Ads-Video Test Voucher | Actual Google-Ads-Video Test Pdf



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

Topic	Details
Topic 1	<ul style="list-style-type: none"><li>• <b>Prioritize Marketing Objectives on YouTube:</b> 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 2	<ul style="list-style-type: none"><li>• <b>Discover Google's ABCDs of Effective Creative:</b> 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>
Topic 3	<ul style="list-style-type: none"><li>• <b>Get to Know Action Video Ad Formats:</b> 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 4	<ul style="list-style-type: none"><li>• <b>Explore Audience Solutions for Consideration Goals:</b> 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.</li></ul>
Topic 5	<ul style="list-style-type: none"><li>• <b>Evaluate Performance with Consideration Measurement Solutions:</b> 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>• <b>Get to Know Awareness Video Ad Formats:</b> 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 7	<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 8	<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 9	<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 10	<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 11	<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 12	<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 13	<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 14	<ul style="list-style-type: none"> <li>• 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.</li> </ul>
Topic 15	<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 16	<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 17	<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 18	<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>

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## Google Ads Video Professional Assessment Exam Sample Questions (Q26-Q31):

### NEW QUESTION # 26

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

**Answer: A**

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 # 27

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

**Answer: A**

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 # 28

If the marketing goal of your Google Video campaign is product and brand consideration, what solutions should you use to effectively achieve that goal?

- A. Bumper ads and CPM bidding
- B. Bumper ads and CPV bidding
- **C. Skippable in stream ads and CPV bidding**
- D. Skippable in stream ads and CPM bidding

**Answer: C**

Explanation:

C: Skippable in stream ads and CPV bidding

Skippable in-stream ads allow for longer form content, which is needed for product and brand consideration.

CPV bidding allows payment to only occur when a user watches the add.

### NEW QUESTION # 29

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

- **A. Use 10 to 15 of the best-converting keywords from their Search campaigns.**
- B. Layer as many audience types as possible within the same ad group.
- C. Use five of their best-converting placements from their Display campaigns.
- D. Combine their Custom Audiences with Demographic Audiences in the same ad group.

**Answer: A**

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 # 30

A hair salon owner is setting up a Video action campaign for the first time, and she wants to get optimal results from her ads. Which of the following is a recommended best practice she should implement?

- A. Run a single ad variant per campaign.
- B. Videos must be longer than 8 seconds.
- C. Videos must be no longer than 5 seconds.
- **D. Run five ad variants per campaign.**

**Answer: D**

Explanation:

A: Run five ad variants per campaign.

Testing multiple ad variants allows for optimization based on performance data.

Running multiple ads will increase the ability to optimize for the best performing ad.

Single ad campaigns will limit the ability to improve the campaign.

### NEW QUESTION # 31

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