

Google-Ads-Video Labs & Google-Ads-Video Relevant Questions



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>> **Google-Ads-Video Labs** <<

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Google Google-Ads-Video Exam Syllabus Topics:

| Topic | Details |
|---------|---|
| Topic 1 | <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 2 | <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. |

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

Google Ads Video Professional Assessment Exam Sample Questions (Q32-Q37):

NEW QUESTION # 32

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

Answer: C

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 # 33

A company is looking to grow consideration of their products in their potential customers' purchase cycles. Why is a Google Video campaign an appropriate method to meet their goals?

- A. Because online video lets consumers browse large product and service inventories they may want to purchase from.
- B. Because online video lets consumers quickly compare similar businesses at once.
- **C. Because consumers use online video for information gathering before making a purchase.**
- D. Because consumers use online video to seek out the best deals on specific products and services.

Answer: C

Explanation:

C: Because consumers use online video for information gathering before making a purchase.

Video is a powerful medium for educating and informing potential customers about products and services.

This is crucial for the consideration phase of the purchase cycle.

Options A, B, and D are valid uses of online video, but information gathering is most directly related to consideration.

NEW QUESTION # 34

If your company used Reach Planner to forecast an awareness Video campaign, how should you set up the Video campaign to achieve similar reach to your media plan?

- A. By using Reach Planner from within your company's Google Analytics account so there are more insights to use in the plan.
- **B. By making sure the frequency cap added to the Video campaign matches the frequency cap set in Reach Planner.**
- C. By using Reach Planner after the campaign's been active for a week so it has relevant data to create more accurate planning.
- D. By including keywords related to the company's products so Reach Planner can narrow down the campaign's settings.

Answer: B

Explanation:

D: By making sure the frequency cap added to the Video campaign matches the frequency cap set in Reach Planner: Reach Planner forecasts are based on the settings you provide, including frequency caps.

Matching the frequency cap in your campaign ensures your actual reach aligns with the forecast.

The other options are not relevant to matching the forecast.

NEW QUESTION # 35

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

- **A. Consideration**
- **D. Action**
- B. Awareness

- C. Perspective

Answer: A

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 # 36

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

Answer: B

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 # 37

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