

# Online Google-Ads-Video Test & Valid Braindumps

## Google-Ads-Video Free



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

Topic	Details
Topic 1	<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 2	<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 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>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>
Topic 6	<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 7	<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 8	<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 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>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 11	<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 12	<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 13	<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 14	<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 15	<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 16	<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 17	<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 18	<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 19	<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 20	<ul style="list-style-type: none"> <li>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.</li> </ul>

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The exam outline will be changed according to the new policy every year, and the Google-Ads-Video questions torrent and other teaching software, after the new exam outline, we will change according to the syllabus and the latest developments in theory and practice and revision of the corresponding changes, highly agree with outline. The Google-Ads-Video exam questions are the perfect form of a complete set of teaching material, teaching outline will outline all the knowledge points covered, comprehensive and no dead angle for the Google-Ads-Video candidates presents the proposition scope and trend of each year, truly enemy and know yourself, and fight. Only know the outline of the Google-Ads-Video exam, can better comprehensive review, in the encounter with the new and novel examination questions will not be confused, interrupt the thinking of users.

### Google Ads Video Professional Assessment Exam Sample Questions (Q45-Q50):

#### NEW QUESTION # 45

What measurement solution should you use to measure the share of views your audience will have a chance to see in your awareness Video campaign?

- A. You should use Unique Reach and Frequency, which is accessible by adding columns to your statistic.
- B. You should use Unique Reach and Frequency, which is accessible by contacting your Google team
- **C. You should use Active View, which is accessible by adding appropriate columns to statistic tables.**
- D. You should use Active View, which is accessible only by contacting your Google team

#### Answer: C

Explanation:

B: You should use Active View, which is accessible by adding appropriate columns to statistic tables.

Active View measures viewability, which is the share of impressions that were actually seen by users.

It provides insights into whether your ads had a chance to be seen.

Unique Reach and Frequency measures the number of unique users reached and how often they saw your ads.

#### NEW QUESTION # 46

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

#### Answer: A

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 # 47

Having relied on Google Search campaigns in the past, the marketing team at a leading catering business now wants to take advantage of a Google Video campaign with a "Sales" campaign goal. What's the benefit of creating their Google Video campaign in the same account as their Google Search campaigns?

- A. Enabling Video ad extensions within their Google Search campaign ads.
- **B. Preventing Google ads from double counting conversions.**
- C. Avoiding double serving ads in the Google Search results.
- D. Receiving a reduction on their average cost-per-view.

**Answer: B**

Explanation:

B: Preventing Google ads from double counting conversions.

Keeping campaigns in the same account allows Google Ads to accurately track conversions across different campaign types.

This prevents attributing the same conversion to multiple campaigns, ensuring accurate reporting.

The other options are not direct benefits of keeping campaigns in the same account.

**NEW QUESTION # 48**

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

**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 # 49**

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 consumers use online video for information gathering before making a purchase.**
- C. Because online video lets consumers quickly compare similar businesses at once.
- D. Because consumers use online video to seek out the best deals on specific products and services.

**Answer: B**

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 # 50**

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These Google Ads Video Professional Assessment Exam (Google-Ads-Video) practice test covers all the topics of the Google-Ads-Video test and includes real Google-Ads-Video questions. If you are attempting the Google-Ads-Video examination for the first time, you will get an exact idea about the Google-Ads-Video exam and how you can clear it with flying colors. These Google Google-Ads-Video Questions are available in desktop Google-Ads-Video practice exam software, web-based Google-Ads-Video practice test, and Google Ads Video Professional Assessment Exam (Google-Ads-Video) dumps pdf format.

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