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

Topic	Details
Topic 1	<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 2	<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 3	<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 4	<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 5	<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 6	<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 7	<ul style="list-style-type: none"> <li>• <b>Get to Know Consideration Video Ad Formats:</b> 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 8	<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 9	<ul style="list-style-type: none"> <li>• <b>Increase Awareness with Video Bidding Solutions:</b> 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 10	<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 11	<ul style="list-style-type: none"> <li>• <b>Create Video Campaigns for Action:</b> 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>• <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 13	<ul style="list-style-type: none"> <li>• <b>Evaluate Performance with Awareness Measurement Solutions:</b> 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 14	<ul style="list-style-type: none"> <li>• <b>Drive Action with Video Bidding Solutions:</b> 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 15	<ul style="list-style-type: none"> <li>• <b>Understand the Importance of Video Creative Effectiveness:</b> 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 16	<ul style="list-style-type: none"> <li>• <b>Create Video Campaigns for Consideration:</b> 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 17	<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>

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### **Google Ads Video Professional Assessment Exam Sample Questions (Q48-**

## Q53):

### NEW QUESTION # 48

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

**Answer: B**

Explanation:

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.

### NEW QUESTION # 49

A Google Video campaign with "brand awareness and reach" selected as the campaign goal automatically uses target cost-per-thousand impressions (tCPM) as the bidding strategy. How does that benefit the campaign?

- A. By acquiring as many clicks as possible according to the daily budget that's been set.
- B. By creating as many impressions as possible in line with the tCPM.
- C. By analyzing historical feedback and making adjustments to bids based on performance signals.
- **D. By optimizing bids to put the campaign's message in front of as many relevant people as possible.**

**Answer: D**

Explanation:

A: By optimizing bids to put the campaign's message in front of as many relevant people as possible.

Target CPM (tCPM) bidding optimizes bids to maximize reach within the target cost per thousand impressions.

This ensures the campaign reaches a broad audience relevant to the brand awareness goal.

Options B, C, and D describe other bidding strategies or benefits.

### NEW QUESTION # 50

You tried using Reach Planner to create a forecast for your new awareness Video campaign, but the campaign results were very different from the media plan numbers provided by the Reach Planner forecast. Why did this mismatch occur between campaign results and forecast data?

- A. Because Reach Planner forecasts aren't compatible with Video campaigns for any marketing objective.
- B. Because you used Reach Planner during the least optimal time of day.
- **C. Because you built a campaign that didn't match the plan settings in Reach Planner.**
- D. Because Reach Planner forecasts aren't compatible with awareness campaigns.

**Answer: C**

Explanation:

B: Because you built a campaign that didn't match the plan settings in Reach Planner.

Reach Planner forecasts are based on the settings you input, such as budget, targeting, and frequency.

If the actual campaign settings differ, the results will also differ.

Reach Planner is compatible with video campaigns, including awareness campaigns.

### NEW QUESTION # 51

What audience solution would you use if you were building a Google Video campaign for a music school that wanted to grow consideration for a new class tailored to advanced musicians?

- **A. Custom Audiences**
- B. Affinity Audiences
- C. Life Events
- D. Customer Match

**Answer: A**

Explanation:

A: Custom Audiences:

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

This is ideal for reaching advanced musicians by targeting relevant keywords and websites.

The other options are broader targeting solutions.

## NEW QUESTION # 52

Mixing ad formats is a good idea, and you know that. But which mix of awareness ad formats should you use if your goal is efficient reach?

- **A. Skippable in-stream ads and bumper ads**
- B. Masthead ads and non-skippable in-stream ads
- C. Masthead ads and bumper ads
- D. Skippable in-stream ads and non-skippable in-stream ads

**Answer: A**

Explanation:

C: Skippable in-stream ads and bumper ads: Skippable in-stream ads offer broad reach and cost-effectiveness.

Bumper ads provide short, impactful messages that reinforce brand awareness.

This combination efficiently reaches a wide audience.

Masthead ads are expensive, and non-skippable ads can be intrusive.

## NEW QUESTION # 53

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