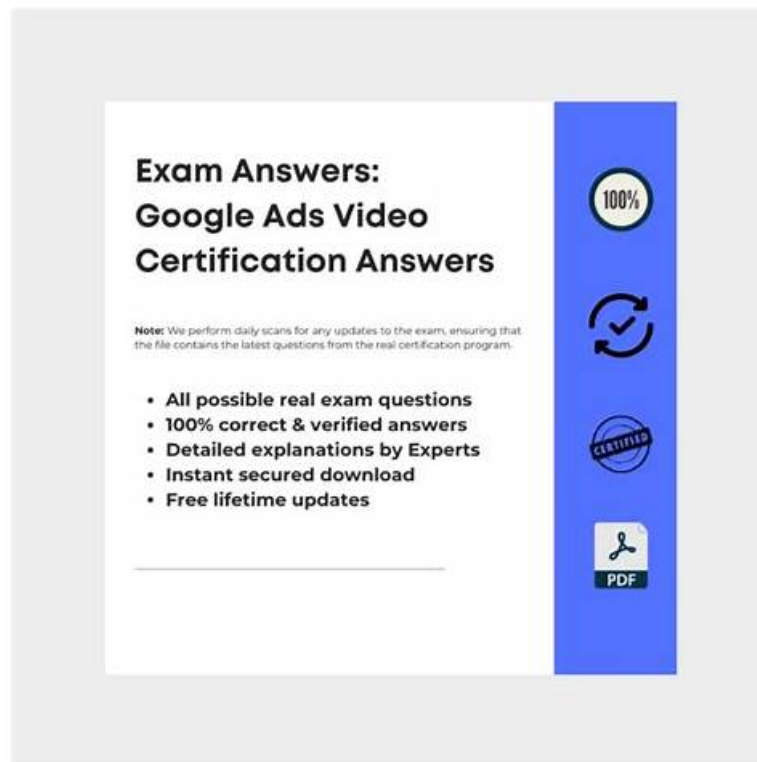


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Google Google-Ads-Video Exam Syllabus Topics:

Topic	Details
Topic 1	<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 2	<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.
Topic 3	<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.
Topic 4	<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 5	<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.
Topic 6	<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 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.
Topic 8	<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 9	<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.
Topic 10	<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 11	<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.
Topic 12	<ul style="list-style-type: none"> • 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.
Topic 13	<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.

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Google Ads Video Professional Assessment Exam Sample Questions (Q16-Q21):

NEW QUESTION # 16

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

- A. Awareness
- **B. Consideration**
- **D: Action**
- C. Perspective

Answer: B

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 # 17

A business owner is interested in running an awareness Video campaign and wants to know whether the campaign shifted user perception or behavior toward their products. What measurement solution should they use to find this information and when should they implement it?

- A. Brand Lift, after the campaign receives over 1,000 clicks.
- **B. Brand Lift, before the campaign delivers any impressions.**
- C. Active View, before the campaign delivers any impressions.
- D. Active View, after the campaign receives over 1,000 clicks.

Answer: B

Explanation:

C: Brand Lift, before the campaign delivers any impressions.

Brand Lift studies measure the impact of video campaigns on brand perception and behavior.

Setting up the study before the campaign starts allows for accurate measurement of changes in brand metrics.

Active View measures viewability, not brand perception.

NEW QUESTION # 18

The owner of a music store wants to increase awareness for his store, and has been told that Google's Video solutions can assist him. How can Google's Video solutions assist the store owner with Video campaigns?

- A. Google's Video solutions simplify the campaign management process by automatically creating new ad groups on a monthly basis. 1
 - B. Google's Video solutions use machine learning to set budgets and bids within 24 hours of setting a Video campaign live.
 - **C. Google's Video solutions simplify the campaign creation process by automatically aligning to marketing objectives.**
 - D. Google's Video solutions automatically create video assets based on the content of the domain being advertised.1.
- www.questionai.com
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Answer: C

Explanation:

A: Google's Video solutions simplify the campaign creation process by automatically aligning to marketing objectives.

Google Ads Video campaigns guide users through the setup process based on their chosen marketing objective.

This simplifies campaign creation and ensures alignment with goals.

The other options are not primary benefits of Google's Video solutions.

NEW QUESTION # 19

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 # 20

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

Answer: C

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 # 21

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