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Google Ads Video Professional Assessment Exam Sample Questions (Q20-Q25):

NEW QUESTION # 20

You want to evaluate the performance of your first awareness Video campaign. What fundamental metric can help you measure the campaign's success?

- A. Video played to
- B. Earned actions
- C. Display impression share
- D. Conversions

Answer: A

Explanation:

C: Video played to

For awareness campaigns, "video played to" metrics (e.g., percentage watched) indicate how effectively your ads are capturing and retaining viewer attention.

This is a fundamental metric for assessing awareness campaign performance.

Conversions are more relevant for action-oriented campaigns.

NEW QUESTION # 21

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

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 # 22

After running a Google Video campaign for awareness with video ads that are 30 seconds long, you want to remarket to your audience with memorable, shorter video ads. What video ad format should you use to achieve this goal?

- A. In-feed video ads
- B. Bumper ads
- C. Masthead ads
- D. Non-skippable in-stream ads

Answer: B

Explanation:

D: Bumper ads:Bumper ads are 6-second, non-skippable video ads, ideal for delivering short, memorable messages.

They are perfect for remarketing and reinforcing brand recall after longer awareness campaigns.

Masthead ads are for large-scale awareness, non-skippable in-stream ads are longer, and in-feed video ads are for discovery.

NEW QUESTION # 23

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 # 24

If you want to run a Video action campaign that reaches customers who already searched for specific keywords on Google Search, which audience solution should you use?

- A. Custom Audiences
- B. Customer Match
- C. Demographics and Detailed Demographics
- D. In-Market Audiences

Answer: A

Explanation:

A: Custom Audiences:

Custom Audiences allow you to target users based on their past search activity on Google. This is perfect for reaching customers who have already shown interest in specific keywords. In-Market audiences target broad purchase intent, not specific search terms.

NEW QUESTION # 25

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