

Exam Google-Ads-Video Guide Materials - Pass Guaranteed 2026 Google-Ads-Video: Google Ads Video Professional Assessment Exam First-grade VCE Exam Simulator



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Google Google-Ads-Video Exam Syllabus Topics:

Topic	Details
Topic 1	<ul style="list-style-type: none"> • 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.
Topic 2	<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 3	<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 4	<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 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"> • 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 7	<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 8	<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 9	<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 10	<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 11	<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 12	<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 13	<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.

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Google Ads Video Professional Assessment Exam Sample Questions (Q33-Q38):

NEW QUESTION # 33

A business owner wants to measure the unique reach and frequency in their awareness Video campaign. What insight will they glean?

- A. They'll measure lift and ad recall metrics, which are closer to marketing goals than traditional metrics like clicks and impressions.
- B. They'll get to see the terms people were searching for when seeing their ads.
- C. They'll evaluate media efficiency by measuring the share of impressions the user may have a chance to see.
- **D. They'll see how many ads served to how many people and how many times, across devices and formats.**

Answer: D

Explanation:

C: They'll see how many ads served to how many people and how many times, across devices and formats.

Unique reach and frequency metrics provide insights into the number of unique users reached and the average number of times they saw the ads.

This helps understand the effectiveness of the campaign in reaching the target audience.

The other options describe other metrics or analyses.

NEW QUESTION # 34

If the marketing manager of a catering company is focusing on driving as many orders as possible on a weekly basis with a Video action campaign, which of the following creative implementations should they use?

- A. Use "Sign up to our newsletter" as the primary call to action.
- **B. Address the viewer's desire for food in the first five to 10 seconds of the video.**
- C. Add as much diverse imagery and language as possible throughout the ad to hold the viewer's attention.
- D. Explain the company's background during the first half of their video.

Answer: B

Explanation:

B: Address the viewer's desire for food in the first five to 10 seconds of the video.

Capturing attention quickly is crucial for driving immediate action.

Addressing the viewer's desire for food at the beginning increases the likelihood of them placing an order.

The other options are not as effective for immediate conversion.

NEW QUESTION # 35

An account manager has been running a Video action campaign for two weeks and still has 30% of his budget remaining. What should he do to increase delivery until the campaign is outside the budget cap?

- A. Add skippable in stream ads
- B. Change the bid strategy to CPM
- C. Add Contextual audiences
- **D. Change the frequency settings**

Answer: D

Explanation:

B: Change the frequency settings

By increasing the frequency settings, the campaign will show the add to users more often, therefore spending more of the budget.

This is the best way to increase delivery.

NEW QUESTION # 36

A hair salon owner is setting up a Video action campaign for the first time, and she wants to get optimal results from her ads. Which of the following is a recommended best practice she should implement?

- **A. Run five ad variants per campaign.**
- B. Run a single ad variant per campaign.
- C. Videos must be no longer than 5 seconds.
- D. Videos must be longer than 8 seconds.

Answer: A

Explanation:

A: Run five ad variants per campaign.

Testing multiple ad variants allows for optimization based on performance data.

Running multiple adds will increase the ability to optimize for the best performing ad.

Single add campaigns will limit the ability to improve the campaign.

NEW QUESTION # 37

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