

# Valid Google-Ads-Video Test Cost, New Google-Ads-Video Brainsdumps



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

Topic	Details
Topic 1	<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 2	<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 3	<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 4	<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 5	<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 6	<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 7	<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 8	<ul style="list-style-type: none"> <li>• 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.</li> </ul>
Topic 9	<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 10	<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>
Topic 11	<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 12	<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 13	<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 14	<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 15	<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 16	<ul style="list-style-type: none"> <li>• 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.</li> </ul>
Topic 17	<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 18	<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 19	<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 20	<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 21

- 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.

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## Google Ads Video Professional Assessment Exam Sample Questions (Q39-Q44):

### NEW QUESTION # 39

An account manager is trying to determine a target cost-per-thousand impressions (tCPM) bid for their new awareness Video campaign, but they're unsure what to base the figure on. What's a valid way for them to determine the tCPM for the business new Video campaign?

- A. Decide on the highest amount they're willing to pay for this campaign
- B. Slightly inflate the estimate in the traffic estimator during campaign setup.
- C. Use the estimate in the traffic estimator during campaign setup.
- D. Slightly inflate the average amount the account manager is willing to bid for this campaign.

**Answer: A**

Explanation:

D: Decide on the highest amount they're willing to pay for this campaign.

The tCPM bid should reflect the maximum amount the advertiser is willing to pay for 1,000 impressions.

It should be based on the value of reaching the target audience and the campaign's budget.

Traffic estimators can be useful, but the final decision should be based on the advertiser's maximum willingness to pay.

### NEW QUESTION # 40

If your company used Reach Planner to forecast an awareness Video campaign, how should you set up the Video campaign to achieve similar reach to your media plan?

- A. By using Reach Planner from within your company's Google Analytics account so there are more insights to use in the plan.
- B. By using Reach Planner after the campaign's been active for a week so it has relevant data to create more accurate planning.
- C. By including keywords related to the company's products so Reach Planner can narrow down the campaign's settings.
- D. By making sure the frequency cap added to the Video campaign matches the frequency cap set in Reach Planner.

**Answer: D**

Explanation:

D: By making sure the frequency cap added to the Video campaign matches the frequency cap set in Reach Planner:Reach Planner forecasts are based on the settings you provide, including frequency caps.

Matching the frequency cap in your campaign ensures your actual reach aligns with the forecast.

The other options are not relevant to matching the forecast.

### NEW QUESTION # 41

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 consumers use online video to seek out the best deals on specific products and services.
- B. Because online video lets consumers quickly compare similar businesses at once.
- **C. Because consumers use online video for information gathering before making a purchase.**
- D. Because online video lets consumers browse large product and service inventories they may want to purchase from.

**Answer: C**

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 # 42**

A marketing manager is creating a Google Video campaign with a consideration goal and cost-per-view (CPV) bidding. What should they expect for their max CPV compared to their actual CPV?

- **A. Actual CPV is often less than max CPV because it's auction bidding.**
- B. Max CPV is often less than actual CPV because it's a reserve buy.
- C. Actual CPV is often less than max CPV because it's a reserve buy.
- D. Max CPV is often less than actual CPV because it's auction bidding.

**Answer: A**

Explanation:

B: Actual CPV is often less than max CPV because it's auction bidding. In a CPV bidding auction, you set the maximum amount you're willing to pay for a view (max CPV).

The actual CPV you pay is determined by the auction, and you'll often pay less than your max CPV to win the auction.

Auctions are dynamic, and the price you pay depends on the competition.

Reserve buys are not used for CPV bidding.

#### **NEW QUESTION # 43**

An account manager is setting up a Video campaign to grow consideration. What ad formats should they expect to run?

- A. Non-skippable in-stream ads and mastheads
- B. Skippable in-stream ads and bumper ads
- C. Non-skippable in-stream ads and in-feed video ads
- **D. Skippable in-stream ads and in-feed video ads**

**Answer: D**

Explanation:

D: Skippable in-stream ads and in-feed video ads:

Skippable in-stream ads allow for longer-form content and storytelling, which is ideal for consideration.

In-feed video ads appear in YouTube search results and watch next feeds, capturing users actively seeking information.

Bumper ads are too short to convey detailed information, and mastheads are used for large scale awareness.

#### **NEW QUESTION # 44**

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