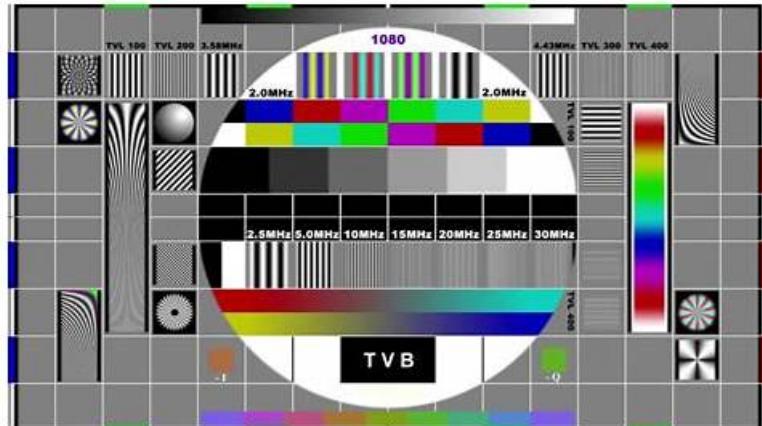


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>> Reliable Google-Ads-Video Test Pattern <<

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

Topic	Details
Topic 1	<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 2	<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 3	<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 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>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 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>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 8	<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 9	<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 10	<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 11	<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 12	<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 13	<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>

## Google Ads Video Professional Assessment Exam Sample Questions (Q45-Q50):

### NEW QUESTION # 45

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. Add as much diverse imagery and language as possible throughout the ad to hold the viewer's attention.
- C. Explain the company's background during the first half of their video.
- D. Address the viewer's desire for food in the first five to 10 seconds of the video.**

**Answer: D**

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 # 46

Your Google Video campaign is driving awareness of a new service your company will soon release, and you're considering inflating your target cost-per-thousand impressions (tCPM) bid to achieve that goal. Why should you avoid inflating the tCPM bid for your new campaign? 1

- A. Because inflation could result in the budget depleting faster without increasing unique reach.
- B. Because inflation might cause too many impressions of the same ads to serve to the same users.
- C. Because inflation may prevent other campaigns in the account from running for the entirety of their ad schedules.
- D. Because inflation will likely result in the targeting of irrelevant demographics and placements.

**Answer: B**

Explanation:

A: Because inflation might cause too many impressions of the same ads to serve to the same users.

Inflating the tCPM bid can lead to excessive frequency, where the same users see your ads too many times, resulting in ad fatigue and potential annoyance.

While option B is also a potential issue, option A is the primary reason to avoid inflating tCPM.

#### NEW QUESTION # 47

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 # 48

After running successful Search and Display campaigns to drive action, you've decided to run a Video campaign with the same objective. Why should you keep the Video campaign in the same account as the other campaigns?

- A. Because the Video campaign will automatically use assets from the other campaigns.
- B. Because it prevents Google Ads from double-counting conversions.
- C. Because it'll allow for faster approval by the system for new ads.
- D. Because more campaign extensions will be available for the Video campaign.

**Answer: B**

Explanation:

C: Because it prevents Google Ads from double-counting conversions.

Keeping campaigns in the same account enables Google Ads to accurately track conversions across different campaign types and avoid attributing the same conversion to multiple sources.

This ensures accurate reporting and optimization.

## NEW QUESTION # 49

A consumer goods company wants to build awareness and recall for their brand. How can a Google Video campaign help achieve this goal?

- A. By reaching potential customers in decision making moments.
- **B. By reaching potential customers and keeping the brand top of mind.**
- C. By influencing potential customers in opinion shaping moments.
- D. By surfacing comparisons to potential customers in similar businesses.

### Answer: B

Explanation:

D: By reaching potential customers and keeping the brand top of mind.

Awareness campaigns aim to increase brand recognition and recall.

Google Video campaigns help reach a broad audience and reinforce brand messaging.

The other options describe other marketing goals.

## NEW QUESTION # 50

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