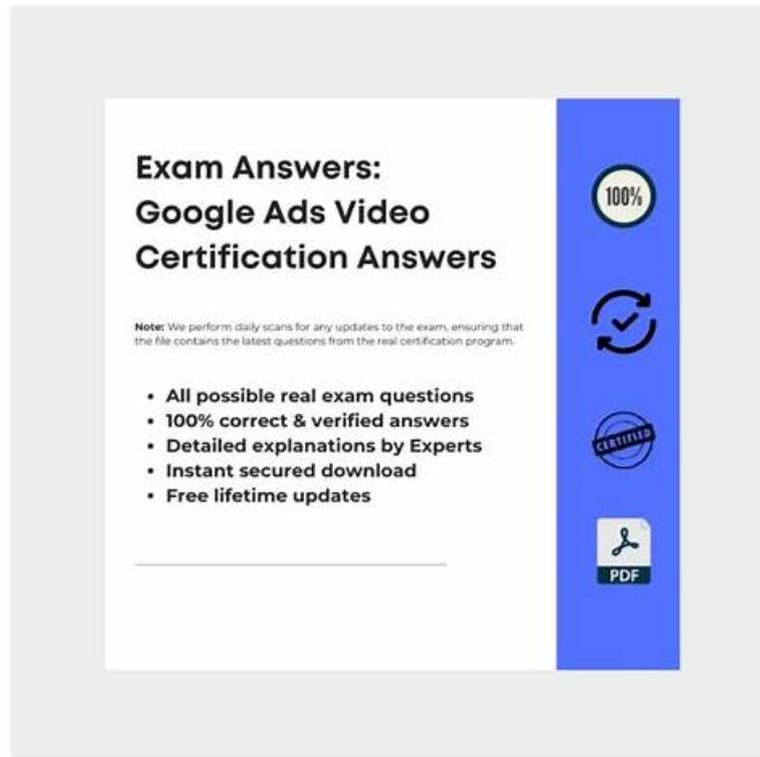


Exam Google-Ads-Video Topics, Exam Google-Ads-Video Review



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

NEW QUESTION # 20

A clothing store owner who wants to drive awareness to a new product line that's being launched has created a Google Video campaign with no marketing goal selected. The owner wants to get as many impressions as possible from their bidding strategy. What bidding strategy should they employ to achieve this marketing objective?

- A. Target CPM
- B. Maximum CPV
- C. Maximize Conversions
- D. Maximum CPV

Answer: A

Explanation:

D: Target CPM

Target CPM (tCPM) bidding optimizes bids to maximize impressions within the target cost per thousand impressions. This ensures the campaign reaches a broad audience relevant to the brand awareness goal.

NEW QUESTION # 21

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

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

Answer: D

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 # 22

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

Answer: B

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 # 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. Masthead ads and bumper ads
- B. Masthead ads and non-skippable in-stream ads
- C. Skippable in-stream ads and bumper ads
- D. Skippable in-stream ads and non-skippable in-stream ads

Answer: C

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

Answer: A

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 # 25

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