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

Topic	Details
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Topic 1	<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 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>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 4	<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 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>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 7	<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 8	<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 9	<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 10	<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 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>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.</li> </ul>
Topic 13	<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 14	<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 15	<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 16	<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>

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

### NEW QUESTION # 20

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

**Answer: C**

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 # 21

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

**Answer: B**

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 # 22

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

**Answer: D**

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 # 23

What audience strategy should the account manager at a boat company use when creating their first Google Video campaign to reach people who are already interested in purchasing a boat?

- A. In-Market
- B. Demographics and Detailed Demographics
- C. Life Events
- D. Affinity Audiences

**Answer: A**

Explanation:

A: In-Market:

In-Market audiences target users who are actively researching and considering purchasing products or services within a specific category.

This is ideal for reaching people who are already interested in buying a boat.

The other options are useful for broader targeting but don't capture purchase intent as directly.

### NEW QUESTION # 24

To find out how users' interactions with your video ads leads to product sales, what feature of Video action campaign would you use?

- A. You'd use smart bidding.
- B. You'd use conversion tracking.
- C. You'd use click-through rate.
- D. You'd use Custom Intent Audiences.

**Answer: B**

Explanation:

A: You'd use conversion tracking.

Conversion tracking allows you to measure the specific actions users take after interacting with your ads, such as product sales. This provides insights into the effectiveness of your video ads in driving conversions.

The other options are not directly related to measuring sales.

### NEW QUESTION # 25

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