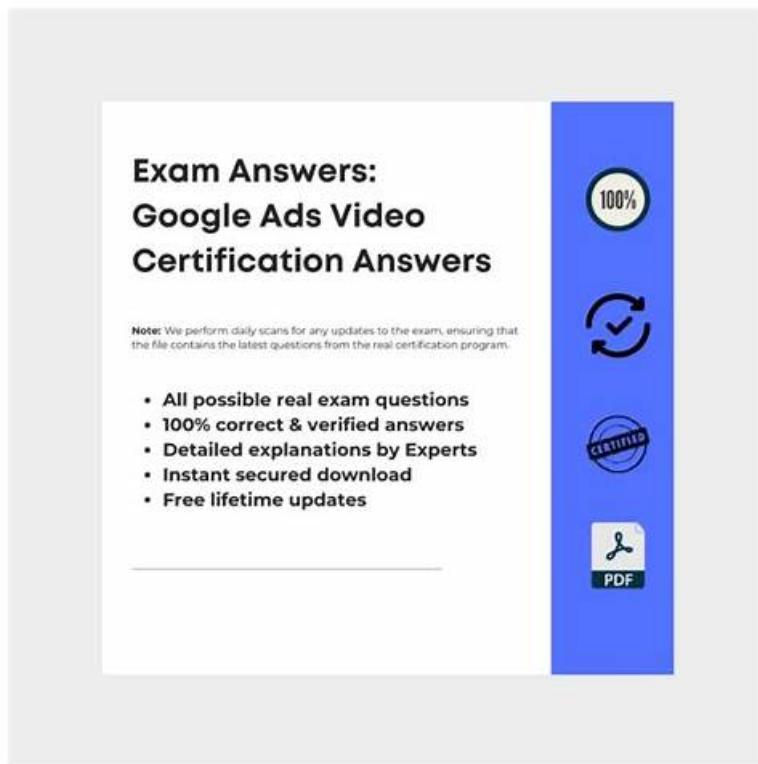


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Google Ads Video Professional Assessment Exam Sample Questions (Q30-Q35):

NEW QUESTION # 30

You want to get recommendations for features, settings, and solutions for your Google Video campaign. How can you get the information you need when setting up a campaign?

- A. By selecting a campaign goal.
- B. By setting up a budget for the new campaign.
- C. By uploading at least one video to YouTube.
- D. By linking Google Ads to your YouTube channel.

Answer: A

Explanation:

D: By selecting a campaign goal.

Choosing a campaign goal informs Google Ads about your marketing objectives.

This allows Google Ads to provide relevant recommendations for features, settings, and solutions.

The other options are necessary steps, but selecting a goal is the primary driver for recommendations.

NEW QUESTION # 31

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

Answer: A

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 # 32

You tried using Reach Planner to create a forecast for your new awareness Video campaign, but the campaign results were very different from the media plan numbers provided by the Reach Planner forecast. Why did this mismatch occur between campaign results and forecast data?

- A. Because Reach Planner forecasts aren't compatible with awareness campaigns.
- B. Because you used Reach Planner during the least optimal time of day.
- C. Because Reach Planner forecasts aren't compatible with Video campaigns for any marketing objective.
- D. Because you built a campaign that didn't match the plan settings in Reach Planner.

Answer: D

Explanation:

B: Because you built a campaign that didn't match the plan settings in Reach Planner.

Reach Planner forecasts are based on the settings you input, such as budget, targeting, and frequency.

If the actual campaign settings differ, the results will also differ.

Reach Planner is compatible with video campaigns, including awareness campaigns.

NEW QUESTION # 33

Using a Video action campaign, a retailer is setting up conversion tracking to measure the campaign results.

Although the important user interactions that create conversions are already being captured, the retailer isn't sure what other tracking events they might obtain. How can they further optimize their campaign?

- A. They can implement automatic placements from their existing Display campaign.
- B. They can set bumper ads as their preferred ad type.
- C. They can use 10 to 15 of the highest converting key words from your Search campaign.
- D. They can disable non-skippable in-stream ads.

Answer: C

Explanation:

C: They can use 10 to 15 of the highest converting key words from your Search campaign.

Using high-performing keywords from Search campaigns in Custom Audiences ensures you reach users with proven interest in your products.

This will increase the amount of conversions that are tracked.

NEW QUESTION # 34

A marketing manager wants to reach and engage with potential customers via a Google Video campaign.

What first step do they need to complete to get started?

- A. Link Google Ads to their YouTube channel.
- B. Build a list of relevant keywords.
- C. Install a video code on their website.
- D. Prepare a manual bidding strategy.

Answer: A

Explanation:

B: Link Google Ads to their YouTube channel.

Linking the Google Ads account to the YouTube channel is essential for running video campaigns.

It allows for uploading and managing video ads, as well as tracking performance.

The other steps are important but come after linking the accounts.

NEW QUESTION # 35

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