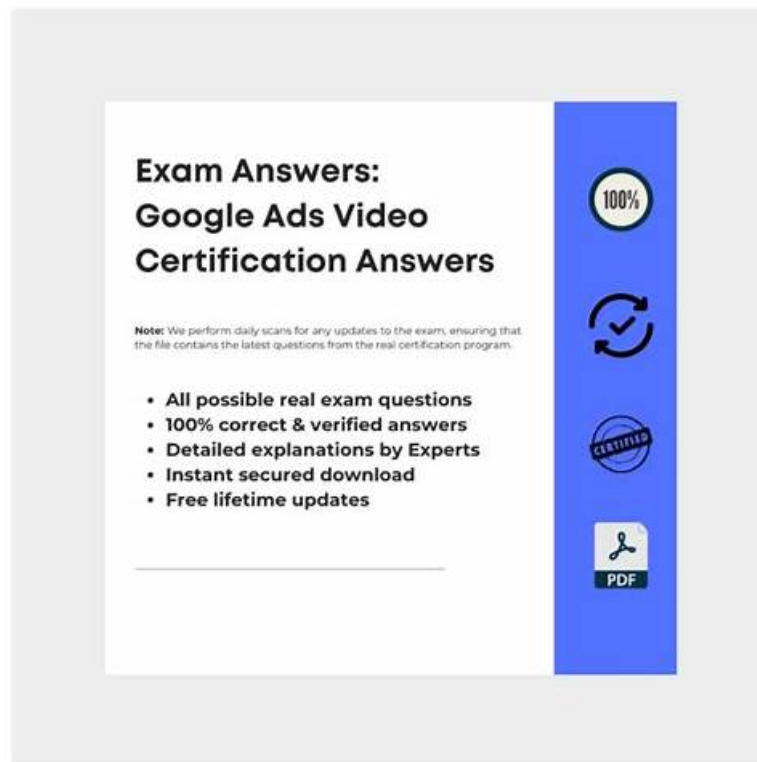


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Google Google-Ads-Video Exam Syllabus Topics:

Topic	Details

Topic 1	• 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.
Topic 2	• 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.
Topic 3	• Optimize Video Action Campaigns: This part evaluates the expertise of Optimization Specialists in improving action-oriented video campaigns over time. It covers techniques for enhancing campaign efficiency and achieving better results through iterative adjustments.
Topic 4	• 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.
Topic 5	• 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.
Topic 6	• 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.
Topic 7	• 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.
Topic 8	• 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.
Topic 9	• 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.
Topic 10	• 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.
Topic 11	• 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.

Google Ads Video Professional Assessment Exam Sample Questions (Q47-Q52):

NEW QUESTION # 47

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 # 48

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

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 # 49

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 making sure the frequency cap added to the Video campaign matches the frequency cap set in Reach Planner.**
- C. By using Reach Planner after the campaign's been active for a week so it has relevant data to create more accurate planning.
- D. By including keywords related to the company's products so Reach Planner can narrow down the campaign's settings.

Answer: B

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 # 50

For a new awareness Google Video campaign that uses custom audiences, you're considering overlaying Demographics and Detailed Demographics with Custom Audiences. Why should you keep the two audience solutions separate?

- **A. In order to make sure the reach of the campaign won't become restricted.**
- B. In order to make sure there's no limit on the types of video formats served.
- C. In order to avoid having the campaign not run at all.
- D. In order to prevent the average cost-per-view from increasing.

Answer: A

Explanation:

A: In order to make sure the reach of the campaign won't become restricted.

Overlaying multiple audience targeting options can narrow down the audience too much, limiting reach.

Keeping them separate allows for broader targeting and better reach.

The other options are not the primary reason to keep audience solutions separate.

NEW QUESTION # 51

Your main goal is to drive sales through your company's website, and you've been advised to track conversion events like page visits and adding to cart. Why is tracking those lighter conversion events advisable?

- A. It's advisable because they create greater loyalty among customers.
- **B. It's advisable because they can be predictive of a full sale.**
- C. It's advisable because they help increase brand awareness.
- D. It's advisable because they have the same value as a primary conversion.

Answer: B

Explanation:

D: It's advisable because they can be predictive of a full sale: These "lighter" conversions (micro-conversions) indicate user interest and engagement, which often lead to final sales.

Tracking these events provides valuable insights into the customer journey and helps optimize campaigns.

The other options are not the primary reason to track micro-conversions.

NEW QUESTION # 52

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