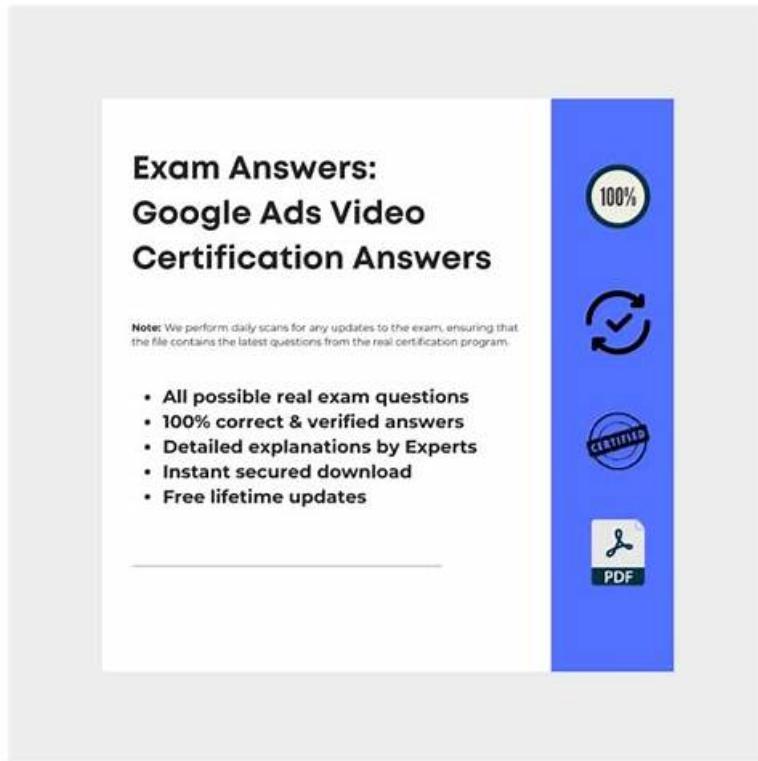


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Google Ads Video Professional Assessment Exam Sample Questions (Q48-Q53):

NEW QUESTION # 48

After relying on word-of-mouth marketing for years, a family-owned restaurant decides to try a Video campaign to attract catering contracts. They believe a leads campaign goal would be best for that marketing objective. What other action should the restaurant take to make sure their campaign is effective?

- A. They should enable Google Ads conversion tracking.
- B. They should use the contact form to ask where potential customers learned about the restaurant.
- C. They should cross-check their ad schedule against when they received leads.
- D. They should ask their customers whether they've seen the videos.

Answer: A

Explanation:

C: They should enable Google Ads conversion tracking.

Conversion tracking is essential for measuring the effectiveness of a leads campaign.

It allows the restaurant to see which ads and keywords are driving leads, enabling them to optimize their campaign.

While option D is useful, tracking conversions is the core first step.

NEW QUESTION # 49

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 non-skippable in-stream ads
- B. Skippable in-stream ads and non-skippable in-stream ads
- C. Skippable in-stream ads and bumper ads
- D. Masthead ads and bumper 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 # 50

Which of the following accurately describes a primary benefit of Video action campaigns?

- A. They expand campaigns to run on more places, on and off YouTube, and drive more conversions while still optimizing for the lowest CPV.
- B. They simplify campaigns to run on only on YouTube and drive more conversions while still optimizing for the lowest CPA.
- C. They expand campaigns to run on more places, on and off YouTube, and drive more conversions while still optimizing for the lowest CPA.
- D. They simplify campaigns to run on only on YouTube and drive more conversions while still optimizing for the lowest CPV.

Answer: C

Explanation:

B: They expand campaigns to run on more places, on and off YouTube, and drive more conversions while still optimizing for the lowest CPA. Video action campaigns are designed to maximize conversions by running ads across YouTube and Google video partners.

These campaigns use automated bidding to optimize for the lowest cost-per-acquisition (CPA).

NEW QUESTION # 51

A winery is preparing a Video action campaign intended to attract customers to their website for their holiday sale. Which of the following creative best practices should they implement to encourage consumer interaction?

- A. Add location extensions to focus on selected geographic locations.

- B. Link your Google Ads account to your Google Merchant Center account.
- C. Have a clear call-to-action such as "Learn more."
- D. Reach a broad audience with Dynamic video ads.

Answer: C

Explanation:

C: Have a clear call-to-action such as "Learn more." A clear call-to-action (CTA) directly prompts viewers to take the desired action, such as visiting the website.

This is essential for driving conversions in a Video action campaign.

While other options might be useful in certain scenarios, a clear CTA is a fundamental best practice.

NEW QUESTION # 52

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 might cause too many impressions of the same ads to serve to the same users.
- C. Because inflation could result in the budget depleting faster without increasing unique reach.
- 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 # 53

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However, you should keep in mind that to get success in the Google-Ads-Video certification exam is not a simple and easy task. A lot of effort, commitment, and in-depth Google Ads Video Professional Assessment Exam (Google-Ads-Video) exam questions preparation is required to pass this Google-Ads-Video Exam. For the complete and comprehensive Google Ads Video Professional Assessment Exam (Google-Ads-Video) exam dumps preparation you can trust valid, updated, and Google-Ads-Video Questions which you can download from the Real4test platform quickly and easily.

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