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

Topic	Details
Topic 1	<ul style="list-style-type: none"><li>• Evaluate Performance with Awareness Measurement Solutions: This part tests the skills of Performance Analysts in assessing the effectiveness of awareness campaigns using measurement tools. It highlights methods for tracking key metrics and optimizing campaign outcomes.</li></ul>
Topic 2	<ul style="list-style-type: none"><li>• 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.</li></ul>
Topic 3	<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 4	<ul style="list-style-type: none"><li>• 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.</li></ul>

Topic 5	<ul style="list-style-type: none"> <li>• <b>Create Video Campaigns for Awareness:</b> 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 6	<ul style="list-style-type: none"> <li>• <b>Get to Know Awareness Video Ad Formats:</b> 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 7	<ul style="list-style-type: none"> <li>• <b>Get to Know Action Video Ad Formats:</b> 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 8	<ul style="list-style-type: none"> <li>• <b>Prioritize Marketing Objectives on YouTube:</b> 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 9	<ul style="list-style-type: none"> <li>• <b>Explore Audience Solutions for Consideration Goals:</b> 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 10	<ul style="list-style-type: none"> <li>• <b>Understand the Importance of Video Creative Effectiveness:</b> 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 11	<ul style="list-style-type: none"> <li>• <b>Evaluate Performance with Consideration Measurement Solutions:</b> This domain tests the expertise of Performance Analysts in analyzing consideration campaign results using measurement tools. It focuses on tracking metrics that reflect audience interest and campaign effectiveness.</li> </ul>
Topic 12	<ul style="list-style-type: none"> <li>• <b>Create Video Campaigns for Consideration:</b> 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>

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## Google Ads Video Professional Assessment Exam Sample Questions (Q13-Q18):

### NEW QUESTION # 13

After running successful Search and Display campaigns to drive action, you've decided to run a Video campaign with the same objective. Why should you keep the Video campaign in the same account as the other campaigns?

- A. Because the Video campaign will automatically use assets from the other campaigns.
- **B. Because it prevents Google Ads from double-counting conversions.**
- C. Because it'll allow for faster approval by the system for new ads.
- D. Because more campaign extensions will be available for the Video campaign.

**Answer: B**

Explanation:

C: Because it prevents Google Ads from double-counting conversions.

Keeping campaigns in the same account enables Google Ads to accurately track conversions across different campaign types and avoid attributing the same conversion to multiple sources.

This ensures accurate reporting and optimization.

#### NEW QUESTION # 14

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

**Answer: B**

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 # 15

If the marketing goal of your Google Video campaign is product and brand consideration, what solutions should you use to effectively achieve that goal?

- A. Skippable in stream ads and CPM bidding
- B. Bumper ads and CPV bidding
- C. Bumper ads and CPM bidding
- **D. Skippable in stream ads and CPV bidding**

**Answer: D**

Explanation:

C: Skippable in stream ads and CPV bidding

Skippable in-stream ads allow for longer form content, which is needed for product and brand consideration.

CPV bidding allows payment to only occur when a user watches the add.

#### NEW QUESTION # 16

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 including keywords related to the company's products so Reach Planner can narrow down the campaign's settings.
- B. By using Reach Planner from within your company's Google Analytics account so there are more insights to use in the plan.
- **C. By making sure the frequency cap added to the Video campaign matches the frequency cap set in Reach Planner.**
- D. By using Reach Planner after the campaign's been active for a week so it has relevant data to create more accurate planning.

**Answer: C**

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 # 17

A florist chain is looking to generate as much awareness as they can before their special roses go into bloom. They only have two and a half weeks to achieve this with the assistance of a Google Video campaign using "Brand awareness and reach" as the campaign goal. Which budget type should the florist chain use, and why?

- A. 'Campaign total,' because Google Ads will try to spend their total budget evenly over the duration of their campaign.
- **B. 'Daily,' because Google Ads will spend their total budget faster than 'Campaign total' will.**
- C. 'Campaign total,' because Google Ads will spend their total budget faster than daily will.
- D. 'Daily,' because Google Ads will try to spend their total budget evenly over the duration of their campaign.

**Answer: B**

Explanation:

B: 'Daily,' because Google Ads will spend their total budget faster than 'Campaign total' will. Using a daily budget allows Google Ads to spend your budget more aggressively each day, maximizing impressions within the limited timeframe.

A campaign total budget will try to distribute the budget evenly, which is not ideal for a short, high-impact campaign.

### NEW QUESTION # 18

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Google Certified professionals are often more sought after than their non-certified counterparts and are more likely to earn higher salaries and promotions. Moreover, cracking the Google Ads Video Professional Assessment Exam (Google-Ads-Video) exam helps to ensure that you stay up to date with the latest trends and developments in the industry, making you more valuable assets to your organization.

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