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Google Google-Ads-Video Exam Syllabus Topics:

Topic	Details
Topic 1	Evaluate Performance with Consideration Measurement Solutions: 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.
Topic 2	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.

Topic 3	Discover Google's ABCDs of Effective Creative: This domain measures the skills of Creative Strategists in applying Google's ABCDs framework to create impactful video ads that resonate with audiences and achieve marketing goals effectively across various campaign types.
Topic 4	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.
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 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.
Topic 7	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.
Topic 8	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 9	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 10	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.
Topic 11	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 12	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 13	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.

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

NEW QUESTION # 47

An account manager has been running a Video action campaign for two weeks and still has 30% of his budget remaining. What should he do to increase delivery until the campaign is outside the budget cap?

- A. Change the bid strategy to CPM
- **B. Change the frequency settings**
- C. Add skippable in stream ads
- D. Add Contextual audiences

Answer: B

Explanation:

B: Change the frequency settings

By increasing the frequency settings, the campaign will show the add to users more often, therefore spending more of the budget. This is the best way to increase delivery.

NEW QUESTION # 48

An account manager is creating a forecast for an awareness Video campaign with the help of Reach Planner.

Why should they use Reach Planner in the same account where they expect to run the planned campaign?

- A. It'll pull data from Google Analytics for consideration when making forecasts.
- **B. It'll analyze the historical performance of shared features, such as negative keyword lists.**
- C. Their default campaign preferences will automatically install into each plan.
- D. Their plans will save to one place in the interface for easier analysis.

Answer: B

Explanation:

B: It'll analyze the historical performance of shared features, such as negative keyword lists.

Using Reach Planner in the same account allows it to leverage historical data, including shared features like negative keywords, for more accurate forecasts.

This ensures the forecast is based on relevant account data.

The other options are not the primary reason to use Reach Planner in the same account.

NEW QUESTION # 49

Which audience solution would you use to reach male users who are 18 to 24 years old with the help of a Google Video campaign?

- A. Life Events
- B. Affinity Audiences
- **C. Demographics and Detailed Demographics**
- D. Custom Audiences

Answer: C

Explanation:

Comprehensive and Detailed Demographics

A: Demographics and Detailed Demographics

Demographics targeting allows you to reach users based on age, gender, parental status, and household income.

This is the most direct way to reach a specific demographic group like males aged 18 to 24.

The other audience solutions do not directly target age and gender in the same way.

NEW QUESTION # 50

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

Answer: C

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 # 51

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 set bumper ads as their preferred ad type.
- B. They can implement automatic placements from their existing Display campaign.
- 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 # 52

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