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Once our professionals find the relevant knowledge on the Google-Ads-Video exam questions, then the whole research groups will pick out the knowledge points according to the test syllabus. Also, they will also compile some questions about the Google-Ads-Video practice materials in terms of their experience. Now, we have successfully summarized all knowledge points in line with the Google-Ads-Video outline. And meanwhile, we keep a close eye on the changes of the exam to make sure what you buy are the latest and valid.

Google Ads Video Professional Assessment Exam Sample Questions (Q28-Q33):

NEW QUESTION # 28

A Google Video campaign with "brand awareness and reach" selected as the campaign goal automatically uses target cost-per-thousand impressions (tCPM) as the bidding strategy. How does that benefit the campaign?

- A. By creating as many impressions as possible in line with the tCPM.
- B. By analyzing historical feedback and making adjustments to bids based on performance signals.
- **C. By optimizing bids to put the campaign's message in front of as many relevant people as possible.**
- D. By acquiring as many clicks as possible according to the daily budget that's been set.

Answer: C

Explanation:

A: By optimizing bids to put the campaign's message in front of as many relevant people as possible.

Target CPM (tCPM) bidding optimizes bids to maximize reach within the target cost per thousand impressions.

This ensures the campaign reaches a broad audience relevant to the brand awareness goal.

Options B, C, and D describe other bidding strategies or benefits.

NEW QUESTION # 29

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

Answer: A

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 # 30

If you want to generate leads for your business and it's your first time creating a Video action campaign, what ad formats should you expect to be used?

- A. Non-skippable in-stream ads and in-feed video ads
- **B. Skippable in-stream ads and in-feed video ads**
- C. Non-skippable in-stream ads and bumper ads
- D. Skippable in-stream ads and bumper ads

Answer: B

Explanation:

B: Skippable in-stream ads and in-feed video ads:

Skippable in-stream ads allow for longer-form content to explain the value proposition and encourage lead generation.

In-feed video ads capture users actively searching for information, increasing the likelihood of lead generation.

Bumper ads are too short to effectively generate leads.

NEW QUESTION # 31

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

Answer: D

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 # 32

A fitness studio has created a Video campaign and wants to measure their consideration campaign with the help of a Brand Lift study. At what point should the fitness studio set up the study in order to create optimal control and exposed groups?

- A. After the campaign's end date has been met.
- B. After two weeks of the campaign first serving impressions.
- C. Once the campaign first begins to start serving impressions.
- **D. Before the campaign serves any impressions.**

Answer: D

Explanation:

C: Before the campaign serves any impressions: Brand Lift studies require a control group (users who don't see your ads) and an exposed group (users who do).

Setting up the study before the campaign starts allows Google to properly establish these groups, ensuring accurate measurement.

Starting the study after impressions serve will not produce accurate data.

NEW QUESTION # 33

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