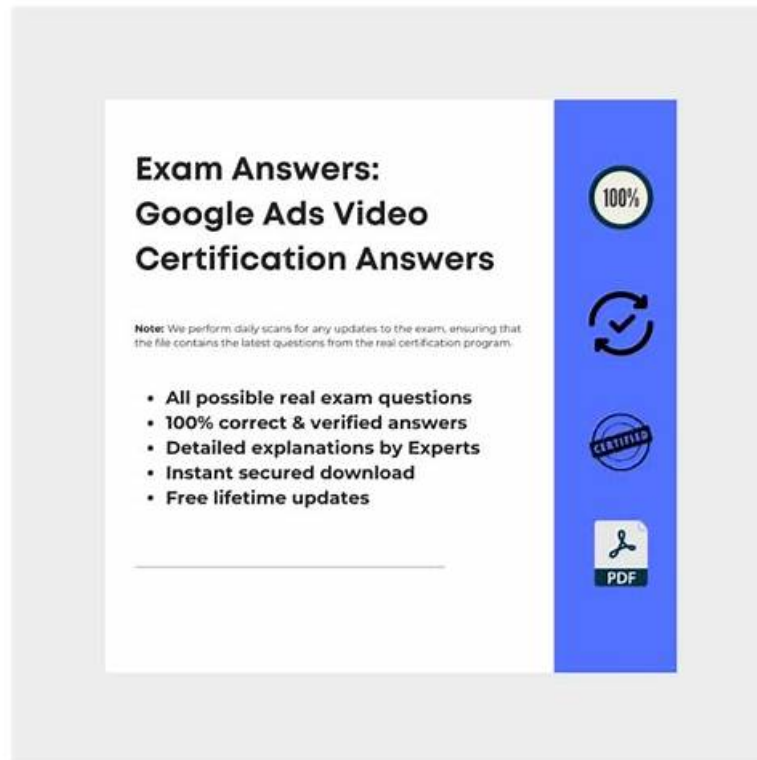


Google-Ads-Video New Practice Materials - Google-Ads-Video Valid Exam Objectives



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Google Google-Ads-Video Exam Syllabus Topics:

Topic	Details
Topic 1	<ul style="list-style-type: none">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 2	<ul style="list-style-type: none">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.
Topic 3	<ul style="list-style-type: none">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 4	<ul style="list-style-type: none">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.

Topic 5	<ul style="list-style-type: none"> • 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 6	<ul style="list-style-type: none"> • 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 7	<ul style="list-style-type: none"> • 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 8	<ul style="list-style-type: none"> • 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.
Topic 9	<ul style="list-style-type: none"> • 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 10	<ul style="list-style-type: none"> • 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 11	<ul style="list-style-type: none"> • 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 12	<ul style="list-style-type: none"> • 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 13	<ul style="list-style-type: none"> • 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.

>> Google-Ads-Video New Practice Materials <<

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Google Ads Video Professional Assessment Exam Sample Questions (Q15-Q20):

NEW QUESTION # 15

You tried using Reach Planner to create a forecast for your new awareness Video campaign, but the campaign results were very different from the media plan numbers provided by the Reach Planner forecast. Why did this mismatch occur between campaign results and forecast data?

- A. Because Reach Planner forecasts aren't compatible with awareness campaigns.

- **B. Because you built a campaign that didn't match the plan settings in Reach Planner.**
- C. Because Reach Planner forecasts aren't compatible with Video campaigns for any marketing objective.
- D. Because you used Reach Planner during the least optimal time of day.

Answer: B

Explanation:

B: Because you built a campaign that didn't match the plan settings in Reach Planner.

Reach Planner forecasts are based on the settings you input, such as budget, targeting, and frequency.

If the actual campaign settings differ, the results will also differ.

Reach Planner is compatible with video campaigns, including awareness campaigns.

NEW QUESTION # 16

An account manager is trying to determine a target cost-per-thousand impressions (tCPM) bid for their new awareness Video campaign, but they're unsure what to base the figure on. What's a valid way for them to determine the tCPM for the business new Video campaign?

- **A. Decide on the highest amount they're willing to pay for this campaign**
- B. Slightly inflate the estimate in the traffic estimator during campaign setup.
- C. Slightly inflate the average amount the account manager is willing to bid for this campaign.
- D. Use the estimate in the traffic estimator during campaign setup.

Answer: A

Explanation:

D: Decide on the highest amount they're willing to pay for this campaign.

The tCPM bid should reflect the maximum amount the advertiser is willing to pay for 1,000 impressions.

It should be based on the value of reaching the target audience and the campaign's budget.

Traffic estimators can be useful, but the final decision should be based on the advertiser's maximum willingness to pay.

NEW QUESTION # 17

An account manager is setting up a Video campaign to grow consideration. What ad formats should they expect to run?

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

Answer: A

Explanation:

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

Skippable in-stream ads allow for longer-form content and storytelling, which is ideal for consideration.

In-feed video ads appear in YouTube search results and watch next feeds, capturing users actively seeking information.

Bumper ads are too short to convey detailed information, and mastheads are used for large scale awareness.

NEW QUESTION # 18

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

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 # 19

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 will likely result in the targeting of irrelevant demographics and placements.
- B. Because inflation may prevent other campaigns in the account from running for the entirety of their ad schedules.
- C. Because inflation could result in the budget depleting faster without increasing unique reach.
- **D. Because inflation might cause too many impressions of the same ads to serve to the same users.**

Answer: D

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 # 20

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