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Google Ads Video Professional Assessment Exam Sample Questions (Q50-Q55):

NEW QUESTION # 50

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

Answer: C

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 # 51

You're using Custom Audiences for a Video action campaign. How can you get the most value from that audience solution?

- A. By disabling non-skippable in-stream ads.
- B. By implementing automatic placements from your existing Display campaign.
- C. By using 10 to 15 of the highest converting keywords from your Search campaign.
- D. By setting bumper ads as your preferred ad format for the campaign.

Answer: C

Explanation:

A: By using 10 to 15 of the highest converting keywords from your Search campaign.

Custom Audiences allow you to target users based on their search activity.

Using high-performing keywords from Search campaigns ensures you reach users with proven interest in your products.

The other options don't leverage the power of search intent.

NEW QUESTION # 52

You want to get recommendations for features, settings, and solutions for your Google Video campaign. How can you get the information you need when setting up a campaign?

- A. By uploading at least one video to YouTube.
- B. By selecting a campaign goal.
- C. By setting up a budget for the new campaign.
- D. By linking Google Ads to your YouTube channel.

Answer: B

Explanation:

D: By selecting a campaign goal.

Choosing a campaign goal informs Google Ads about your marketing objectives.

This allows Google Ads to provide relevant recommendations for features, settings, and solutions.

The other options are necessary steps, but selecting a goal is the primary driver for recommendations.

NEW QUESTION # 53

If the marketing manager of a catering company is focusing on driving as many orders as possible on a weekly basis with a Video action campaign, which of the following creative implementations should they use?

- A. Explain the company's background during the first half of their video.
- B. Address the viewer's desire for food in the first five to 10 seconds of the video.
- C. Add as much diverse imagery and language as possible throughout the ad to hold the viewer's attention.
- D. Use "Sign up to our newsletter" as the primary call to action.

Answer: B

NEW QUESTION # 54

Your main goal is to drive sales through your company's website, and you've been advised to track conversion events like page visits and adding to cart. Why is tracking those lighter conversion events advisable?

- A. It's advisable because they create greater loyalty among customers.
- B. It's advisable because they have the same value as a primary conversion.
- C. It's advisable because they help increase brand awareness.
- D. It's advisable because they can be predictive of a full sale.

Answer: D

Explanation:

D: It's advisable because they can be predictive of a full sale: These "lighter" conversions (micro-conversions) indicate user interest and engagement, which often lead to final sales.

Tracking these events provides valuable insights into the customer journey and helps optimize campaigns.

The other options are not the primary reason to track micro-conversions.

NEW QUESTION # 55

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