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Google Ads Video Professional Assessment Exam Sample Questions (Q18-Q23):

NEW QUESTION #18

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. Non-skippable in-stream ads and bumper ads

- C. Skippable in-stream ads and in-feed video ads
- D. Skippable in-stream ads and bumper ads

Answer: C

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 #19

A winery is preparing a Video action campaign intended to attract customers to their website for their holiday sale. Which of the following creative best practices should they implement to encourage consumer interaction?

- A. Reach a broad audience with Dynamic video ads.
- B. Link your Google Ads account to your Google Merchant Center account.
- C. Add location extensions to focus on selected geographic locations.
- D. Have a clear call-to-action such as "Learn more."

Answer: D

Explanation:

C: Have a clear call-to-action such as "Learn more." A clear call-to-action (CTA) directly prompts viewers to take the desired action, such as visiting the website.

This is essential for driving conversions in a Video action campaign.

While other options might be useful in certain scenarios, a clear CTA is a fundamental best practice.

NEW OUESTION #20

A business owner wants to measure the unique reach and frequency in their awareness Video campaign. What insight will they glean?

- A. They'll get to see the terms people were searching for when seeing their ads.
- B. They'll measure lift and ad recall metrics, which are closer to marketing goals than traditional metrics like clicks and impressions.
- C. They'll evaluate media efficiency by measuring the share of impressions the user may have a chance to see.
- D. They'll see how many ads served to how many people and how many times, across devices and formats.

Answer: D

Explanation:

C: They'll see how many ads served to how many people and how many times, across devices and formats.

Unique reach and frequency metrics provide insights into the number of unique users reached and the average number of times they saw the ads.

This helps understand the effectiveness of the campaign in reaching the target audience.

The other options describe other metrics or analyses.

NEW QUESTION #21

A marketing manager has multiple video assets to work with and wants to create a Google Video campaign to grow interest in a product with as many relevant people as possible. What action should they take to help achieve this goal?

- A. Use video ad sequencing and target CPM bidding.
- B. Use bumper ads on competitive video content.
- C. Select the best creative asset and run a single ad.
- D. Use masthead ads for a major sales promotion.

Answer: A

Explanation:

B: Use video ad sequencing and target CPM bidding: Video ad sequencing allows you to tell a story across multiple video ads, guiding users through a narrative and increasing engagement.

Target CPM (tCPM) bidding optimizes your bids to show your ads to as many relevant people as possible within your target cost per thousand impressions.

Combining these strategies maximizes reach and interest by presenting a coherent story to a broad audience.

Option A is incorrect because using one asset limits reach and engagement. Option C and D are incorrect because masthead ads are expensive and best for large scale awareness, and bumper ads are too short to grow interest.

NEW QUESTION #22

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

Answer: D

Explanation:

B: Address the viewer's desire for food in the first five to 10 seconds of the video.

Capturing attention quickly is crucial for driving immediate action.

Addressing the viewer's desire for food at the beginning increases the likelihood of them placing an order.

The other options are not as effective for immediate conversion.

NEW QUESTION #23

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