

Google-Ads-Video Test Lab Questions - Google-Ads-Video Vce Files



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Google Google-Ads-Video Exam Syllabus Topics:

Topic	Details
Topic 1	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 2	Create Video Campaigns for Consideration: This section evaluates the expertise of Video Campaign Managers in designing campaigns that encourage audience consideration of products or services. It focuses on creating compelling content that drives interest and engagement.
Topic 3	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 4	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 5	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 6	Understand the Importance of Video Creative Effectiveness: This section tests the knowledge of Creative Specialists in recognizing how effective video creatives impact campaign success across all objectives—awareness, consideration, and action—and drive better audience engagement rates.

Topic 7	• 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 8	• 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	• 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 10	• 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	• Create Video Campaigns for Action: This section measures the abilities of Action Campaign Managers in creating video campaigns that drive direct actions, such as purchases or sign-ups. It emphasizes strategies for motivating audiences to take immediate steps toward conversion goals.

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Google Ads Video Professional Assessment Exam Sample Questions (Q14-Q19):

NEW QUESTION # 14

What audience solution would you use if you were building a Google Video campaign for a music school that wanted to grow consideration for a new class tailored to advanced musicians?

- A. Life Events
- B. Customer Match
- **C. Custom Audiences**
- D. Affinity Audiences

Answer: C

Explanation:

A: Custom Audiences:

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

This is ideal for reaching advanced musicians by targeting relevant keywords and websites.

The other options are broader targeting solutions.

NEW QUESTION # 15

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

Answer: D

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 # 16

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 # 17

A marketing manager is creating a Google Video campaign with a consideration goal and cost-per-view (CPV) bidding. What should they expect for their max CPV compared to their actual CPV?

- A. Max CPV is often less than actual CPV because it's auction bidding.
- **B. Actual CPV is often less than max CPV because it's auction bidding.**
- C. Actual CPV is often less than max CPV because it's a reserve buy.
- D. Max CPV is often less than actual CPV because it's a reserve buy.

Answer: B

Explanation:

B: Actual CPV is often less than max CPV because it's auction bidding: In a CPV bidding auction, you set the maximum amount you're willing to pay for a view (max CPV).

The actual CPV you pay is determined by the auction, and you'll often pay less than your max CPV to win the auction.

Auctions are dynamic, and the price you pay depends on the competition.

Reserve buys are not used for CPV bidding.

NEW QUESTION # 18

What measurement solution should you use to measure the share of views your audience will have a chance to see in your awareness Video campaign?

- A. You should use Unique Reach and Frequency, which is accessible by contacting your Google team.
- B. You should use Active View, which is accessible only by contacting your Google team.
- **C. You should use Active View, which is accessible by adding appropriate columns to statistic tables.**
- D. You should use Unique Reach and Frequency, which is accessible by adding columns to your statistic.

Answer: C

Explanation:

