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In the past ten years, we have made many efforts to perfect our Google Google-Ads-Video study materials. Our Google-Ads-Video study questions cannot tolerate any small mistake. All staff has made great dedication to developing the Google Google-Ads-Video Exam simulation. Our professional experts are devoting themselves on the compiling and updating the exam materials.

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	• Drive Action with Video Bidding Solutions: This part tests the knowledge of Bidding Specialists in employing bidding solutions that maximize action-driven campaign results. It highlights strategies for achieving high conversion rates through effective bid management.
Topic 3	• 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 4	• 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 5	• 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 6	• 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 7	• 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 8	• Plan Awareness Video in Reach Planner: This domain evaluates the expertise of Media Planners in using Reach Planner to optimize video campaigns for awareness objectives. It focuses on forecasting campaign performance and maximizing reach effectively.
Topic 9	• 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.
Topic 10	• 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 11	• Discover Google's ABCDs of Effective Creative: This domain measures the skills of Creative Strategists in applying Google's ABCDs framework to create impactful video ads that resonate with audiences and achieve marketing goals effectively across various campaign types.
Topic 12	• 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 13	• 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 14	• 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.

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Google Ads Video Professional Assessment Exam Sample Questions (Q25-Q30):

NEW QUESTION # 25

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 making sure the frequency cap added to the Video campaign matches the frequency cap set in Reach Planner.**
- B. By using Reach Planner after the campaign's been active for a week so it has relevant data to create more accurate planning.
- C. By using Reach Planner from within your company's Google Analytics account so there are more insights to use in the plan.
- D. By including keywords related to the company's products so Reach Planner can narrow down the campaign's settings.

Answer: A

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 # 26

A consumer goods company wants to build awareness and recall for their brand. How can a Google Video campaign help achieve this goal?

- **A. By reaching potential customers and keeping the brand top of mind.**
- B. By surfacing comparisons to potential customers in similar businesses.
- C. By influencing potential customers in opinion shaping moments.
- D. By reaching potential customers in decision making moments.

Answer: A

Explanation:

D: By reaching potential customers and keeping the brand top of mind.

Awareness campaigns aim to increase brand recognition and recall.

Google Video campaigns help reach a broad audience and reinforce brand messaging.

The other options describe other marketing goals.

NEW QUESTION # 27

What audience strategy should the account manager at a boat company use when creating their first Google Video campaign to reach people who are already interested in purchasing a boat?

- A. Affinity Audiences
- **B. In-Market**
- C. Demographics and Detailed Demographics
- D. Life Events

Answer: B

Explanation:

A: In-Market:

In-Market audiences target users who are actively researching and considering purchasing products or services within a specific category.

This is ideal for reaching people who are already interested in buying a boat.

The other options are useful for broader targeting but don't capture purchase intent as directly.

NEW QUESTION # 28

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

- A. They'll evaluate media efficiency by measuring the share of impressions the user may have a chance to see.
- **B. They'll see how many ads served to how many people and how many times, across devices and formats.**
- C. They'll get to see the terms people were searching for when seeing their ads.

- D. They'll measure lift and ad recall metrics, which are closer to marketing goals than traditional metrics like clicks and impressions.

Answer: B

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 # 29

A clothing store owner who wants to drive awareness to a new product line that's being launched has created a Google Video campaign with no marketing goal selected. The owner wants to get as many impressions as possible from their bidding strategy. What bidding strategy should they employ to achieve this marketing objective?

- A. Maximum CPV
- B. Maximize Conversions
- C. Target CPM
- D. Maximum CPV

Answer: C

Explanation:

D: Target CPM

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

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

NEW QUESTION # 30

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