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Google Google-Ads-Video Exam Syllabus Topics:

Topic	Details
Topic 1	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 2	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 3	Optimize Video Action Campaigns: This part evaluates the expertise of Optimization Specialists in improving action-oriented video campaigns over time. It covers techniques for enhancing campaign efficiency and achieving better results through iterative adjustments.
Topic 4	Explore Audience Solutions for Awareness Goals: This part assesses the abilities of Audience Analysts in leveraging YouTube's audience solutions to achieve awareness goals. It covers tools and techniques for targeting relevant audiences to maximize campaign reach.
Topic 5	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 6	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 7	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 8	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 9	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 10	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 11	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 12	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 13	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 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.

Topic 15	• 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 16	• 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.

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

NEW QUESTION # 15

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. Actual CPV is often less than max CPV because it's a reserve buy.
- **B. Actual CPV is often less than max CPV because it's auction bidding.**
- C. Max CPV is often less than actual CPV because it's auction bidding.
- 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 # 16

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

Answer: C

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 # 17

After running a Google Video campaign for awareness with video ads that are 30 seconds long, you want to remarket to your audience with memorable, shorter video ads. What video ad format should you use to achieve this goal?

- A. In-feed video ads
- **B. Bumper ads**
- C. Masthead ads

- D. Non-skippable in-stream ads

Answer: B

Explanation:

D: Bumper ads: Bumper ads are 6-second, non-skippable video ads, ideal for delivering short, memorable messages.

They are perfect for remarketing and reinforcing brand recall after longer awareness campaigns.

Masthead ads are for large-scale awareness, non-skippable in-stream ads are longer, and in-feed video ads are for discovery.

NEW QUESTION # 18

A marketing manager started a Video action campaign one month ago. Two weeks ago, they added InMarket and Custom Audiences to the campaign. Currently, they've spent 80% of the campaign budget. What action would you recommend next to grow conversion volume?

- A. Engage with website visitors by adding the Life Events audience type.
- B. Add Demographics Audiences to re-engage with existing customers.
- C. Remove audience restrictions with run of network targeting.
- D. Re-engage with existing customers by adding Custom Audiences.

Answer: C

Explanation:

B: Remove audience restrictions with run of network targeting. Since the campaign has spent 80% of the budget, it indicates that the current targeting may be too restrictive.

Run of network targeting broadens reach, allowing the campaign to find more potential converters.

The other options are valid ways to refine targeting, but broadening the reach is the correct option to increase delivery.

NEW QUESTION # 19

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. Maximum CPV
- D. Target CPM

Answer: D

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 # 20

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