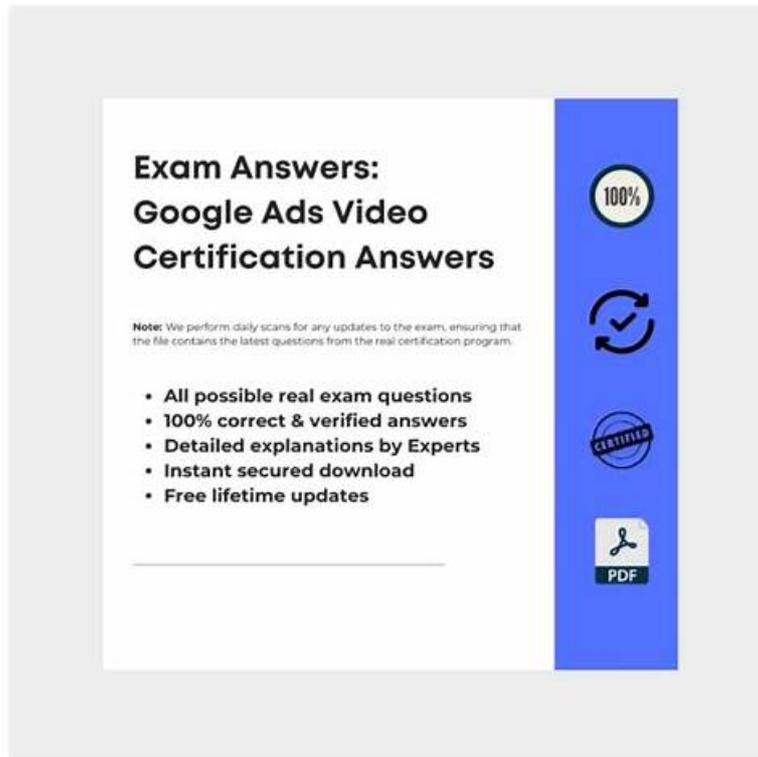


# Google-Ads-Video Test Tutorials, Google-Ads-Video Exam Papers



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## Google Google-Ads-Video Exam Syllabus Topics:

| Topic   | Details   |
|---------|---|
| Topic 1 | <ul style="list-style-type: none"> <li>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.</li> </ul>              |
| Topic 2 | <ul style="list-style-type: none"> <li>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.</li> </ul>               |
| Topic 3 | <ul style="list-style-type: none"> <li>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.</li> </ul> |
| Topic 4 | <ul style="list-style-type: none"> <li>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.</li> </ul>                |

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|----------|--|
| Topic 5  | <ul style="list-style-type: none"> <li>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.</li> </ul> |
| Topic 6  | <ul style="list-style-type: none"> <li>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.</li> </ul>  |
| Topic 7  | <ul style="list-style-type: none"> <li>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.</li> </ul>  |
| Topic 8  | <ul style="list-style-type: none"> <li>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.</li> </ul>  |
| Topic 9  | <ul style="list-style-type: none"> <li>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.</li> </ul>                         |
| Topic 10 | <ul style="list-style-type: none"> <li>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.</li> </ul>   |
| Topic 11 | <ul style="list-style-type: none"> <li>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.</li> </ul>  |
| Topic 12 | <ul style="list-style-type: none"> <li>Increase Awareness with Video Bidding Solutions: This section measures the abilities of Bidding Specialists in utilizing video bidding solutions to enhance awareness campaigns. It emphasizes strategies for achieving cost-effective results while maximizing audience reach.</li> </ul>  |
| Topic 13 | <ul style="list-style-type: none"> <li>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.</li> </ul>   |
| Topic 14 | <ul style="list-style-type: none"> <li>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.</li> </ul>  |
| Topic 15 | <ul style="list-style-type: none"> <li>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.</li> </ul>   |
| Topic 16 | <ul style="list-style-type: none"> <li>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.</li> </ul>  |
| Topic 17 | <ul style="list-style-type: none"> <li>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.</li> </ul>  |
| Topic 18 | <ul style="list-style-type: none"> <li>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.</li> </ul>   |

|          |   |
|----------|---|
| Topic 19 | <ul style="list-style-type: none"> <li>• <b>Create Video Campaigns for Consideration:</b> 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.</li> </ul> |
| Topic 20 | <ul style="list-style-type: none"> <li>• <b>Create Video Campaigns for Awareness:</b> 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.</li> </ul>       |
| Topic 21 | <ul style="list-style-type: none"> <li>• <b>Optimize Video Action Campaigns:</b> 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.</li> </ul>      |

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### Google Ads Video Professional Assessment Exam Sample Questions (Q41-Q46):

#### NEW QUESTION # 41

The owner of a music store wants to increase awareness for his store, and has been told that Google's Video solutions can assist him. How can Google's Video solutions assist the store owner with Video campaigns?

- A. Google's Video solutions automatically create video assets based on the content of the domain being advertised. 1. [www.questionai.com](http://www.questionai.com)
- B. Google's Video solutions use machine learning to set budgets and bids within 24 hours of setting a Video campaign live.
- **C. Google's Video solutions simplify the campaign creation process by automatically aligning to marketing objectives.**
- D. Google's Video solutions simplify the campaign management process by automatically creating new ad groups on a monthly basis. 1

**Answer: C**

Explanation:

A: Google's Video solutions simplify the campaign creation process by automatically aligning to marketing objectives.

Google Ads Video campaigns guide users through the setup process based on their chosen marketing objective.

This simplifies campaign creation and ensures alignment with goals.

The other options are not primary benefits of Google's Video solutions.

#### NEW QUESTION # 42

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. Use "Sign up to our newsletter" as the primary call to action.
- **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. Explain the company's background during the first half of their video.

**Answer: B**

**NEW QUESTION # 43**

For the last year, you've run a consideration Video campaign. Now you want to see evidence that your investment was effective based on the number of times users actually clicked on your videos. What consideration measurement metric should you use?

- A. Targeted observations
- B. Purchase intent lift
- C. Earned views
- **D. Core performance metrics**

**Answer: D**

Explanation:

B: Core performance metrics

Core performance metrics like click-through rate (CTR), view-through rate (VTR), and views are fundamental for assessing consideration.

These metrics show how users are interacting with your videos and indicate their level of engagement.

Purchase intent lift is more of a brand lift metric.

**NEW QUESTION # 44**

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

**Answer: A**

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 # 45**

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 using Reach Planner from within your company's Google Analytics account so there are more insights to use in the plan.
- 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 making sure the frequency cap added to the Video campaign matches the frequency cap set in Reach Planner.**
- D. By including keywords related to the company's products so Reach Planner can narrow down the campaign's settings.

**Answer: C**

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 # 46

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IT certification candidates are mostly working people. Therefore, most of the candidates did not have so much time to prepare for the exam. But they need a lot of time to participate in the certification exam training courses. This will not only lead to a waste of training costs, more importantly, the candidates wasted valuable time. Here, I recommend a good learning materials website. Some of the test data on the site is free, but more importantly is that it provides a realistic simulation exercises that can help you to pass the Google Google-Ads-Video Exam. PassExamDumps Google Google-Ads-Video exam materials can not only help you save a lot of time. but also allows you to pass the exam successfully. So you have no reason not to choose it.

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