

Google Google-Ads-Video Exam Dumps - Obtain Brilliant Result [2025]



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Google Google-Ads-Video Exam Syllabus Topics:

Topic	Details
Topic 1	• 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 2	• 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 3	• 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 4	• 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 5	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 6	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 7	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 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	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 10	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 11	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 12	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.

>> Google-Ads-Video Review Guide <<

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

NEW QUESTION # 41

To find out how users' interactions with your video ads leads to product sales, what feature of Video action campaign would you use?

- A. You'd use conversion tracking.
- B. You'd use smart bidding.
- C. You'd use click-through rate.
- D. You'd use Custom Intent Audiences.

Answer: A

Explanation:

A: You'd use conversion tracking.

Conversion tracking allows you to measure the specific actions users take after interacting with your ads, such as product sales. This provides insights into the effectiveness of your video ads in driving conversions. The other options are not directly related to measuring sales.

NEW QUESTION # 42

An account manager decides to use Custom Audiences for their new Video action campaign. What implementation suggestion would you recommend?

- A. Layer as many audience types as possible within the same ad group.
- B. Combine their Custom Audiences with Demographic Audiences in the same ad group.
- C. Use five of their best-converting placements from their Display campaigns.
- D. Use 10 to 15 of the best-converting keywords from their Search campaigns.

Answer: D

Explanation:

B: Use 10 to 15 of the best-converting keywords from their Search campaigns.

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

Using high-performing keywords from Search campaigns ensures you reach users with proven interest in your products.

The other options are not optimal strategies for Custom Audiences.

NEW QUESTION # 43

You want to track conversions for your Video action campaign, but you're worried that your campaign won't track some conversions because many customers take extra time to make a final decision on their purchases.

What conversion tracking best practice should you follow to make sure you accurately measure conversions?

- A. You should compare video ad interactions against the timing of completed sales.
- B. You should ask store visitors where they heard about your company.
- C. You should send a survey to existing customers asking about their checkout experience.
- D. You should extend the conversion window to be longer.

Answer: D

Explanation:

B: You should extend the conversion window to be longer. Extending the conversion window allows Google Ads to attribute conversions that occur after a longer period of time following an ad interaction.

This is crucial for products with longer purchase cycles.

The other options are valid ways to gather information, but extending the conversion window directly addresses the issue of delayed conversions.

NEW QUESTION # 44

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

Answer: D

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 # 45

The marketing team for a wildlife conservation effort is setting up a Video action campaign to drive online donations on their website. What actions should they take to achieve their goal?

- A. Test multiple variants of their ads, and make sure they're less than 10 seconds long.
- B. Use only one version of their ad, and make sure it's less than 10 seconds long.
- **C. Test multiple variants of their ads, and make sure they're at least 10 seconds long.**
- D. Use only one version of their ad, and make sure it's at least 10 seconds long.

Answer: C

Explanation:

A: Test multiple variants of their ads, and make sure they're at least 10 seconds long. Testing multiple ad variants allows for optimization based on performance.

Longer ads (at least 10 seconds) provide sufficient time to convey the message and encourage donations.

NEW QUESTION # 46

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