

Google Google-Ads-Video PDF Questions - Best Exam Preparation Strategy

PDF C_15413_2020 Google Ads Video Professional Assessment Exam - 2020 PDF Questions, Study Material

NEW QUESTION # 30

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Google Google-Ads-Video Exam Syllabus Topics:

Topic	Details
Topic 1	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 2	• 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 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	• 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 5	• 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 6	• 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 7	• 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 8	• 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 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	• 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 11	• 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 12	• 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 13	• 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.

>> Exam Google-Ads-Video Tests <<

Google Google-Ads-Video Exam Questions - Easily Pass Your Exam

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Google Ads Video Professional Assessment Exam Sample Questions (Q18-Q23):

NEW QUESTION # 18

A florist chain is looking to generate as much awareness as they can before their special roses go into bloom. They only have two and a half weeks to achieve this with the assistance of a Google Video campaign using "Brand awareness and reach" as the campaign goal. Which budget type should the florist chain use, and why?

- A. 'Campaign total,' because Google Ads will spend their total budget faster than daily will.
- B. 'Daily,' because Google Ads will try to spend their total budget evenly over the duration of their campaign.
- C. 'Daily,' because Google Ads will spend their total budget faster than 'Campaign total' will.
- D. 'Campaign total,' because Google Ads will try to spend their total budget evenly over the duration of their campaign.

Answer: C

Explanation:

B: 'Daily,' because Google Ads will spend their total budget faster than 'Campaign total' will: Using a daily budget allows Google Ads to spend your budget more aggressively each day, maximizing impressions within the limited timeframe. A campaign total budget will try to distribute the budget evenly, which is not ideal for a short, high-impact campaign.

NEW QUESTION # 19

An account manager is setting up a new Google Video campaign with an awareness goal, and they see Google Video partners as an option. Why is it a good idea for them to opt into Google Video partners?

- A. It'll give them access to more engagement metrics to measure the impact of the campaign.
- B. It'll extend the reach of video ads to a collection of leading publisher sites and apps.
- C. It'll extend the reach of video ads to YouTube Live streaming and Premieres.
- D. It'll give them access to audiences on the YouTube mobile homepage.

Answer: B

Explanation:

B: It'll extend the reach of video ads to a collection of leading publisher sites and apps.

Google Video partners expand the reach of video campaigns beyond YouTube to a network of high-quality websites and apps. This allows for broader exposure and increased brand awareness.

The other options are not the primary benefit of Google Video partners.

NEW QUESTION # 20

Which audience solution would you use to reach male users who are 18 to 24 years old with the help of a Google Video campaign?

- A. Custom Audiences
- B. Affinity Audiences
- C. Life Events
- D. Demographics and Detailed Demographics

Answer: D

Explanation:

Comprehensive and Detailed Demographics

A: Demographics and Detailed Demographics

Demographics targeting allows you to reach users based on age, gender, parental status, and household income.

This is the most direct way to reach a specific demographic group like males aged 18 to 24.

The other audience solutions do not directly target age and gender in the same way.

NEW QUESTION # 21

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

Answer: C

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 # 22

Mixing ad formats is a good idea, and you know that. But which mix of awareness ad formats should you use if your goal is efficient reach?

- A. Masthead ads and bumper ads
- **B. Skippable in-stream ads and bumper ads**
- C. Skippable in-stream ads and non-skippable in-stream ads
- D. Masthead ads and non-skippable in-stream ads

Answer: B

Explanation:

C: Skippable in-stream ads and bumper ads: Skippable in-stream ads offer broad reach and cost-effectiveness.

Bumper ads provide short, impactful messages that reinforce brand awareness.

This combination efficiently reaches a wide audience.

Masthead ads are expensive, and non-skippable ads can be intrusive.

NEW QUESTION # 23

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