

Latest Google-Ads-Video Test Sample - Google-Ads-Video Valid Test Sample

Microsoft LE7000 Microsoft Azure Fundamentals 2

• ☐ pay to transfer all the website data to Azure

Answer: B

Explanation:
In Azure you only pay for additional traffic when it is charged to GB as you are billed to 5GB in a month and afterwards you pay for data being transferred out. However, with internet data traffic into your environment, that is free.

NEW QUESTION # 272
For each of the following statements, select Yes if the statement is true. Otherwise, select No. (NOTE: Each correct selection is worth one point.)

Answer: See

Statements	Yes	No
For the Azure AD DS is a managed directory.	☐	☐
For each cloud environment, you can connect only one Azure AD DS.	☐	☐
The Azure AD DS is a managed directory that is not connected to any other cloud environment.	☐	☐

Answer: See

Explanation:
Answer: See

Statements	Yes	No
For the Azure AD DS is a managed directory.	☐	☐
For each cloud environment, you can connect only one Azure AD DS.	☐	☐
The Azure AD DS is a managed directory that is not connected to any other cloud environment.	☐	☐

NEW QUESTION # 273
You need to view a list of planned maintenance events that can affect the availability of an Azure subscription.
Which blade should you use from the Azure portal? To answer, select the appropriate blade in the answer area.

Exam Microsoft LE7000 Test Sample AZ-900 Azure Fundamentals

P.S. Free 2025 Google Google-Ads-Video dumps are available on Google Drive shared by Fast2test:
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Google Google-Ads-Video Exam Syllabus Topics:

Topic	Details
Topic 1	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 2	• 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 3	• 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.
Topic 4	• 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 5	• 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 6	• 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 7	• 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 8	• 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 9	• 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 10	• 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 11	• 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 12	• 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 13	• 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 14	• 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 15	• 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 16	• 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 17	• 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 18	• 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 19	• 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.

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Google-Ads-Video Valid Test Sample - Study Google-Ads-Video Demo

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Google Ads Video Professional Assessment Exam Sample Questions (Q22-Q27):

NEW QUESTION # 22

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

Answer: A

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 # 23

An account manager is trying to determine a target cost-per-thousand impressions (tCPM) bid for their new awareness Video campaign, but they're unsure what to base the figure on. What's a valid way for them to determine the tCPM for the business new Video campaign?

- A. Slightly inflate the average amount the account manager is willing to bid for this campaign.
- B. Decide on the highest amount they're willing to pay for this campaign

- C. Use the estimate in the traffic estimator during campaign setup.
- D. Slightly inflate the estimate in the traffic estimator during campaign setup.

Answer: B

Explanation:

D: Decide on the highest amount they're willing to pay for this campaign.

The tCPM bid should reflect the maximum amount the advertiser is willing to pay for 1,000 impressions.

It should be based on the value of reaching the target audience and the campaign's budget.

Traffic estimators can be useful, but the final decision should be based on the advertiser's maximum willingness to pay.

NEW QUESTION # 24

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. Engage with website visitors by adding the Life Events audience type.
- D. Re-engage with existing customers by adding Custom Audiences.

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 # 25

A winery is preparing a Video action campaign intended to attract customers to their website for their holiday sale. Which of the following creative best practices should they implement to encourage consumer interaction?

- A. Link your Google Ads account to your Google Merchant Center account.
- **B. Have a clear call-to-action such as "Learn more."**
- C. Reach a broad audience with Dynamic video ads.
- D. Add location extensions to focus on selected geographic locations.

Answer: B

Explanation:

C: Have a clear call-to-action such as "Learn more." A clear call-to-action (CTA) directly prompts viewers to take the desired action, such as visiting the website.

This is essential for driving conversions in a Video action campaign.

While other options might be useful in certain scenarios, a clear CTA is a fundamental best practice.

NEW QUESTION # 26

After relying on word-of-mouth marketing for years, a family-owned restaurant decides to try a Video campaign to attract catering contracts. They believe a leads campaign goal would be best for that marketing objective. What other action should the restaurant take to make sure their campaign is effective?

- A. They should use the contact form to ask where potential customers learned about the restaurant.
- **B. They should enable Google Ads conversion tracking.**
- C. They should ask their customers whether they've seen the videos.
- D. They should cross-check their ad schedule against when they received leads.

Answer: B

Explanation:

C: They should enable Google Ads conversion tracking.

Conversion tracking is essential for measuring the effectiveness of a leads campaign.

It allows the restaurant to see which ads and keywords are driving leads, enabling them to optimize their campaign.

While option D is useful, tracking conversions is the core first step.

NEW QUESTION # 27

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