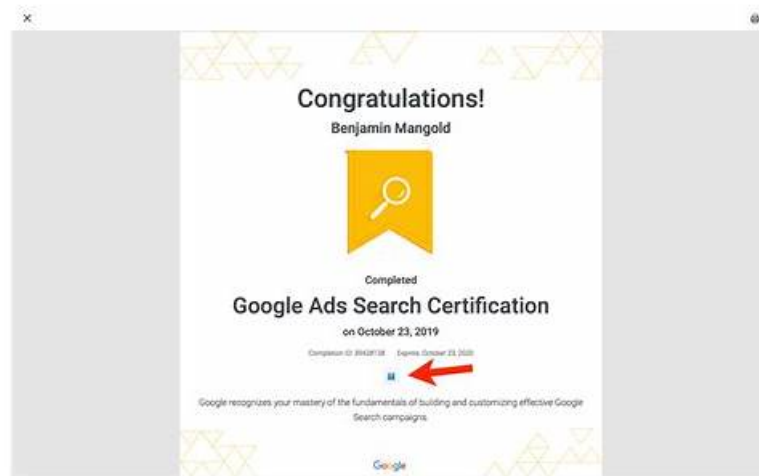


Latest Google Google-Ads-Video Real Test, Google-Ads-Video Reliable Dumps



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The Google Google-Ads-Video exam is one of the top-rated career advancement certifications in the market. With the Google Ads Video Professional Assessment Exam Google-Ads-Video certification exam everyone can validate their skills and knowledge after passing the Google-Ads-Video exam. The Google Google-Ads-Video certification exam will recognize your expertise and knowledge in the market. You will get solid proof of your proven skill set. There are other countless benefits that you can gain after passing the Google Ads Video Professional Assessment Exam Google-Ads-Video Certification Exam. But the problem is how to pass the Google Google-Ads-Video exam. The Google Google-Ads-Video certification exam is not an easy exam. It is a challenging exam that gives taught time to candidates. However, with the assistance of Google Google-Ads-Video PDF Questions and practice tests you can pass the Google-Ads-Video exam easily.

Google Google-Ads-Video Exam Syllabus Topics:

Topic	Details
Topic 1	<ul style="list-style-type: none">• 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 2	<ul style="list-style-type: none">• 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 3	<ul style="list-style-type: none">• 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	<ul style="list-style-type: none">• 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 5	<ul style="list-style-type: none">• 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 6	<ul style="list-style-type: none">• 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 7	<ul style="list-style-type: none"> • 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 8	<ul style="list-style-type: none"> • 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 9	<ul style="list-style-type: none"> • 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	<ul style="list-style-type: none"> • 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 11	<ul style="list-style-type: none"> • 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 12	<ul style="list-style-type: none"> • 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 13	<ul style="list-style-type: none"> • 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 14	<ul style="list-style-type: none"> • 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 15	<ul style="list-style-type: none"> • 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 16	<ul style="list-style-type: none"> • 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	<ul style="list-style-type: none"> • 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 18	<ul style="list-style-type: none"> • 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 19	<ul style="list-style-type: none"> • 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 20	<ul style="list-style-type: none"> • 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 21	<ul style="list-style-type: none"> • 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.
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Google Ads Video Professional Assessment Exam Sample Questions (Q47-Q52):

NEW QUESTION # 47

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

Answer: C

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 # 48

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. Maximum CPM
- C. Maximize Conversions
- 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 # 49

If you want to generate leads for your business and it's your first time creating a Video action campaign, what ad formats should you expect to be used?

- A. Skippable in-stream ads and bumper ads
- B. Non-skippable in-stream ads and bumper ads
- C. Non-skippable in-stream ads and in-feed video ads
- **D. Skippable in-stream ads and in-feed video ads**

Answer: D

Explanation:

B: Skippable in-stream ads and in-feed video ads:

Skippable in-stream ads allow for longer-form content to explain the value proposition and encourage lead generation.

In-feed video ads capture users actively searching for information, increasing the likelihood of lead generation.

Bumper ads are too short to effectively generate leads.

NEW QUESTION # 50

Having relied on Google Search campaigns in the past, the marketing team at a leading catering business now wants to take advantage of a Google Video campaign with a "Sales" campaign goal. What's the benefit of creating their Google Video campaign in the same account as their Google Search campaigns?

- A. Avoiding double serving ads in the Google Search results.
- **B. Preventing Google ads from double counting conversions.**
- C. Enabling Video ad extensions within their Google Search campaign ads.
- D. Receiving a reduction on their average cost-per-view.

Answer: B

Explanation:

B: Preventing Google ads from double counting conversions.

Keeping campaigns in the same account allows Google Ads to accurately track conversions across different campaign types.

This prevents attributing the same conversion to multiple campaigns, ensuring accurate reporting.

The other options are not direct benefits of keeping campaigns in the same account.

NEW QUESTION # 51

If the marketing goal of your Google Video campaign is product and brand consideration, what solutions should you use to effectively achieve that goal?

- A. Bumper ads and CPM bidding
- **B. Skippable in stream ads and CPV bidding**
- C. Skippable in stream ads and CPM bidding
- D. Bumper ads and CPV bidding

Answer: B

Explanation:

C: Skippable in stream ads and CPV bidding

Skippable in-stream ads allow for longer form content, which is needed for product and brand consideration.

CPV bidding allows payment to only occur when a user watches the add.

NEW QUESTION # 52

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The Google Google-Ads-Video certification is on trending nowadays, and many Google aspirants are trying to get it. Success in the Google-Ads-Video test helps you land well-paying jobs. Additionally, the Google-Ads-Video certification exam is also beneficial to get promotions in your current company. But the main problem that every applicant faces while preparing for the Google-Ads-Video Certification test is not finding updated Google Ads Video Professional Assessment Exam (Google-Ads-Video) practice questions.

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