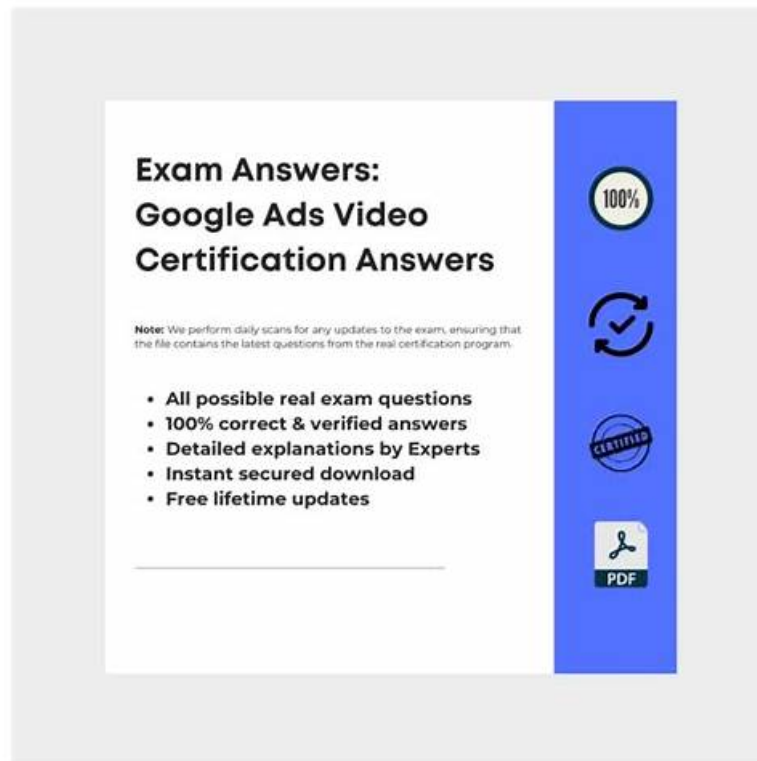


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Google Google-Ads-Video Exam Syllabus Topics:

Topic	Details
Topic 1	• 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	• 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 3	• 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 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	• 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 6	• 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	• 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 8	• 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 9	• 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 10	• 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 11	• 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 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	• 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 14	• 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 15	• 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.
Topic 16	• 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 17	• 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 18	• 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	• 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 20	• 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 21	• 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 Professional Assessment Exam Sample Questions (Q46-Q51):

NEW QUESTION # 46

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. Target CPM**
- B. Maximize Conversions
- C. Maximum CPV
- D. Maximum CPV

Answer: A

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 # 47

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. Core performance metrics**
- D. Earned views

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 # 48

What audience solution would you use if you were building a Google Video campaign for a music school that wanted to grow consideration for a new class tailored to advanced musicians?

- A. Affinity Audiences
- **B. Custom Audiences**
- C. Customer Match
- D. Life Events

Answer: B

Explanation:

A: Custom Audiences:

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

This is ideal for reaching advanced musicians by targeting relevant keywords and websites.

The other options are broader targeting solutions.

NEW QUESTION # 49

A business owner wants to measure the unique reach and frequency in their awareness Video campaign. What insight will they glean?

- **A. They'll see how many ads served to how many people and how many times, across devices and formats.**
- B. They'll get to see the terms people were searching for when seeing their ads.
- C. They'll measure lift and ad recall metrics, which are closer to marketing goals than traditional metrics like clicks and impressions.
- D. They'll evaluate media efficiency by measuring the share of impressions the user may have a chance to see.

Answer: A

Explanation:

C: They'll see how many ads served to how many people and how many times, across devices and formats.

Unique reach and frequency metrics provide insights into the number of unique users reached and the average number of times they saw the ads.

This helps understand the effectiveness of the campaign in reaching the target audience.

The other options describe other metrics or analyses.

NEW QUESTION # 50

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
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 # 51

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In this social-cultural environment, the Google-Ads-Video certificates mean a lot especially for exam candidates like you. To some extent, these certificates may determine your future. With respect to your worries about the Google-Ads-Video practice exam, we recommend our Google-Ads-Video preparation materials which have a strong bearing on the outcomes dramatically. Our Google-Ads-Video Preparation materials are products full of advantages. And our Google-Ads-Video exam simulation has quick acquisition. What is more, our Google-Ads-Video study guide offers free updates for one year and owns increasing supporters.

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