

# New Google-Ads-Video Practice Questions | Latest Google-Ads-Video Braindumps Free

<b>Q</b> Google Ads Display Certification <small>Study online at <a href="https://quizlet.com/_37mbg">https://quizlet.com/_37mbg</a></small>	
1. What is your advertising objective if you've just launched a product and would like to show your ads to a varied group of consumers?	Build awareness
2. An advertiser who sells coffee beans adds the keyword "Java" to an ad group. After two weeks, she runs a placement performance report and notices that the ad is showing up on websites about JavaScript programming. What would she do to avoid appearing on these irrelevant sites?	Exclude "Programming" as a topic
3. If you'd like users to feel in a survey on your website, which marketing objectives do you need to select when setting up your display campaign?	Drive action
4. Your client wants to reach customers who are browsing content relevant to the company's keywords and highly likely to buy their products. You recommend using the search network with display opt-in because the display option:	Uses keywords to Target web pages with relevant content and uses predictive models to determine which pages are most likely to result in conversions.
5. Jackie is an advertiser who wants to reach people by using both remarketing and shopping ads. What's the best targeting strategy for her?	Create separate remarketing and shopping campaigns.
6. How long should appetizers wait after creating a new display campaign before analyzing its performance?	1 - 2 weeks
7.	keyword targeting

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Through years of marketing, our Google-Ads-Video latest certification guide has won the support of many customers. The most obvious data is that our products are gradually increasing each year, and it is a great effort to achieve such a huge success thanks to our product development. First of all, we have done a very good job in studying the updating of materials. In addition, the quality of our Google-Ads-Video real Google-Ads-Video study guide materials is strictly controlled by teachers. So, believe that we are the right choice, if you have any questions about our Google-Ads-Video study materials, you can consult us.

## Google Google-Ads-Video Exam Syllabus Topics:

Topic	Details
Topic 1	<ul style="list-style-type: none"><li>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.</li></ul>
Topic 2	<ul style="list-style-type: none"><li>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.</li></ul>

Topic 3	<ul style="list-style-type: none"> <li>• 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.</li> </ul>
Topic 4	<ul style="list-style-type: none"> <li>• 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.</li> </ul>
Topic 5	<ul style="list-style-type: none"> <li>• 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.</li> </ul>
Topic 6	<ul style="list-style-type: none"> <li>• 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.</li> </ul>
Topic 7	<ul style="list-style-type: none"> <li>• 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.</li> </ul>
Topic 8	<ul style="list-style-type: none"> <li>• 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.</li> </ul>
Topic 9	<ul style="list-style-type: none"> <li>• 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.</li> </ul>
Topic 10	<ul style="list-style-type: none"> <li>• 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.</li> </ul>
Topic 11	<ul style="list-style-type: none"> <li>• 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.</li> </ul>
Topic 12	<ul style="list-style-type: none"> <li>• 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.</li> </ul>
Topic 13	<ul style="list-style-type: none"> <li>• 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.</li> </ul>
Topic 14	<ul style="list-style-type: none"> <li>• 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.</li> </ul>
Topic 15	<ul style="list-style-type: none"> <li>• 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.</li> </ul>

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## Google Ads Video Professional Assessment Exam Sample Questions (Q43-Q48):

### NEW QUESTION # 43

You want to evaluate the performance of your first awareness Video campaign. What fundamental metric can help you measure the campaign's success?

- A. Conversions
- **B. Video played to**
- C. Display impression share
- D. Earned actions

**Answer: B**

Explanation:

C: Video played to

For awareness campaigns, "video played to" metrics (e.g., percentage watched) indicate how effectively your ads are capturing and retaining viewer attention.

This is a fundamental metric for assessing awareness campaign performance.

Conversions are more relevant for action-oriented campaigns.

### NEW QUESTION # 44

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

**Answer: B**

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

**Answer: B**

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

Your Google Video campaign is driving awareness of a new service your company will soon release, and you're considering inflating your target cost-per-thousand impressions (tCPM) bid to achieve that goal. Why should you avoid inflating the tCPM bid for your new campaign? 1

- A. Because inflation could result in the budget depleting faster without increasing unique reach.
- **B. Because inflation might cause too many impressions of the same ads to serve to the same users.**
- C. Because inflation will likely result in the targeting of irrelevant demographics and placements.
- D. Because inflation may prevent other campaigns in the account from running for the entirety of their ad schedules.

**Answer: B**

Explanation:

A: Because inflation might cause too many impressions of the same ads to serve to the same users.

Inflating the tCPM bid can lead to excessive frequency, where the same users see your ads too many times, resulting in ad fatigue and potential annoyance.

While option B is also a potential issue, option A is the primary reason to avoid inflating tCPM.

### NEW QUESTION # 47

A Google Video campaign with "brand awareness and reach" selected as the campaign goal automatically uses target cost-per-thousand impressions (tCPM) as the bidding strategy. How does that benefit the campaign?

- **A. By optimizing bids to put the campaign's message in front of as many relevant people as possible.**
- B. By creating as many impressions as possible in line with the tCPM.
- C. By analyzing historical feedback and making adjustments to bids based on performance signals.
- D. By acquiring as many clicks as possible according to the daily budget that's been set.

**Answer: A**

Explanation:

A: By optimizing bids to put the campaign's message in front of as many relevant people as possible.

Target CPM (tCPM) bidding optimizes bids to maximize reach within the target cost per thousand impressions.

This ensures the campaign reaches a broad audience relevant to the brand awareness goal.




Options B, C, and D describe other bidding strategies or benefits.

### NEW QUESTION # 48

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