# Online Google Google-Ads-Video Practice Test

Antisemitism is the hatred of Jewish people that manifests itself through persecution. It's rooted in harmful stereotypes: religious (Jews killed Jesus), political (Jews were undemocratic), and economic (Jews were wealthy and 'greedy'). It specifically means hatred of Jews, though the term 'Semite' applies to all people who speak or spoke Semitic languages, including Jews and Arabs.

Nazism is an extremely fascist, nationalist, and totalitarian ideology promoting Aryan supremacy, German expansion ('lebensraum'), and violent anti-Semitism. Nazism's anti-Semitism was deeply ingrained and systemic, reinforced by public conditioning through measures like the Nuremberg Laws. The anti-semetic aspect of Nazism was very systemic and deep rooted within the country, because of the implementation of conditioning antisemistism within the public (e.g. the Nuremberg Laws).

Segregation: The action or state of setting someone or something apart from others. Nazi Germany forced Jewish people in occupied territories to stay in ghettos, separating them from the rest of the population. The ghettos were filthy, overcrowded, and lacked proper sanitation, causing diseases to spread rapidly. Food was scarce, and many starved to death.

Nuremberg Laws: A set of laws that removed citizenship and human rights from Jewish people. E.g A set of laws that removed citizenship and human rights from Jewish people and Jews were banned from all public schools and universities, as well as from cinemas, theatres, and sports facilities.

MS St. Louis: A luxury liner used to transport Jewish people out of Germany by Hitler. Many had to purchase landing visas for Cuba while awaiting approval of their American visas. The ship departed Hamburg, Germany, with 937 Jewish refugees, including hundreds of children, heading to Cuba, where it was denied entry. It then went to Canada, faced rejection again, and returned to Europe.

Christe Pits Riot: A riot erupting during a baseball game in Christle Pits, Toronto on August 1933, caused by the brewing strugle between the Jewish and Facist communities in Canada. This marked the culmination of the long struggle

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# Google Ads Video Professional Assessment Exam Sample Questions (Q44-Q49):

**NEW QUESTION # 44**
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 CPV bidding
- B. Skippable in stream ads and CPV bidding
- C. Skippable in stream ads and CPM bidding
- D. Bumper ads and CPM 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 # 45**
If the marketing manager of a catering company is focusing on driving as many orders as possible on a weekly basis with a Video action campaign, which of the following creative implementations should they use?

- A. Explain the company's background during the first half of their video.
- B. Address the viewer's desire for food in the first five to 10 seconds of the video.
- C. Use "Sign up to our newsletter' as the primary call to action.
- D. Add as much diverse imagery and language as possible throughout the ad to hold the viewer's attention.

**Answer: B**

**NEW QUESTION # 46**
What measurement solution should you use to measure the share of views your audience will have a chance to see in your awareness Video campaign?

- A. You should use Unique Reach and Frequency, which is accessible by adding columns to your statistic.
- B. You should use Unique Reach and Frequency, which is accessible by contacting your Google team.
- C. You should use Active View, which is accessible only by contacting your Google team.
- D. You should use Active View, which is accessible by adding appropriate columns to statistic tables.

**Answer: D**

Explanation:
B: You should use Active View, which is accessible by adding appropriate columns to statistic tables.
Active View measures viewability, which is the share of impressions that were actually seen by users.
It provides insights into whether your ads had a chance to be seen.
Unique Reach and Frequency measures the number of unique users reached and how often they saw your ads.

**NEW QUESTION # 47**
You want to evaluate the performance of your first awareness Video campaign. What fundamental metric can help you measure the campaign's success?

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

**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 # 48
Your main marketing objective is to grow consideration with a Google Video campaign, and you only want to pay when a user watches your full video ad. What bidding solution should you use?

- A. You should use cost-per-view bidding
- B. You should use cost-per-action bidding
- C. You should use cost-per-click bidding
- D. You should use Maximize Conversions bidding

**Answer: A**

Explanation:
B: You should use cost-per-view bidding.
Cost-per-view (CPV) bidding allows you to pay only when a user watches your video ad for a certain duration (e.g., 30 seconds) or interacts with it.
This is ideal for consideration campaigns where engagement is key.
The other bidding strategies are not designed for paying only for video views.

## NEW QUESTION # 49
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