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Google Ads Video Professional Assessment Exam Sample Questions (Q16-Q21):

NEW QUESTION # 16

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

Answer: B

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 # 17

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. Add as much diverse imagery and language as possible throughout the ad to hold the viewer's attention.
- D. Use "Sign up to our newsletter" as the primary call to action.

Answer: B

NEW QUESTION # 18

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

Answer: D

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 # 19

A florist chain is looking to generate as much awareness as they can before their special roses go into bloom. They only have two and a half weeks to achieve this with the assistance of a Google Video campaign using "Brand awareness and reach" as the campaign goal. Which budget type should the florist chain use, and why?

- A. 'Campaign total,' because Google Ads will try to spend their total budget evenly over the duration of their campaign.
- B. 'Campaign total,' because Google Ads will spend their total budget faster than daily will.
- C. 'Daily,' because Google Ads will try to spend their total budget evenly over the duration of their campaign.
- **D. 'Daily,' because Google Ads will spend their total budget faster than 'Campaign total' will.**

Answer: D

Explanation:

B: 'Daily,' because Google Ads will spend their total budget faster than 'Campaign total' will: Using a daily budget allows Google Ads to spend your budget more aggressively each day, maximizing impressions within the limited timeframe.

A campaign total budget will try to distribute the budget evenly, which is not ideal for a short, high-impact campaign.

NEW QUESTION # 20

A company is looking to grow consideration of their products in their potential customers' purchase cycles. Why is a Google Video campaign an appropriate method to meet their goals?

- A. Because online video lets consumers quickly compare similar businesses at once.
- **B. Because consumers use online video for information gathering before making a purchase.**
- C. Because online video lets consumers browse large product and service inventories they may want to purchase from.
- D. Because consumers use online video to seek out the best deals on specific products and services.

Answer: B

Explanation:

C: Because consumers use online video for information gathering before making a purchase.

Video is a powerful medium for educating and informing potential customers about products and services.

This is crucial for the consideration phase of the purchase cycle.

Options A, B, and D are valid uses of online video, but information gathering is most directly related to consideration.

NEW QUESTION # 21

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