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Google Google-Ads-Video Exam Syllabus Topics:

Topic	Details
Topic 1	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 2	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 3	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 4	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 5	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 6	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 7	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 8	• 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 9	• 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 10	• 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 11	• 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	• 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 13	• 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	• 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 15	• 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 16	• 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 17	• 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.

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Google Ads Video Professional Assessment Exam Sample Questions (Q20-Q25):

NEW QUESTION # 20

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

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

Answer: D

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 # 21

Which of the following accurately describes a primary benefit of Video action campaigns?

- A. They expand campaigns to run on more places, on and off YouTube, and drive more conversions while still optimizing for the lowest CPV.
- B. They simplify campaigns to run on only on YouTube and drive more conversions while still optimizing for the lowest CPA.
- C. They simplify campaigns to run on only on YouTube and drive more conversions while still optimizing for the lowest CPV.
- **D. They expand campaigns to run on more places, on and off YouTube, and drive more conversions while still optimizing for the lowest CPA.**

Answer: D

Explanation:

B: They expand campaigns to run on more places, on and off YouTube, and drive more conversions while still optimizing for the lowest CPA. Video action campaigns are designed to maximize conversions by running ads across YouTube and Google video partners.

These campaigns use automated bidding to optimize for the lowest cost-per-acquisition (CPA).

NEW QUESTION # 22

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

Answer: C

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 # 23

For a new awareness Google Video campaign that uses custom audiences, you're considering overlaying Demographics and Detailed Demographics with Custom Audiences. Why should you keep the two audience solutions separate?

- A. In order to prevent the average cost-per-view from increasing.
- B. In order to make sure there's no limit on the types of video formats served.
- **C. In order to make sure the reach of the campaign won't become restricted.**
- D. In order to avoid having the campaign not run at all.

Answer: C

Explanation:

A: In order to make sure the reach of the campaign won't become restricted.

Overlaying multiple audience targeting options can narrow down the audience too much, limiting reach.

Keeping them separate allows for broader targeting and better reach.

The other options are not the primary reason to keep audience solutions separate.

NEW QUESTION # 24

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
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- **B. Google's Video solutions simplify the campaign creation process by automatically aligning to marketing objectives.**
- C. Google's Video solutions use machine learning to set budgets and bids within 24 hours of setting a Video campaign live.
- D. Google's Video solutions simplify the campaign management process by automatically creating new ad groups on a monthly basis. 1

Answer: B

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 # 25

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