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Google Ads Video Professional Assessment Exam Sample Questions (Q12-Q17):

NEW QUESTION # 12

An account manager is setting up a Video campaign to grow consideration. What ad formats should they expect to run?

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

Answer: A

Explanation:

D: Skippable in-stream ads and in-feed video ads:

Skippable in-stream ads allow for longer-form content and storytelling, which is ideal for consideration.

In-feed video ads appear in YouTube search results and watch next feeds, capturing users actively seeking information. Bumper ads are too short to convey detailed information, and mastheads are used for large scale awareness.

NEW QUESTION # 13

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

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

Answer: D

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 # 14

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

Answer: B

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 # 15

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

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

Answer: C

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 # 16

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 # 17

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