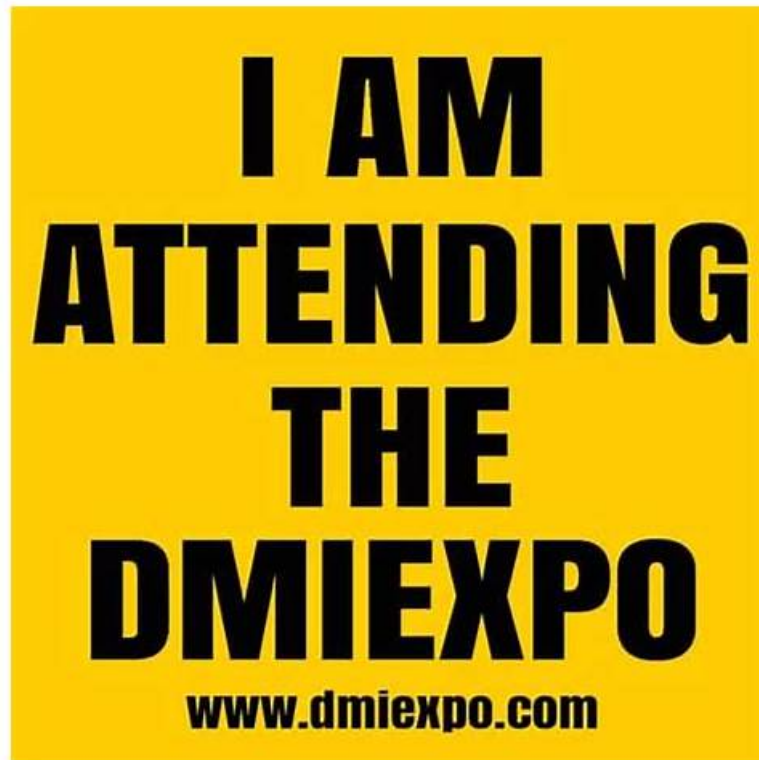


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Google Google-Ads-Video Exam Syllabus Topics:

Topic	Details
Topic 1	Understand the Importance of Video Creative Effectiveness: This section tests the knowledge of Creative Specialists in recognizing how effective video creatives impact campaign success across all objectives—awareness, consideration, and action—and drive better audience engagement rates.
Topic 2	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 3	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 4	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 5	• 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 6	• 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 7	• 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 8	• 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 9	• 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.
Topic 10	• 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.
Topic 11	• 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.
Topic 12	• 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 13	• 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 14	• 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 15	• 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 16	• 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.
Topic 17	• 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 18	• 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 19	• 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 20	• 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 21	• 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.

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Google Ads Video Professional Assessment Exam Sample Questions (Q48-Q53):

NEW QUESTION # 48

A fitness studio has created a Video campaign and wants to measure their consideration campaign with the help of a Brand Lift study. At what point should the fitness studio set up the study in order to create optimal control and exposed groups?

- A. Once the campaign first begins to start serving impressions.
- **B. Before the campaign serves any impressions.**
- C. After two weeks of the campaign first serving impressions.
- D. After the campaign's end date has been met.

Answer: B

Explanation:

C: Before the campaign serves any impressions:Brand Lift studies require a control group (users who don't see your ads) and an exposed group (users who do).

Setting up the study before the campaign starts allows Google to properly establish these groups, ensuring accurate measurement. Starting the study after impressions serve will not produce accurate data.

NEW QUESTION # 49

Mixing ad formats is a good idea, and you know that. But which mix of awareness ad formats should you use if your goal is efficient reach?

- A. Masthead ads and non-skippable in-stream ads
- **B. Skippable in-stream ads and bumper ads**
- C. Skippable in-stream ads and non-skippable in-stream ads
- D. Masthead ads and bumper ads

Answer: B

Explanation:

C: Skippable in-stream ads and bumper ads: Skippable in-stream ads offer broad reach and cost-effectiveness.

Bumper ads provide short, impactful messages that reinforce brand awareness.

This combination efficiently reaches a wide audience.

Masthead ads are expensive, and non-skippable ads can be intrusive.

NEW QUESTION # 50

To find out how users' interactions with your video ads leads to product sales, what feature of Video action campaign would you use?

- A. You'd use Custom Intent Audiences.
- **B. You'd use conversion tracking.**
- C. You'd use smart bidding.
- D. You'd use click-through rate.

Answer: B

Explanation:

A: You'd use conversion tracking.

Conversion tracking allows you to measure the specific actions users take after interacting with your ads, such as product sales.

This provides insights into the effectiveness of your video ads in driving conversions.

The other options are not directly related to measuring sales.

NEW QUESTION # 51

A hair salon owner is setting up a Video action campaign for the first time, and she wants to get optimal results from her ads. Which of the following is a recommended best practice she should implement?

- A. Videos must be longer than 8 seconds.
- B. Run a single ad variant per campaign.
- **C. Run five ad variants per campaign.**
- D. Videos must be no longer than 5 seconds.

Answer: C

Explanation:

A: Run five ad variants per campaign.

Testing multiple ad variants allows for optimization based on performance data.

Running multiple ads will increase the ability to optimize for the best performing ad.

Single ad campaigns will limit the ability to improve the campaign.

NEW QUESTION # 52

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. 'Daily,' because Google Ads will try to spend their total budget evenly over the duration of their campaign.
- B. 'Campaign total,' because Google Ads will try to spend their total budget evenly over the duration of their campaign.
- C. 'Campaign total,' because Google Ads will spend their total budget faster than daily will.
- **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 # 53

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