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Google Ads Video Professional Assessment Exam Sample Questions (Q40-Q45):

NEW QUESTION # 40

A marketing manager has multiple video assets to work with and wants to create a Google Video campaign to grow interest in a product with as many relevant people as possible. What action should they take to help achieve this goal?

- A. Use bumper ads on competitive video content.
- B. Select the best creative asset and run a single ad.
- C. Use video ad sequencing and target CPM bidding.
- D. Use masthead ads for a major sales promotion.

Answer: C

Explanation:

B: Use video ad sequencing and target CPM bidding: Video ad sequencing allows you to tell a story across multiple video ads, guiding users through a narrative and increasing engagement.

Target CPM (tCPM) bidding optimizes your bids to show your ads to as many relevant people as possible within your target cost

per thousand impressions.

Combining these strategies maximizes reach and interest by presenting a coherent story to a broad audience.

Option A is incorrect because using one asset limits reach and engagement. Option C and D are incorrect because masthead ads are expensive and best for large scale awareness, and bumper ads are too short to grow interest.

NEW QUESTION # 41

An account manager decides to use Custom Audiences for their new Video action campaign. What implementation suggestion would you recommend?

- A. Use 10 to 15 of the best-converting keywords from their Search campaigns.
- B. Use five of their best-converting placements from their Display campaigns.
- C. Layer as many audience types as possible within the same ad group.
- D. Combine their Custom Audiences with Demographic Audiences in the same ad group.

Answer: A

Explanation:

B: Use 10 to 15 of the best-converting keywords from their Search campaigns.

Custom Audiences allow you to target users based on their search activity.

Using high-performing keywords from Search campaigns ensures you reach users with proven interest in your products.

The other options are not optimal strategies for Custom Audiences.

NEW QUESTION # 42

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. Run a single ad variant per campaign.
- B. Videos must be longer than 8 seconds.
- 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 adds will increase the ability to optimize for the best performing ad.

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

NEW QUESTION # 43

If you want to generate leads for your business and it's your first time creating a Video action campaign, what ad formats should you expect to be used?

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

Answer: C

Explanation:

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

Skippable in-stream ads allow for longer-form content to explain the value proposition and encourage lead generation.

In-feed video ads capture users actively searching for information, increasing the likelihood of lead generation.

Bumper ads are too short to effectively generate leads.

NEW QUESTION # 44

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

Answer: D

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 # 45

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