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**Exam Code: Google-Ads-Video**

**Exam Name: Google Ads Video Professional Assessment**

## Exam A

### QUESTION 1

After relying on word-of-mouth marketing for years, a family-owned restaurant decides to try a Video campaign to attract catering contracts. They believe a leads campaign goal would be best for that marketing objective. What other action should the restaurant take to make sure their campaign is effective?

- A. They should use the contact form to ask where potential customers learned about the restaurant.
- B. They should ask their customers whether they've seen the videos
- C. They should enable Google Ads conversion tracking.
- D. They should cross-check their ad schedule against when they received leads

**Correct Answer: D**

**Section:**

### QUESTION 2

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

**Correct Answer: C**

**Section:**

### QUESTION 3

You're using Custom Audiences for a Video action campaign. How can you get the most value from that audience solution?

- A. By using 10 to 15 of the highest converting key words from your Search campaign.
- B. By disabling non skippable in-stream ads.
- C. By implementing automatic placements from your existing Display campaign
- D. By setting bumper ads as your preferred ad format for the campaign

**Correct Answer: A**

**Section:**

### QUESTION 4

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. 'Doily.' because 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.

**Correct Answer: B**

**Section:**

#### **QUESTION 5**

If your company used Reach Planner to forecast an awareness Video campaign, how should you set up the Video campaign to achieve similar reach to your media plan?

- A. BY using Reach Planner after the campaign's been active for a week so it has relevant data to create more accurate planning.
- B. By including key words related to the company's products so Reach Planner can narrow down the campaign's settings.
- C. By using Reach Planner from within your company's Google Analytics account so there are more insights to use in the plan
- D. By making sure the frequency cap added to the Video campaign matches the frequency cap set in Reach Planner

**Correct Answer: D**

**Section:**

#### **QUESTION 6**

Your main goal is to drive sales through your company's website, and you've been advised to track conversion events like page visits and adding to cart  
Why is tracking those lighter conversion events advisable?

- A. It's advisable because they create greater loyalty among customers
- B. It's advisable because they help increase brand awareness.
- C. It's advisable because they have the same value as a primary conversion
- D. It's advisable because they can be predictive of a full sale.

**Correct Answer: D**

**Section:**

#### **QUESTION 7**

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 nonskippable in-stream ads
- C. Skippable in stream ads and bumper ads
- D. Masthead ads and bumper ads

**Correct Answer: C**

**Section:**

#### **QUESTION 8**

A marketing manager started a Video action campaign one month ago. Two weeks ago, they added InMarket and Custom Audiences to the campaign. Currently, they've spent 80% of the campaign budget.  
What action would you recommend next to grow conversion volume?

- A. Engage with website visitors by adding the Life Events audience type
- B. Remove audience restrictions with run of network targeting
- C. Re-engage with existing customers by adding Custom Audiences.

D. Add Demographics Audiences to re-engage with existing customers.

**Correct Answer: B**

**Section:**

**QUESTION 9**

A fitness studio has created a Video campaign and want 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. After two weeks of the campaign first seeing impressions
- B. After The campaigns end date has been met.
- C. Before the campaign serves any impressions.
- D. Once the campaign first begins to start serving impressions.

**Correct Answer: C**

**Section:**

**QUESTION 10**

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

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

**Correct Answer: C**

**Section:**

**QUESTION 11**

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 conversion\* while still optimizing for the lowest CPV
- B. They expand campaigns to run on more places, on and off You Tube, 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 simplify campaigns to run on only on You tube and drive more conversions while still optimizing for the lowest CPA

**Correct Answer: B**

**Section:**

**QUESTION 12**

The marketing team for a wildlife conservation effort is setting up a Video action campaign to drive online donations on their website. What actions should they take to achieve their goal?

- A. Test multiple variants of their ads, and make sure they're at least 10 seconds long
- B. Use only one version of their ad, and make sure it's at least 10 seconds long.
- C. Use only one version of their ad, and make sure it's less than 10 seconds long

D. Test multiple variants of their ads, and make sure they're less than 10 seconds long

**Correct Answer: A**

**Section:**

**QUESTION 13**

What audience strategy should the account manager at a boat company use when creating their first Google Video campaign to reach people who are already interested in purchasing a boat?

- A. In Market
- B. Demographics and Detailed Demographic
- C. Life front
- D. Affinity Audiences

**Correct Answer: A**

**Section:**

**QUESTION 14**

If you want to run a Video action campaign that reaches customers who already searched for specific key words on Google Search, which audience solution should you use?

- A. Custom Audiences
- B. In Market Audiences
- C. Demographics and Detailed Demographics
- D. Customer Match

**Correct Answer: A**

**Section:**

**QUESTION 15**

What measurement solution should you use to measure the share of views your audience will have a chance to see in your awareness Video campaign?

- A. You should use Unique Reach and Frequency, which is accessible by adding columns to your statistic
- B. You should use Active View, which is accessible by adding appropriate columns to statistic tobies
- C. You should use Active View, which is accessible only by contacting your Google team
- D. You should use Unique Reach and Frequency, which is accessible by contacting your Google team

**Correct Answer: B**

**Section:**

**QUESTION 16**

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. Skippable in stream ads and bumper ads
- B. Skippable in b l ream ads and in-feed video ads
- C. Non skippable in stream ads and bumper ads
- D. Non-skippable in-stream ads and in-feed video ads

**Correct Answer: A**

**Section:**

**QUESTION 17**

A marketing manager wants to reach and engage with potential customers via a Google Video campaign. What first step do they need to complete to get started?

- A. Install a video code on their website
- B. Link Google Ads to their YouTube channel.
- C. Prepare a manual bidding strategy
- D. Build a list of relevant keyword.

**Correct Answer: B**

**Section:**

**QUESTION 18**

A Google Video campaign with 'brand awareness and reach' selected as the campaign goal automatically uses target cost-per-thousand impressions (tCPM) as the bidding strategy. How does that benefit the campaign?

- A. By optimizing bids to put the campaign's message in front of as many relevant people as possible
- B. By creating as many impressions as possible in line with the tCPM.
- C. By acquiring as many clicks as possible according to the daily budget that's been set.
- D. By analyzing historical feedback and making adjustments to bids based on performance signals.

**Correct Answer: A**

**Section:**

**QUESTION 19**

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

**Correct Answer: A**

**Section:**

**QUESTION 20**

You tried using Reach Planner to create a forecast for your new awareness Video campaign, but the campaign results were very different from the media plan numbers provided by the Reach Planner forecast. Why did this mismatch occur between campaign results and forecast data?

- A. Because you used Reach Planner during the least optimal time of day
- B. Because you built a campaign that didn't match the plan settings in Reach Planner
- C. Because Reach Planner forecasts aren't compatible with Video campaigns for any marketing objective
- D. Because Reach Planner forecasts aren't compatible with awareness campaigns.

**Correct Answer: B**

**Section:**

**QUESTION 21**

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

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

**Correct Answer: B**

**Section:**

**QUESTION 22**

An account manager is setting up a new Google Video campaign with an awareness goal, and they see Google Video partners as an option. Why is it a good idea for them to opt into Google Video partners?

- A. It'll give them access to audiences on the YouTube mobile homepage
- B. It'll extend the reach of video ads to a collection of leading publisher sites and apps
- C. It'll give them access to more engagement metrics to measure the impact of the campaign.
- D. It'll extend the reach of video ads to YouTube Live streaming and Premieres.

**Correct Answer: B**

**Section:**

**QUESTION 23**

What Google Video marketing objective connects to the goal of people thinking about your brand in decision-making moments?

- A. Awareness
- B. Perspective
- C. Consideration
- D. Action

**Correct Answer: C**

**Section:**

**QUESTION 24**

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

**Correct Answer: D**

**Section:**