

Exam : Google Ads Video

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

Version : DEMO

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

Answer: B

2.A marketing manager is creating a Google Video campaign with a consideration goal and cost-per-view (CPV) bidding

What should they expect for their max CPV compared to their actual CPV?

- A. Max CPV is often less than actual CPV because its auction bidding.
- B. Actual CPV is often less than max CPV because its auction bidding.
- C. Actual CPV is often less than max CPV because it's a reserve buy
- D. Max CPV is often less than actual CPV because It's a reserve buy.

Answer: B

3.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.

Answer: C

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.

Answer: B

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

Answer: D