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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