

# **Google Google-Ads-Video**

## **Google Ads Video Professional Assessment Exam**

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Questions**

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## QUESTION: 1

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?

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

**Correct Answer: B**

### Explanation/Reference:

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.

## QUESTION: 2

The owner of a music store wants to increase awareness for his store, and has been told that Google's Video solutions can assist him. How can Google's Video solutions assist the store owner with Video campaigns?

Option A :

Google's Video solutions simplify the campaign creation process by automatically aligning to marketing objectives.

Option B :

Google's Video solutions use machine learning to set budgets and bids within 24 hours of setting a Video campaign live.

Option C :

Google's Video solutions simplify the campaign management process by automatically creating new ad groups on a monthly basis. 1

Option D :

Google's Video solutions automatically create video assets based on the content of the domain being

advertised. 1. [www.questionai.com](http://www.questionai.com) [www.questionai.com](http://www.questionai.com)

**Correct Answer: A**

**Explanation/Reference:**

A. Google's Video solutions simplify the campaign creation process by automatically aligning to marketing objectives. Google Ads Video campaigns guide users through the setup process based on their chosen marketing objective. This simplifies campaign creation and ensures alignment with goals. The other options are not primary benefits of Google's Video solutions.

**QUESTION: 3**

Using a Video action campaign, a retailer is setting up conversion tracking to measure the campaign results. Although the important user interactions that create conversions are already being captured, the retailer isn't sure what other tracking events they might obtain. How can they further optimize their campaign?

Option A : They can set bumper ads as their preferred ad type.

Option B : They can implement automatic placements from their existing Display campaign.

Option C : They can use 10 to 15 of the highest converting key words from your Search campaign.

Option D : They can disable non-skippable in-stream ads.

**Correct Answer: C**

**Explanation/Reference:**

C. They can use 10 to 15 of the highest converting key words from your Search campaign. Using high-performing keywords from Search campaigns in Custom Audiences ensures you reach users with proven interest in your products. This will increase the amount of conversions that are tracked.

**QUESTION: 4**

An account manager is creating a forecast for an awareness Video campaign with the help of Reach Planner. Why should they use Reach Planner in the same account where they expect to run the planned campaign?

Option A : Their default campaign preferences will automatically install into each plan.

Option B : It'll analyze the historical performance of shared features, such as negative keyword lists.  
Option C : Their plans will save to one place in the interface for easier analysis.  
Option D : It'll pull data from Google Analytics for consideration when making forecasts.

**Correct Answer: B**

**Explanation/Reference:**

B. It'll analyze the historical performance of shared features, such as negative keyword lists. Using Reach Planner in the same account allows it to leverage historical data, including shared features like negative keywords, for more accurate forecasts. This ensures the forecast is based on relevant account data. The other options are not the primary reason to use Reach Planner in the same account.

**QUESTION: 5**

Having relied on Google Search campaigns in the past, the marketing team at a leading catering business now wants to take advantage of a Google Video campaign with a "Sales" campaign goal. What's the benefit of creating their Google Video campaign in the same account as their Google Search campaigns?

Option A : Enabling Video ad extensions within their Google Search campaign ads.  
Option B : Preventing Google ads from double counting conversions.  
Option C : Receiving a reduction on their average cost-per-view.  
Option D : Avoiding double serving ads in the Google Search results.

**Correct Answer: B**

**Explanation/Reference:**

B. Preventing Google ads from double counting conversions. Keeping campaigns in the same account allows Google Ads to accurately track conversions across different campaign types. This prevents attributing the same conversion to multiple campaigns, ensuring accurate reporting. The other options are not direct benefits of keeping campaigns in the same account.



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