



Download Google-Ads-Video Exam Dumps Free

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Question 1

Question Type: MultipleChoice

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?

Options:

- A- Their default campaign preferences will automatically install into each plan.
- B- It'll analyze the historical performance of shared features, such as negative key word lists.
- C- Their plans will save to one place in the inlet face for easier analysis
- D- It'll pull data from Google Analytics for consideration when making forecasts

Answer:

B

Question 2

Question Type: MultipleChoice

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?

Options:

- A- After two weeks of the campaign first serving 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

Question 3

Question Type: MultipleChoice

You want to get recommendations for features, settings, and solutions for your Google Video campaign.

How can you get the information you need when setting up a campaign?

Options:

- A- By selling up a budget for the new campaign
- B- By uploading at least one video to YouTube
- C- By linking Google Ads you YouTube channel.
- D- By selecting o campaign goal.

Answer:

D

Question 4

Question Type: MultipleChoice

After running successful Search and Display campaigns to drive action, you've decided to run a Video campaign with the same objective.

Why should you keep the Video campaign in the same account as the other campaigns?

Options:

- A- Because it'll allow for faster approval by the system for new ads
- B- Because more campaign extensions will be available for the Video campaign.
- C- Because it prevents Google Ads from double-counting conversions
- D- Because the Video campaign will automatically use assets from the other campaigns.

Answer:

C

Question 5

Question Type: MultipleChoice

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?

Options:

- 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.

Answer:

B

Question 6

Question Type: MultipleChoice

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?

Options:

- 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.

Answer:

C

Question 7

Question Type: MultipleChoice

A business owner wants to measure the unique reach and frequency in their awareness Video campaign.

What insight will they glean?

Options:

- 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

Answer:

C

Question 8

Question Type: MultipleChoice

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

Options:

- 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

Answer:

A

Question 9

Question Type: MultipleChoice

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?

Options:

- 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- Nonskippable in-stream ads and in-feed video ads

Answer:

A

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