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Google

Google-AVA

Google AdWords Video Advertising



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Question: 107

TrueView in-display video ads run on:

- A. YouTube video and search pages and the Display Network
- B. The YouTube Network
- C. The Display Network
- D. The Search Network and the Display Network

Answer: A

Question: 108

The initial remarketing list size for video campaigns includes users from the past:

- A. You can't include visitors from past days
- B. 15 days
- C. 540 days
- D. 30 days

Answer: D

Question: 109

If an advertiser adds affinity audiences and topics to the same targeting group, a TrueView ad will show:

- A. on targeted topics and affinity audiences
- B. only on targeted topics
- C. only on targeted affinity audiences
- D. only when targeted topics and affinity audiences match

Answer: A

Question: 110

If your client wants to pay only when someone views an ad, you should use:

- A. Text ads
- B. TrueView in-stream ads
- C. Viewable cost-per-thousand-impressions (vCPM) bidding

D. YouTube homepage ads

Answer: B

Question: 111

Which is a best practice for a successful TrueView in-stream ad?

- A. Include a strong call-to-action so the viewer knows what to do
- B. Add a frequency cap
- C. All of the listed answer are correct
- D. Use at least 3 types of targeting to find out which performs best

Answer: C

Question: 112

Video advertising on YouTube lets you:

- A. pay a single monthly fee
- B. use pay-per-report analytics and pay for click-throughs only
- C. use pay-per-report analytics and pay a single monthly fee
- D. use free video analytics

Answer: B

Question: 113

Which of these remarketing lists can be used for a video campaign?

- A. People who clicked the +1 button on the advertiser's Google+ page
- B. All of the listed answers are correct
- C. People who watched certain videos on the advertiser's YouTube channel
- D. People who skipped the advertiser's TrueView in-stream ads

Answer: C

Question: 114

An advertiser can:

- A. remarket video ads from the Search Network on the Display Network

- B. optimize remarketing by raising bids on topics or channels that generate the greatest ad response
- C. target viewers who are watching competitors' ads on YouTube
- D. combine an AdWords remarketing list with a Masthead ad unit

Answer: A

Question: 115

The standard companion banner size for TrueView in-stream ads on YouTube is:

- A. 300×80
- B. 300×60
- C. 300×600
- D. 300×250

Answer: D

Question: 116

You can see average video-view duration metrics in:

- A. reports in AdWords
- B. the "Campaigns" tab in AdWords
- C. the "Audience retention" tab in YouTube Analytics
- D. Google Analytics

Answer: C

Question: 117

With a Masthead ad, an advertiser can reserve:

- A. The YouTube homepage
- B. Specific videos
- C. YouTube search pages
- D. Specific channels

Answer: A

Question: 118

Video ads can appear on:

- A. All of the listed answers are correct
- B. Specific YouTube videos
- C. Specific YouTube channels
- D. Websites on the Display Network

Answer: A

Question: 119

If your client wants a specific reach for a specific price on YouTube, you should use:

- A. placement targeting
- B. TrueView videos ads
- C. affinity audiences
- D. reservation buying

Answer: D

Question: 120

What's needed for an advertiser to set up a video ad campaign?

- A. D. YouTube video
- B. A conversion rate of at least 5% on the Search Network
- C. A base AdWords budget in addition to pay-per-click costs
- D. A YouTube video

Answer: D

Question: 121

Video remarketing is a way to optimize:

- A. cost-per-view (CPV) bidding strategies
- B. video campaigns
- C. bidding strategies
- D. conversions

Answer: A

Question: 122

Frequency capping counts include:

- A. only impressions that were viewable
- B. only impressions that led to clicks
- C. all impressions, including those that weren't viewable
- D. All impressions appearing in an ad position of "1"

Answer: A

Question: 123

Which devices can an advertiser target with a mobile video Masthead?

- A. Android only
- B. Mobile only
- C. Tablet only
- D. Both mobile and tablet

Answer: D



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