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Google Ads Video Professional Assessment Exam

Google Google-Ads-Video

Version Demo

Total Demo Questions: 7

Total Premium Questions: 70

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Topic Break Down

Topic	No. of Questions
Topic 1, Video campaign strategy	37
Topic 2, Video campaign management	8
Topic 3, Measurement	20
Topic 4, Optimization	5
Total	70

QUESTION NO: 1

An awareness Video campaign has delivered 800,000 impressions. The advertiser wants to understand whether those impressions were spread across a large number of distinct people or concentrated among a smaller audience that saw the ads repeatedly. Which reporting approach provides the most useful insight?

A. Unique reach and frequency reporting

B. Click-through rate reporting

C. Conversion value reporting

D. Search impression share reporting

ANSWER: A

Explanation:

Unique reach and frequency reporting is the most useful approach because it estimates how many distinct people were reached and the average number of times they saw the ads. Together, these measures show whether impression volume came from broad audience coverage or repeated exposure to the same users.

Impressions alone cannot distinguish between those outcomes. Click-through rate measures interaction relative to impressions, while conversion reporting is intended to evaluate valuable actions such as purchases or leads rather than the distribution of awareness delivery.

QUESTION NO: 2

A local gym is creating several video ads to drive membership enquiries. One ad opens with ten seconds of generic fitness imagery before mentioning the gym, while another immediately shows the membership offer, identifies the gym, and presents a clear next step. Which creative approach is more appropriate for the campaign?

A. Show the offer and brand early, then use a clear membership-enquiry call to action.

B. Delay the offer until the final seconds to create suspense.

C. Use generic imagery throughout and omit a call to action.

D. Focus the opening entirely on the gym's company history.

ANSWER: A

Explanation:

The ad that establishes the gym, membership offer, and next step immediately is more appropriate. Action-focused video creative should communicate the key value proposition early, when viewer attention is highest, and provide a clear call to action that is aligned with the desired conversion.

Delaying the brand and offer risks losing viewers before they understand what the advertiser is promoting or why they should enquire. Generic imagery can support the message, but it should not replace an early, relevant benefit and a clear route to act.

QUESTION NO: 3

A consumer electronics advertiser runs a Video action campaign for a high-consideration product. A viewer watches a substantial portion of a skippable in-stream ad, does not click the ad, and purchases from the advertiser’s website several days later. Which measurement setting is most relevant for attributing that conversion to the video engagement?

A. The engaged-view conversion window

B. The click-through conversion window

C. The video frequency cap

D. The target CPV bid

ANSWER: A

Explanation:

The engaged-view conversion window is the relevant setting. Engaged-view conversions can measure conversions that occur after a person meaningfully engages with an eligible video ad but does not click it, provided the conversion happens within the configured window.

A click-through conversion requires an ad click, so it would not address this customer journey. Extending only the click-through conversion window would likewise not capture a conversion that followed video engagement without a click.

QUESTION NO: 4

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

A. By using 10 to 15 of the highest converting keywords 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

Explanation:

By using 10 to 15 of the highest converting keywords from your Search campaign is the recommended way to obtain value from Custom Audiences in a Video action campaign. A custom segment can reach people based on their search behavior and interests, including people whose recent Google searches relate to the keywords or phrases supplied by the advertiser. Search campaigns provide a particularly useful source for those terms because their conversion data identifies the queries most closely associated with meaningful business outcomes, rather than merely high traffic. Selecting a focused set of proven, high-converting keywords gives Google's audience system strong intent signals from which to find additional relevant viewers across Google video inventory. This approach also aligns video prospecting with the advertiser's established Search learnings, helping the campaign reach users likely to take the desired action. Google recommends using high-performing Search keywords when building custom segments, while keeping the input set targeted enough to preserve signal quality. See Google's guidance on custom segments and its overview of Video campaigns.

QUESTION NO: 5

An account manager is setting up a Video campaign to grow consideration. What ad formats should they expect to run?

A. Skippable in-stream ads and bumper ads

B. Non-skippable in-stream ads and mastheads

C. Non-skippable in-stream ads and in-feed video ads

D. Skippable in-stream ads and in-feed video ads

ANSWER: D

Explanation:

Skippable in-stream ads and in-feed video ads is correct because these formats support the consideration objective by helping people discover a brand and engage with its message while they are watching or actively exploring video content.

Skippable in-stream ads play before, during, or after other YouTube videos and give advertisers room for richer creative, product demonstrations, and storytelling. Viewers who choose to continue watching demonstrate a meaningful degree of interest, making the format well suited to building consideration.

In-feed video ads appear in discovery-focused YouTube surfaces, including search results, related-video placements, and the Home feed. They invite users to select a video based on its thumbnail and accompanying text, connecting the advertiser with people who are intentionally browsing for relevant content. This combination reaches audiences both during video viewing and during content discovery, which helps drive deeper engagement and consideration. Google describes available video ad formats and their placements in its Video ad formats guide and provides goal-based Video campaign guidance in the Google Ads Help Center.

QUESTION NO: 6

If you want to run a Video action campaign that reaches customers who already searched for specific keywords on Google Search, which audience solution should you use?

A. Custom Audiences

B. In-Market Audiences

C. Demographics and Detailed Demographics

D. Customer Match

ANSWER: A

Explanation:

Custom Audiences is the appropriate audience solution because it allows an advertiser to define a custom segment using search terms that people have used on Google. By entering keywords that represent high-intent queries related to the product or service, the campaign can reach users whose recent search behavior indicates interest in those topics. This is especially useful for a Video action campaign because it connects video creative and conversion-focused calls to action with people who have already signaled relevant intent through Search activity.

Google's current terminology commonly refers to this capability as *custom segments*, although training materials and older interfaces may use the name *Custom Audiences*. The essential capability is the same: build an audience from search-term signals rather than relying only on broad demographic characteristics or a marketer's existing customer data. Google explains that custom segments can be created by adding keywords related to people's interests or purchase intent, enabling ads to reach people with relevant search behavior. See Google Ads Help: About custom segments and Google Ads Help: About audience segments.

QUESTION NO: 7

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?

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

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

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

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

ANSWER: A

Explanation:

Google's Video solutions simplify the campaign creation process by automatically aligning to marketing objectives. This is especially useful for a music-store owner whose goal is awareness, because Google Ads campaign setup starts with the

advertiser’s business objective and then presents campaign configurations, formats, and optimization approaches designed to support that objective. In a Video campaign, choosing an awareness-oriented goal helps the advertiser structure the campaign around reaching relevant viewers and building familiarity with the store, rather than requiring the owner to begin with every technical setting independently.

This objective-led workflow makes video advertising more accessible to businesses that may not have extensive media-buying expertise. It connects the campaign’s intended outcome to the available video campaign setup and delivery choices, helping advertisers select an appropriate approach for broad reach and brand awareness on YouTube and Google video partners. Google explains how campaign objectives guide the campaign-creation experience in its About campaign objectives documentation. Its Video campaign overview also describes using Video campaigns to reach audiences and build awareness.