

NewPassleader

NewPassLeader

HOME

ALL VENDORS

★ GUARANTEE

? FAQ

TESTIMONIALS

CART (0)



Select a vendor...

Select an test...

Your email address

Free Download Demo

Try **PDF Demo** before you buy

Online Test Engine: Online Tool, Convenient, easy to study. Instant Online Access. Supports All Web Browsers.

PDF format: Easy to read and print learning materials, our products are available in PDF file format.

Desktop Test Engine: Installable Software Application. Simulates Real Exam Environment. Practice Offline Anytime.

What Client's Say

“ I purchased the exam questions which were not up to par so that I failed once. Now the second time, I make the right choice to purchase newpassleader 120-968 files, I pass. Thanks very much. I will buy more ”



Gloria
★★★★★

“ The 400-151 Dumps are very helpful, I attend the exam and passed in my first shot. ”



Juliet
★★★★★

<http://www.newpassleader.com/>

Attentive Service Exam Torrent and Valid Dumps - NewPassLeader

Exam : **Google-Ads-Video**

Title : Google Ads Video Professional
Assessment Exam

Vendor : Google

Version : DEMO

NO.1 For the last year, you've run a consideration Video campaign. Now you want to see evidence that your investment was effective based on the number of times users actually clicked on your videos. What consideration measurement metric should you use?

- A. Targeted observations
- B. Core performance metrics
- C. Purchase intent lift
- D. Earned views

Answer: B

Explanation:

B: Core performance metrics

Core performance metrics like click-through rate (CTR), view-through rate (VTR), and views are fundamental for assessing consideration.

These metrics show how users are interacting with your videos and indicate their level of engagement.

Purchase intent lift is more of a brand lift metric.

NO.2 The marketing team for a wildlife conservation effort is setting up a Video action campaign to drive online donations on their website. What actions should they take to achieve their goal?

- A. Test multiple variants of their ads, and make sure they're at least 10 seconds long.
- B. Use only one version of their ad, and make sure it's at least 10 seconds long.
- C. Use only one version of their ad, and make sure it's less than 10 seconds long.
- D. Test multiple variants of their ads, and make sure they're less than 10 seconds long.

Answer: A

Explanation:

A: Test multiple variants of their ads, and make sure they're at least 10 seconds long. Testing multiple ad variants allows for optimization based on performance.

Longer ads (at least 10 seconds) provide sufficient time to convey the message and encourage donations.

NO.3 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:

A: By using 10 to 15 of the highest converting keywords from your Search campaign.

Custom Audiences allow you to target users based on their search activity.

Using high-performing keywords from Search campaigns ensures you reach users with proven interest in your products.

The other options don't leverage the power of search intent.

NO.4 An account manager is setting up a new Google Video campaign with an awareness goal, and

they see Google Video partners as an option. Why is it a good idea for them to opt into Google Video partners?

- A. It'll give them access to audiences on the YouTube mobile homepage.
- B. It'll extend the reach of video ads to a collection of leading publisher sites and apps.
- C. It'll give them access to more engagement metrics to measure the impact of the campaign.
- D. It'll extend the reach of video ads to YouTube Live streaming and Premieres.

Answer: B

Explanation:

B: It'll extend the reach of video ads to a collection of leading publisher sites and apps.

Google Video partners expand the reach of video campaigns beyond YouTube to a network of high-quality websites and apps.

This allows for broader exposure and increased brand awareness.

The other options are not the primary benefit of Google Video partners.

NO.5 If the marketing manager of a catering company is focusing on driving as many orders as possible on a weekly basis with a Video action campaign, which of the following creative implementations should they use?

- A. Use "Sign up to our newsletter" as the primary call to action.
- B. Address the viewer's desire for food in the first five to 10 seconds of the video.
- C. Add as much diverse imagery and language as possible throughout the ad to hold the viewer's attention.
- D. Explain the company's background during the first half of their video.

Answer: B

Explanation:

B: Address the viewer's desire for food in the first five to 10 seconds of the video.

Capturing attention quickly is crucial for driving immediate action.

Addressing the viewer's desire for food at the beginning increases the likelihood of them placing an order.

The other options are not as effective for immediate conversion.