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Question: 77

You can use the Mobile App Overview report to do which of the following?

- A. Assess the general health of your app and follow data trends in key reporting areas
- B. Review the code for your app and SDKs
- C. Review data about your user's names, addresses, and income brackets
- D. Gain insight into your competitor's strategies

Answer: A

Question: 78

Which of the following is a way for an advertiser to monetize their app?

- A. Charging for app downloads from the Apple iTunes or Google Play store
- B. All of the listed answers are correct
- C. In-app purchases
- D. In-app ads

Answer: B

Question: 79

Question #79 Topic 1 Target cost-per-acquisition (CPA), which factors in auction-time signals including device, location, time of day, remarketing list, language, and operating system, automatically optimizes bids across:

- A. Search inventory to help advertisers reach their desired cost-per-install goal
- B. Search and display inventory to help advertisers reach their desired cost-per-install goal
- C. Search and display inventory to help advertisers reach their desired cost-per-impression goal
- D. Search and display inventory to help advertisers reach their desired cost-per-click (CPC) goal

Answer: B

Question: 80

Assuming Google forwarding numbers are available in your country, what do you need before you can set up conversion tracking for calls from an ad or website?

- A. B. sales team and operating phone bank
- B. A sales team and operating phone bank
- C. An active call extension or call-only ad
- D. An app published in the Google Play store

Answer: C

Question: 81

The Mobile App Behavior reports give you data about:

- A. Details about how users interact with other users of your app
- B. Interactions such as screen views, exits, and crashes
- C. How many downloads were referrals from friends
- D. In-app user satisfaction ratings

Answer: B

Question: 82

Which automated bid strategy might help improve the chances that your ad gets to the top of the page?

- A. Target outranking share
- B. Target cost-per-acquisition (CPA)
- C. Target search page location
- D. Target return on ad spend (ROAS)

Answer: C

Question: 83

To show an ad, which is eligible to appear on search partner sites, on the mobile version of Google Maps, you should use:

- A. Product extensions
- B. Location extensions
- C. Mobile extensions
- D. Store visit extensions

Answer: B

Question: 84

True or false: Firebase can reduce complication for advertisers by providing them with only one SDK to track all traffic sources, including ad networks.

- A. True
- B. False

Answer: A

Question: 85

If you value mobile traffic over desktop, which bid adjustment should you set?

- A. Increase bid adjustment for mobile
- B. Increase bid adjustment for tablets
- C. Increase bid adjustment for desktop
- D. Increase bid adjustment for mobile and desktop

Answer: A

Question: 86

An app advertiser would want to use a third-party tracking company to:

- A. Have a single SDK to add to your app instead of one from each ad network
- B. Receive reporting on basic usage analytics
- C. Have more control when communicating with each ad network
- D. See which of an app's new users came from recent advertising clicks or views

Answer: A

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