Up-to-date Questions and Answers from authentic resources to improve knowledge and pass the exam at very first attempt. ----- Guaranteed.

Google-AVA MCQs
Google-AVA TestPrep
Google-AVA Study Guide
Google-AVA Practice Test
Google-AVA Exam Questions

killexams.com

Google

Google-AVA

Google AdWords Video Advertising

ORDER FULL VERSION

https://killexams.com/pass4sure/exam-detail/Google-AVA

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 canÆt 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 advertiserÆs Google+ page
B. All of the listed answers are correct
C. People who watched certain videos on the advertiserÆs YouTube channel
D. People who skipped the advertiserÆs 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 competitorsÆ 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. 300Î80
B. 300Î60
C. 300Î600
D. 300Î250

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

WhatÆs 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 werenÆt 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

KILLEXAMS.COM

Killexams.com is a leading online platform specializing in high-quality certification exam preparation. Offering a robust suite of tools, including MCQs, practice tests, and advanced test engines, Killexams.com empowers candidates to excel in their certification exams. Discover the key features that make Killexams.com the go-to choice for exam success.

Exam Questions:

Killexams.com provides exam questions that are experienced in test centers. These questions are updated regularly to ensure they are up-to-date and relevant to the latest exam syllabus. By studying these questions, candidates can familiarize themselves with the content and format of the real exam.

Exam MCQs:

Killexams.com offers exam MCQs in PDF format. These questions contain a comprehensive collection of questions and answers that cover the exam topics. By using these MCQs, candidate can enhance their knowledge and improve their chances of success in the certification exam.

Practice Test:

Killexams.com provides practice test through their desktop test engine and online test engine. These practice tests simulate the real exam environment and help candidates assess their readiness for the actual exam. The practice test cover a wide range of questions and enable candidates to identify their strengths and weaknesses.

Guaranteed Success:

Killexams.com offers a success guarantee with the exam MCQs. Killexams claim that by using this materials, candidates will pass their exams on the first attempt or they will get refund for the purchase price. This guarantee provides assurance and confidence to individuals preparing for certification exam.

Updated Contents:

Killexams.com regularly updates its question bank of MCQs to ensure that they are current and reflect the latest changes in the exam syllabus. This helps candidates stay up-to-date with the exam content and increases their chances of success.