

100% Money Back Guarantee

Vendor: Google

Exam Code: adwords-display

Exam Name: Google Display Exam Practice Test

Version: Demo

QUESTION 1

Fred is a Google AdWords consultant for his client. He is explaining to his client that there are actually three ways to add managed placements to an ad group. Which one of the following is NOT one of the three methods Fred can use to add managed placements to an ad group?

- A. Manually adding
- B. Browsing the Web for placements with the Google AdWords toolbar
- C. Copying from the automatic placement table
- D. Using the Placement tool

Correct Answer: B

QUESTION 2

Bob is reviewing his Google AdWords for the Google Content Network, which has been running for the past sixty days. Bob is interested in the view-through conversion tracking. What is viewthrough conversion tracking?

- A. It's the number of conversions that have happened after a user saw, but didn't click, Bob's ad.
- B. It's the number of conversions that have happened from a video ad.
- C. It's the conversion rate for ads in the Google Content Network.
- D. It's the cost of conversions that have happened after a user saw Bob's ad online.

Correct Answer: A

QUESTION 3

Mary Jane wants to use the view-through conversion tracking feature in Google AdWords. How long must Mary Jane's ad run before she can use this feature accurately?

- A. 30 days
- B. 60 days
- C. 24 hours
- D. 7 days

Correct Answer: A

QUESTION 4

Google has some very specific recommendations for planning a display campaign. According to Google, what is the top recommendation for planning an effective display campaign?

- A. Set your bids and budget.
- B. Identify your goals.
- C. Find your target audience.
- D. Create your custom display ad.

Correct Answer: B

QUESTION 5

Allen is managing ads for his company and he'd like to include the ads in the Google Content Network. Where does Allen configure automatic placements of ads in the Google Content Network for his campaigns?

- A. Allen will select "Relevant pages across the entire network" in the "Network Settings" section on his "Settings" tab.
- B. Allen will select "Relevant pages across the entire network" in the "Network Settings" section on his "Networks" tab.
- C. Allen will select "Relevant pages across the entire network" in the "Ad Settings" section on his

"Settings" tab.

- D. Allen will select "Relevant pages across the entire network" in the "Network Settings" section on his "Opportunities" tab.

Correct Answer: A

QUESTION 6

Jan has a Website selling shoes and socks online. She would like to use Google AdWords' cost-peracquisition approach for her ads. If Jan uses this approach what must she also do?

- A. Jan must also use Google Checkout.
- B. Jan must be a preferred Google vendor.
- C. Jan must use the Conversion Optimizer.
- D. Jan must set her CPC maximum bids to a minimum of 25 cents.

Correct Answer: C

QUESTION 7

Examine the image given below:

What Google Tool is being used in the image above?

- A. Google Wonder Wheel
- B. Google Rich Media Ad Builder
- C. Google Ad Builder
- D. Google Ads Diagnostic Tool

Correct Answer: C

QUESTION 8

Google makes many recommendations for Google AdWords users for direct response campaigns. One of the recommendations Google makes is to implement cost-per-click bidding so that you only pay when people click your ad. What other reason is valid for using the cost-per-click bidding?

- A. If you want to be included in Google Content Network, you must use cost-per-click bidding.
- B. If you are creating a display ad, you must use cost-per-click bidding.
- C. If you want to include video overlays ads, you must use cost-per-click bidding.
- D. If you want to use the Conversion Optimizer tool, you must use cost-per-click bidding.

Correct Answer: D

QUESTION 9

Andy is a consultant to a business that wants to advertise in the Google Content Network. He recommends that the business owner use the contextual targeting for his ads. What is the contextual targeting?

- A. The contextual targeting allows the business owner to target specific languages.
- B. The contextual targeting allows the business owner to select keywords related to the products for sale so his ads will show on related Websites.
- C. The contextual targeting allows the business owner to target specific demographics.
- D. The contextual targeting allows the business owner to insert ads into a series of related Websites.

Correct Answer: B

QUESTION 10

Henry has created a video that he'd like to include in the Google Content Network. His video is a demonstration of a product that he sells on his website. With this type of content, what type of video advertising is Henry interested in using in the Google Content Network?

- A. Overlay video ad
- B. In-stream video ad
- C. Click-to-play video ad
- D. Video placement ad

Correct Answer: C

QUESTION 11

Jeffrey has an online store that caters to collectors of antique pins based on comic book characters. His audience is small, but dedicated. If you were advising Jeffrey about his online advertising sales, which of the following would be the best strategy considering Jeffrey's audience?

- A. Use the Google Content Network for niche placements.
- B. Use the Google Content Network with automatic placements based on hundreds of comic-book based keywords.
- C. Use Google AdWords for search marketing.
- D. Use Google AdWords with hundreds of comic-book based keywords.

Correct Answer: A

QUESTION 12

You are managing a Google AdWords campaign for a company. You launch a new display campaign. In the first week of the campaign launch, you noticed a large number of clicks but no conversions. Which of the following actions can you perform to resolve the issue? Each correct answer represents a complete solution. Choose two.

- A. Increase bidding for successful sites.
- B. Verify that your conversion code is set up correctly.

- C. Evaluate performance of campaign regularly.
- D. Check the ad creative and the landing page to make sure they are well matched.

Correct Answer: BD

QUESTION 13

Amy is managing a Google AdWords campaign for her company. Her manager has asked Amy to create a performance report for the overall campaign performance. What steps will Amy take to generate this performance report?

- A. Amy will click Campaigns, then Reports, then Create New Report for All Campaigns, and then she'll select the Campaign Performance option.
- B. Amy will click Reporting, then Reports, then Create New Report, and then she'll select the Campaign Performance option.
- C. Amy will click Campaigns, then Reports, then Create New Report, and then she'll select the Campaign Performance option.
- D. Amy will click Opportunities, then Keywords, then Create New Report, and then she'll select the Campaign Performance option.

Correct Answer: B

QUESTION 14

Consider the image shown below:



What will happen if you click on the "history of soccer" link in the image?

- A. You'll be taken to the first page with the keyword "history of soccer" in the Google search results.
- B. Another line will branch out from "soccer" with related links to the "history of soccer" link.
- C. The "soccer" wheel will fade to the background and a new wheel called "history of soccer" will be created.
- D. Google AdWords will display ads related to the "history of soccer" for this keyword.

Correct Answer: C

QUESTION 15

In the Google Content Network, there are three bidding strategies that a Google AdWords advertiser may use. Which one of the following is NOT one of the three bidding strategies in the Google Content Network?

- A. Cost-per-acquisition bidding
- B. Cost-per-month bidding
- C. Cost-per-click bidding
- D. Cost-per-thousand bidding

Correct Answer: B

QUESTION 16

Which of the following is a Google property where display ads are eligible to appear?

- A. MSN
- B. YouTube
- C. Wonder wheel
- D. Yahoo

Correct Answer: B

QUESTION 17

Which of the following is one of the reserved media placements available on YouTube?

- A. Play rate
- B. Partner Watch Pages
- C. Display ad builder
- D. AdWords Auction

Correct Answer: B

QUESTION 18

Which of the following tabs will you use to see and edit details of all the ad groups in your AdWords account?

- A. Ad groups
- B. Campaign
- C. Statistics
- D. Status

Correct Answer: A

QUESTION 19

Which of the following bidding strategies will you use if you are focused on a particular customer action, such as leads or purchases?

- A. CPA bidding
- B. CPM bidding
- C. Manual CPC bidding
- D. Automatic CPC bidding

Correct Answer: A

QUESTION 20

Which of the following tools will you use to identify potential ad group themes for your display campaigns?

- A. Google analytics
- B. Google trends
- C. Wonder wheel
- D. Display ad builder

Correct Answer: C

QUESTION 21

Which of the following is a tool that helps you measure conversions and also helps you to identify how effective are your AdWords ads and keywords for you?

- A. AdWords Display ad builder
- B. AdWords conversion tracking
- C. Wonder wheel
- D. Google analytics

Correct Answer: B

QUESTION 22

What is the size of the expanded background image required for expandable click-to-play YouTube Video Ad?

- A. 300x35
- B. 50x50
- C. 950x500
- D. 300x225

Correct Answer: C

QUESTION 23

Which of the following is NOT an Ad format available through self-managed AdWords accounts?

- A. Display Ads
- B. Mobile Ads
- C. Image Ads
- D. Text Ads

Correct Answer: C

QUESTION 24

Which of the following is a type of internet-based advertising that allows the marketer to only target ads to users who have visited the marketer's Website?

- A. Keyword targeting
- B. Contextual targeting
- C. Remarketing
- D. Internet category marketing

Correct Answer: C

QUESTION 25

Which of the following metrics gives the number of times the ad was clicked divided by the number of times the ad was shown?

- A. Clicks
- B. Average CPM
- C. Average CPC

D. Click Through Rate (CTR)

Correct Answer: D

QUESTION 26

Carl has created a new company that provides language translation services for English-speaking people in France. Carl would like to create a Google AdWords that would address people that need his service. Which one of the following targeting options would be the best for Carl?

- A. Carl should target France, write the ad in French, and allow Google to translate the ad.
- B. Carl should target the country of France and target the language of English.
- C. Carl should target the country of France and display his ad in English.
- D. Carl should target either France or display his ad in English - he cannot do both.

Correct Answer: B

QUESTION 27

Ronnie is interested in advertising on YouTube to drive people from YouTube to his Website. His goal is to sell more cameras from his photography Website. Ronnie has decided to hire you to help with advertisements. Based on this information what type of bidding method would you recommend to Ronnie?

- A. Cost per click
- B. Cost per acquisition
- C. Cost per conversion
- D. Cost per 1,000 impression

Answer:

Correct Answer: A

QUESTION 28

According to Google advertisers in the Google Content Network, you should use display ads rather than text ads whenever possible. Which one of the following reason is the most compelling reason why display ads are likely to perform better than text ads in the Google Content Network?

- A. Users' activities are different in Search than in the Google Content Network.
- B. Display ads are more attractive than text ads.
- C. Text ads aren't allowed in the Google Content Network.
- D. Display ads are larger and can contain more information.

Correct Answer: A

QUESTION 29

You have created ad through Google AdWords that are targeted for YouTube. How can you create a report on these ads?

- A. You can create a report for YouTube ads through DART for Publishers.
- B. You can create a report for YouTube ads through the YouTube ads placement feature.
- C. You can create a report for YouTube ads directly through the Google AdWords reporting feature.
- D. You can not create a report specific to YouTube ads.

Correct Answer: C

QUESTION 30

Examine the image below:



Four areas of the image have been highlighted for your reference. In the image, what highlighted area is represented by the color green?

- A. Banner ad
- B. Image ad
- C. In stream video
- D. In video overlay

Correct Answer: C

QUESTION 31

Ben has created 60 videos for YouTube that he uses to promote his software training company. The videos are not promoted videos, but they are advertisements, informative sessions, and free computer lessons that he has published on YouTube. Ben would like to use YouTube Insight. How can he access this tool?

- A. Ben can use YouTube insight for all of his videos if he will make one video a promoted video.
- B. Ben can use YouTube insight by click his account name in YouTube, then choosing Insight.
- C. Ben cannot use YouTube insight because his videos are not promoted videos.
- D. Ben can download YouTube insight from the YouTube homepage, choosing applications, and then the YouTube Insight application.

Correct Answer: B

QUESTION 32

You are a consultant to John, who owns an online dog food company. You've recommended that John include his Google AdWords to some very specific placement types. In fact, you've told John that there are six different placement types he may choose from. Which of the following is NOT one of the six placement types included as part of the Google Content Network placement types?

- A. Commerce
- B. Audio
- C. Game
- D. Video

Correct Answer: A

QUESTION 33

You are creating an InVideo overlay ad unit based on YouTube's FLA template. As you create this ad, you must follow some very specific requirements for the overlay to be accepted by YouTube. Which one of the following statements is an accurate statement about the overlay advertisement?

- A. The maximum file size is 100KB, the maximum animation is 10 seconds, and the frame rate must be set to 30 frames per second.
- B. The maximum file size is 100KB, the maximum animation is 10 seconds, and the frame rate must be set to 25 frames per second.

- C. The maximum file size is 120KB, the maximum animation is 30 seconds, and the frame rate must be set to 10 frames per second.
- D. The maximum file size is 10KB, the maximum animation is 3 seconds, and the frame rate must be set to 30 frames per second.

Correct Answer: B

QUESTION 34

Fred is a Google AdWords consultant for his client. He is explaining to his client that there are actually three ways to add managed placements to an ad group. Which one of the following is NOT one of the three methods Fred can use to add managed placements to an ad group?

- A. Browsing the Web for placements with the Google AdWords toolbar
- B. Using the Placement tool
- C. Copying from the automatic placement table
- D. Manually adding

Correct Answer: A

QUESTION 35

You are a Google AdWords consultant for a client that has created a Google AdWords ad that is in the Google Content Network. Your client is interested in optimizing their advertising videos in YouTube. You recommend that you and the client examine the YouTube reports to see how their videos are performing as a basis for creating an improvement strategy. Where can you access the YouTube video reports?

- A. Using the Google AdWords Reporting tab
- B. Through the Google Insights for Search tool
- C. At the bottom of the YouTube Insight page for the client's account
- D. Through Google Analytics

Correct Answer: C

QUESTION 36

Lily has created a display campaign to help support her consulting business. She wants to find the best keywords based on the site content. Which of the following Google AdWords tools will she use to accomplish the task?

- A. Keyword tools
- B. Conversion optimizer
- C. My Change History tool
- D. Display ad builder

Correct Answer: A

QUESTION 37

Which of the following are the best practices for video content on YouTube?

- A. Keep your videos to atleast 10 minutes.
- B. Create videos that teach and engage the YouTube community on your services.
- C. Update your content on regular basis.
- D. Create videos that feature original content.

Correct Answer: BCD

QUESTION 38

You are a consultant for the HKQ Company. They have hired you to help them create videos for YouTube. You advise them that one strategy they should consider is to use a promoted video for YouTube. Which one of the following is the best description of a promoted video?

- A. A promoted video is a paid video placement on YouTube.
- B. A promoted video is a video that YouTube will promote to its users.
- C. Users on YouTube will vote on a promoted video by choosing "like" or "dislike" buttons.
- D. The promoted videos are an advertising solution that allows YouTube users, partners, and advertisers to promote their video content across YouTube and the Google Content Network.

Correct Answer: D

QUESTION 39

Amy is managing a Google AdWords campaign for her business. After three months of using Google AdWords Amy decides that she needs to improve her campaign by optimizing her ad. If Amy's immediate goal to increase her clickthrough rate which one of the following optimization strategies is most appropriate?

- A. Amy should attract more clicks by refining her ads, and eliminate extra impressions by using negative keywords.
- B. Amy should focus on her Website. Her landing page and entire Website is must be set up to let users find the specific thing being promoted in her ad.
- C. Amy should increase her advertising budget.
- D. Amy should add relevant keywords and site placements to her ad groups while making ad text more compelling.

Correct Answer: A

QUESTION 40

Todd is interested in creating text ads for the Google Content Network though his business partner thinks he should use image ads. There are several reasons why Todd should use a text ad in the Google Content Network. Which of the following is NOT a valid reason why Todd should use a text ad in the Google Content Network?

- A. Text ads are better than image ads to draw the users' attention.
- B. Todd can use text ads to address Google Content Network members that don't accept image ads.
- C. Text ads are the most versatile ad format with the widest reach across the web.
- D. Todd can realize a lower cost per acquisition with text ads than with displays ads.

Correct Answer: A

QUESTION 41

Lila has created a display campaign to help support her consulting business. The ad has been running for six months. Her goal of the campaign is to get people to sign up for her newsletter. If Lila has a desire to get more conversions at a lower cost, which Google AdWords tool should she use?

- A. My Change History tool
- B. Conversion optimizer
- C. Display ad builder
- D. Keyword tools

Correct Answer: B

QUESTION 42

Hal is considering a YouTube masthead for an ad campaign. There are several requirements on size and sound limits for YouTube masthead advertisements, such as the 50KB load size and the 1MB load for animation and autoplay. What is the maximum size for videos (.flv) file size for when a user clicks the masthead to see the video ad?

- A. 10MB
- B. 1MB
- C. 100MB

D. 50MB

Correct Answer: A

QUESTION 43

Tom is reviewing his YouTube ad performance through the Google AdWords reporting feature. He would like to review the number of users who clicked his ad and converted to a sale on his Website. What requirement must Tom have satisfied to see the conversion reporting feature for YouTube ads?

- A. He must have added the Google AdWords Conversion Tracking code to his Website page.
- B. His YouTube ads must be placed through a YouTube reservations agent.
- C. His ads must be prepaid.
- D. He must have uploaded a promoted video on YouTube.

Correct Answer: A

QUESTION 44

Bonnie has created a video that she would like to include in the Google Content Network as part of her online marketing. She has chosen the click-to-play with the cost-per-click pricing model. Which one of the following statements best describes when Bonnie will be charged for someone clicking on her advertisement?

- A. Every time Bonnie's video is played, paused, or stopped with the in-ad player she won't be charged for each click, just one click per user on the advertisement video.
- B. Every time Bonnie's video appears (the opening image) she will be charged.
- C. Every time Bonnie's video is played she'll be charged for the click.
- D. Every click that leads a user to Bonnie's Website results in a charge to Bonnie's account.

Correct Answer: D

QUESTION 45

Henry has created a video that he'd like to include in the Google Content Network. His video is a demonstration of a product that he sells on his website. With this type of content, what type of video advertising is Henry interested in using in the Google Content Network?

- A. Video placement ad
- B. Click-to-play video ad
- C. In-stream video ad
- D. Overlay video ad

Correct Answer: B

QUESTION 46

Nancy would like to create a display ad for the Google Content Network, but she doesn't have image-editing software. Which of the following is the recommended for Nancy to create a display ad for the Google Content Network?

- A. Hire a designer to create the display ad.
- B. Use the Display Ad Builder.
- C. Use the Adobe Ad Builder.
- D. Use a text ad.

Correct Answer: B

QUESTION 47

Which one of the following statements best describes the relationship between the quality score and the cost-per-click of an ad in Google AdWords?

- A. The higher a keyword's Quality Score, the lower the price you pay for each click and the better its ad

position.

- B. The higher a keyword's Quality Score, the higher the price you pay for each click and the higher the ranking of your ad over your competition.
- C. The higher a keyword's Quality Score, the lower the price you pay for each.
- D. The higher a keyword's Quality Score, the higher the price you pay for each click and the better its ad position.

Correct Answer: A

QUESTION 48

Jen has created a YouTube advertisement for her company and she is now interested in reviewing her ad's performance over the past three weeks. She wants to examine a YouTube metric that will tell her how many times her promoted video ad has been played since it went live on YouTube. What metric will Jen want to create a report for?

- A. Clickthrough rate
- B. Clicks
- C. Play rate
- D. Conversions

Correct Answer: C

QUESTION 49

Yolanda is designing an image ad for the Google Content Network. She wants the ad to look crisp and professional and a consultant has recommended that she use transparent PNG format images. Why is this a good idea for image advertisers in the Google Content Network?

- A. Transparent background images load faster in browsers.
- B. Transparent background images allow the ad's background to fade through the image.
- C. Transparent background images allow the ad's background to be more pleasing to view.
- D. Transparent background images appear to float on the ad's background.

Correct Answer: D

QUESTION 50

Some advertisers would like to target YouTube through Google AdWords. There are two tools available for these types of advertisers: the placement tool and what other tool?

- A. Google Content Network analysis tool
- B. Video targeting tool
- C. Traffic estimator tool
- D. Keyword tool

Correct Answer: B

QUESTION 51

Andrew wants to create a reservation for his ad in YouTube. His manager wants to know, however, what is the minimum amount the reservation will cost. Which one of the following represents the minimum media spend on a YouTube reservation will cost?

- A. \$25,000
- B. \$35,000
- C. \$50,000
- D. \$10,000

Correct Answer: B

QUESTION 52

Your client is interested in the Google Content Network's ability to use an in-stream ad. Which of the following is an example of an in-stream ad in the Google Content Network?

- A. It's an ad that is displayed as part of the DoubleClick partnerships.
- B. It's an ad that is displayed in the middle of a website in a rich-media content placeholder.
- C. It's an ad that shows at the end of a video.
- D. It's an ad that is fed into the Google Content Network of sites partners.

Correct Answer: C

QUESTION 53

Robert has created a display ad for his business that sells photography equipment online. He has created a large keyword list for his ad Google AdWords campaign - which is included in the Google Content Network. What is likely to happen with an expansive, large keyword list?

- A. Robert's ad may show up on irrelevant sites that seem related to his business, but really aren't.
- B. Robert will generate more sales.
- C. Robert's ad may be paused by Google because there's an abundance of keywords.
- D. Robert's ad will budgeting will be adjusted to use the entire budget as soon as possible because the large amount of keywords will demand his ad more often.

Correct Answer: A

QUESTION 54

You would like to create an in-video ad overlay for videos on YouTube. What percentage of the video will appear during the play?

- A. 20 percent
- B. 100 percent
- C. 50 percent
- D. 10 percent

Correct Answer: A

QUESTION 55

Holly is using the Google Wonder Wheel to find ad group themes for her campaign. With each search of the Google Wonder Wheel, how many related topics will Google generate for Holly?

- A. Eight
- B. Ten
- C. Six
- D. It depends on what keyword Holly is searching for.

Correct Answer: A

QUESTION 56

You want to create a watch page companion ad for an expandable YouTube video ad. What is the size of a watch page companion ad that YouTube requires for the expandable YouTube video ad?

- A. 500x500
- B. 300x250
- C. 950x500
- D. 640x360

Correct Answer: B

QUESTION 57

Your customer wants you to create a Google AdWords report that will show them how many times the ads

were shown and the actual cost-per-click rate. What type of report can you create for the client?

- A. Conversion reporting
- B. Impression report
- C. CTR report
- D. Statistical report

Correct Answer: D

QUESTION 58

Ted wants to place an advertisement into an online game. Is this possible with the Google Content Network?

- A. Yes, Google AdWords can use in-stream video ads in online games.
- B. Yes, Google AdWords can include click to play ads through the Google Gadgets.
- C. No, video ads can only be inserted into videos.
- D. No, Google AdWords and YouTube do not address video games.

Correct Answer: A

QUESTION 59

What term is assigned to the concept of measuring your profit that you've made from advertising compared to how much you've spent on that advertising?

- A. ROI
- B. CTR
- C. Sunk costs
- D. CPM

Correct Answer: A

QUESTION 60

You have opened the Ad groups tab in your Google AdWords account. What symbol is used to represent the ads that have been paused in Ad groups?

- A. Black stop button
- B. Grey circles
- C. Red X
- D. Grey bars

Correct Answer: D

QUESTION 61

Why is it important for a Google AdWords ad on the Google Content Network to be marked as Family Safe?

- A. So that the ad would not be blocked by Google and Yahoo
- B. To reduce the cost per click
- C. So that the images can show in search results
- D. Many Google Content Network partners only accept family safe ads

Correct Answer: D

QUESTION 62

Jerry wants to purchase a video ad on YouTube for his company's ad campaign. Jerry has hired you to help him manage the advertisement and he would like to know how long the video ad can be. Which of the following statements is the most accurate statement regarding video ads on YouTube?

- A. The video can have a maximum length of ten minutes, though YouTube recommends a length not longer than two minutes.
- B. The video can have a maximum length of five minutes, though YouTube recommends a length not longer than two minutes.
- C. The video can have a maximum length of two minutes, though YouTube recommends a length not longer than thirty seconds.
- D. The video can have a maximum length of eight minutes, though YouTube recommends a length not longer than two minutes.

Correct Answer: A

QUESTION 63

Tom has created a new ad for his campaign but he's not seeing his ad show up in the Google results. Tom would like to invoke the Ads Diagnostic Tool to determine why his ad isn't showing in results. Where can Tom access the Ads Diagnostic Tool?

- A. Campaigns tab within Tom's Google AdWords account
- B. Reporting tab within Tom's Google AdWords account
- C. Opportunities tab within Tom's Google AdWords account
- D. Home tab within Tom's Google AdWords account

Correct Answer: C

QUESTION 64

According to Google, there are three primary benefits of YouTube for users and marketers. Which one of the following is NOT one the primary benefits for users of YouTube as stated by Google?

- A. Opportunity to participate on multiple platforms, allowing portability of content
- B. Online presence to sell items in an auction-style format using Google Checkout
- C. Access to the largest inventory of professional and user-generated videos in the world
- D. Ability to engage with a massive community that is already interacting with the content

Correct Answer: B

QUESTION 65

Brad is managing an SEO effort for his company, which also includes Google AdWords placements. His company offers services in the US and in Europe. Brad would like to make certain the Google AdWords ads appear in English, French, and German. Which one of the following is the best approach Brad should take to make certain his ads appear in the appropriate languages?

- A. Brad will first need to identify the locations for the ads and then Google will translate the ads when users from the different countries trigger the ad to be displayed.
- B. Brad doesn't need to do anything. Google AdWords will translate the ads for him when users from these different countries trigger the ad to be displayed.
- C. Brad will need to create a separate campaign for each language and target the best location for the ad.
- D. Brad will need to create a separate campaign for each language.

Correct Answer: C

QUESTION 66

In the Google Content Network, there are three bidding strategies that a Google AdWords advertiser may use. Which one of the following is NOT one of the three bidding strategies in the Google Content Network?

- A. Cost-per-thousand bidding
- B. Cost-per-month bidding
- C. Cost-per-click bidding
- D. Cost-per-acquisition bidding

Correct Answer: B

QUESTION 67

Examine the image below:



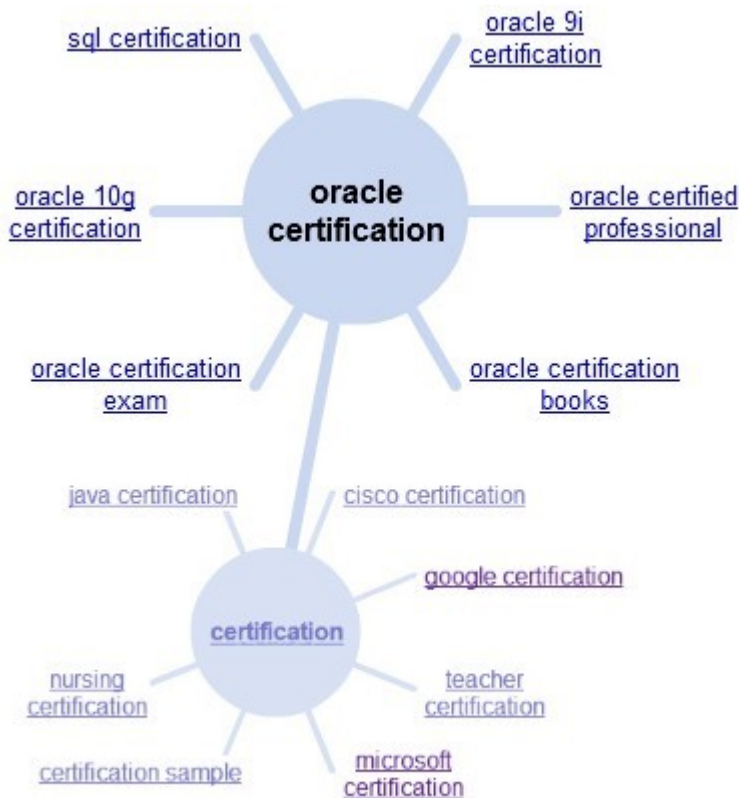
Four areas of the image have been highlighted for your reference. In the image, what highlighted area is represented by the color red?

- A. In video overlay
- B. In stream video
- C. Image ad
- D. Banner ad

Correct Answer: A

QUESTION 68

What tool is being used in the image below?



- A. Wonder Wheel tool
- B. Website Optimizer tool
- C. Site and Category Exclusion tool
- D. AdWords Editor tool

Correct Answer: A

QUESTION 69

You are a consultant to Mary's company for her Google AdWords account. Mary would like to target ads for YouTube, but she does not want to create a new YouTube account for advertising. Since you are the Google AdWords and YouTube advertising consultant, what advice would you offer to Mary in this scenario?

- A. Mary can use your YouTube account for her company in order to get her ads on YouTube.
- B. Mary will need to create a YouTube account for her company in order to purchase ads on YouTube.
- C. Mary does not need to open a YouTube account as Google AdWords already appear on YouTube.
- D. Mary does not need to open a YouTube account; she can use her Google AdWords account to place certain ad types directly on YouTube.

Correct Answer: D

QUESTION 70

Bob is reviewing his Google AdWords for the Google Content Network, which has been running for the past sixty days. Bob is interested in the view-through conversion tracking. What is viewthrough conversion tracking?

- A. It's the conversion rate for ads in the Google Content Network.
- B. It's the cost of conversions that have happened after a user saw Bob's ad online.
- C. It's the number of conversions that have happened from a video ad.

D. It's the number of conversions that have happened after a user saw, but didn't click, Bob's ad.

Correct Answer: D

QUESTION 71

Jenny has created a masthead ad that allows users to click for a .swf video animation. YouTube, after reviewing her ad and .swf video has rejected the animation because the frames per second exceeds their requirements for the .swf video. What is the maximum frames per second YouTube allows for .swf animations that are launched through the masthead ad?

- A. 60 frames per second
- B. 30 frames per second
- C. 24 frames per second
- D. 45 frames per second

Correct Answer: C

QUESTION 72

Google makes many recommendations for Google AdWords users for direct response campaigns. One of the recommendations Google makes is to implement cost-per-click bidding so that you only pay when people click your ad. What other reason is valid for using the cost-per-click bidding?

- A. If you are creating a display ad, you must use cost-per-click bidding.
- B. If you want to use the Conversion Optimizer tool, you must use cost-per-click bidding.
- C. If you want to be included in Google Content Network, you must use cost-per-click bidding.
- D. If you want to include video overlays ads, you must use cost-per-click bidding.

Correct Answer: B

QUESTION 73

Google wants to make certain that Google Content Network consultants understand where people are spending their time online. Google has identified four categories where people spend their time online. Which of the following statements ranks Internet usage for web users from smallest to largest percentage of time online according to Google?

- A. Content sites, communication sites, commerce sites, search sites
- B. Search sites, commerce sites, content sites, communication sites
- C. Communication sites, content sites, commerce sites, search sites
- D. Commerce sites, content sites, communication sites, search sitesC

Correct Answer: A

QUESTION 74

Jeffrey has an online store that caters to collectors of antique pins based on comic book characters. His audience is small, but dedicated. If you were advising Jeffrey about his online advertising sales, which of the following would be the best strategy considering Jeffrey's audience?

- A. Use the Google Content Network for niche placements.
- B. Use Google AdWords with hundreds of comic-book based keywords.
- C. Use the Google Content Network with automatic placements based on hundreds of comic-book based keywords.
- D. Use Google AdWords for search marketing.

Correct Answer: A

QUESTION 75

You are managing a Google AdWords campaign for a company. You launch a new display campaign. In the first week of the campaign launch, you noticed a large number of clicks but no conversions. Which of the following actions can you perform to resolve the issue? Each correct answer represents a complete

solution. Choose two.

- A. Verify that your conversion code is set up correctly.
- B. Evaluate performance of campaign regularly.
- C. Check the ad creative and the landing page to make sure they are well matched.
- D. Increase bidding for successful sites.

Correct Answer: AC

QUESTION 76

Beth has created a Google AdWords search ad for her company. She has configured the bidding option to focus on clicks, automatic, bidding, and no CPC bid limit with a daily budget of \$25. Beth would also like to configure the ad scheduling to determine when her ads must show. When Beth tries to configure the ad scheduling options she is not allowed to do so. Why CANNOT Beth configure the ad scheduling?

- A. Campaigns that focus on clicks cannot use ad scheduling.
- B. Campaigns with a daily budget less than \$50 cannot use ad scheduling.
- C. Automatic bidding campaigns cannot use ad scheduling.
- D. Campaigns with no CPC bid limit cannot use ad scheduling.

Correct Answer: C

QUESTION 77

Kelly is a Google AdWords manager for her company. She informs management that she would like to begin advertising on YouTube, but her manager is skeptical. Kelly's manager says she would like to stay on large Web sites rather than YouTube. How large is the YouTube online presence?

- A. It is the third largest property on the Web.
- B. It is the second largest property on the Web.
- C. It is the largest the property on the Web.
- D. It is the fourth largest property on the Web.

Correct Answer: A

QUESTION 78

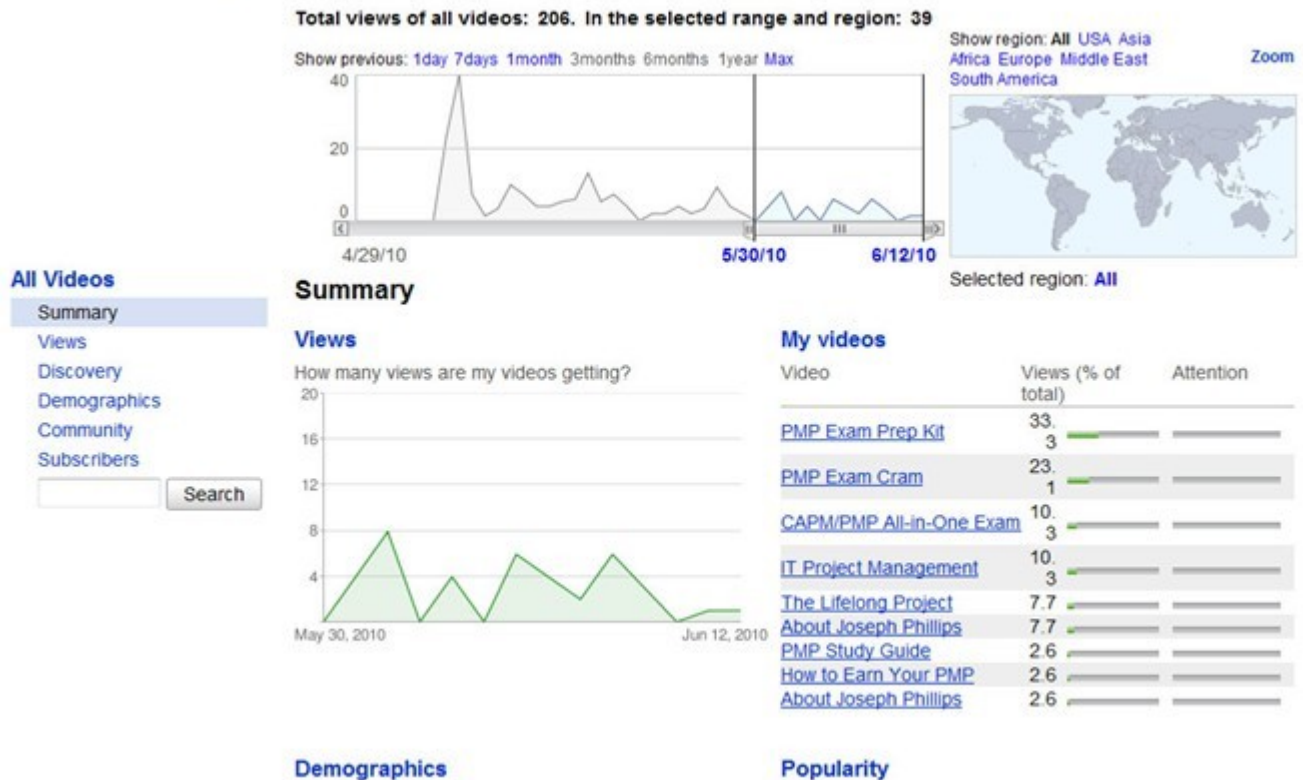
Jane has created a promoted video that she has included in the Google Content Network for YouTube. Within YouTube insight she wants to download the reports for her YouTube channel to review performance offline. How can Jane do this?

- A. YouTube does not allow users to download reports - only view them online.
- B. Jane can do this in YouTube Insight by choosing "Download reports for this channel: csv" and saving the file to her computer.
- C. Jane can do this in YouTube Insight by choosing My Videos, then Reporting, then Save As and choosing csv or tsv values.
- D. Jane will need to do this through Google AdWords on the Reporting tab.

Correct Answer: B

QUESTION 79

Examine the image below:



What tool is being used in the image?

- A. YouTube Insight
- B. Google AdWords Reporting
- C. Dynamic Logic
- D. Google Analytics

Correct Answer: A

QUESTION 80

Mark has created a new Google AdWords campaign and the ad has been running for three days. Over the three days Mark has generated some sales from the ad, but he is curious as to how his ad is really performing. How long does Google recommend before Google AdWords users begin reviewing campaign performance too thoroughly?

- A. 14-21 days
- B. 28-31 days
- C. 5-6 days
- D. 10-15 days

Correct Answer: A

QUESTION 81

You are a consultant to a company that wants to advertise online, but they're wary of the Google Content Network and display ads. You inform your client that most users spend more time away from search sites and on blogs, news sites, and other web content. According to Google, how much time do users spend on search sites such as Google.com?

- A. 20 percent
- B. 10 percent
- C. 15 percent
- D. 5 percent

Correct Answer: D

QUESTION 82

You are a consultant to Mary's company for her Google AdWords account. Mary would like to target ads for YouTube, but she does not want to create a new YouTube account for advertising. Since you are the Google AdWords and YouTube advertising consultant, what advice would you offer to Mary in this scenario?

- A. Mary does not need to open a YouTube account; she can use her Google AdWords account to place certain ad types directly on YouTube.
- B. Mary does not need to open a YouTube account as Google AdWords already appear on YouTube.
- C. Mary can use your YouTube account for her company in order to get her ads on YouTube.
- D. Mary will need to create a YouTube account for her company in order to purchase ads on YouTube.

Correct Answer: A

QUESTION 83

Robert has created a display ad for his business that sells photography equipment online. He has created a large keyword list for his ad Google AdWords campaign - which is included in the Google Content Network. What is likely to happen with an expansive, large keyword list?

- A. Robert's ad budgeting will be adjusted to use the entire budget as soon as possible because the large amount of keywords will demand his ad more often.
- B. Robert's ad may show up on irrelevant sites that seem related to his business, but really aren't.
- C. Robert's ad may be paused by Google because there's an abundance of keywords.
- D. Robert will generate more sales.

Correct Answer: B

QUESTION 84

Jerry wants to purchase a video ad on YouTube for his company's ad campaign. Jerry has hired you to help him manage the advertisement and he would like to know how long the video ad can be. Which of the following statements is the most accurate statement regarding video ads on YouTube?

- A. The video can have a maximum length of ten minutes, though YouTube recommends a length not longer than two minutes.
- B. The video can have a maximum length of five minutes, though YouTube recommends a length not longer than two minutes.
- C. The video can have a maximum length of eight minutes, though YouTube recommends a length not longer than two minutes.
- D. The video can have a maximum length of two minutes, though YouTube recommends a length not longer than thirty seconds.

Correct Answer: A

QUESTION 85

You work as a consultant for uCertify Inc. You are managing Google AdWords campaign for the company. You launch a new display campaign. After two weeks of launching the campaign, you plan to exclude additional sites and change bids. According to AdWords display best practices, what should you do before making significant changes to your display campaign?

- A. Wait until your campaign has accrued one or more conversions and fifty or more clicks per site.
- B. Wait until your campaign has accrued 100 or more conversions and 1000 or more clicks per site.
- C. Wait until your campaign has accrued five or more conversions and 100 or more clicks per site.
- D. Wait until your campaign has accrued fifty or more conversions and 1000 or more clicks per site.

Correct Answer: C

QUESTION 86

You want to create a background image for an expandable YouTube video ad. What is the size of the static background image that YouTube requires for the expandable YouTube video ad?

- A. 640x360
- B. 500x500
- C. 300x250
- D. 950x500

Correct Answer: D

QUESTION 87

Mary wants to participate in a reservation campaign on YouTube for her company. She has been working with some designers to create ads, videos, and other content for the campaign. YouTube offers four types of reservations; which one of the following is NOT one of the reserved media placements available on YouTube?

- A. YouTube Run-of-Site
- B. AdWords Auction
- C. Partner Watch Pages
- D. YouTube Homepage

Correct Answer: B

QUESTION 88

Terry wants to create a YouTube ad for her company, but she wants to use location-based targeting the ad based on location. In YouTube, what term is assigned to such targeting?

- A. Geo-targeting
- B. Nation targeting
- C. Demographics
- D. Geo-caching

Correct Answer: A

QUESTION 89

Henry has created a video that he'd like to include in the Google Content Network. His video is a demonstration of a product that he sells on his website. With this type of content, what type of video advertising is Henry interested in using in the Google Content Network?

- A. Video placement ad
- B. In-stream video ad
- C. Click-to-play video ad
- D. Overlay video ad

Correct Answer: C

QUESTION 90

Chris has enrolled in the Google Content Network and he's using the cost-per-click bidding approach. He's also decided to use the conversion tracking code for his website to see how his conversions are performing. Of the following, where should Chris place the conversion code in his website?

- A. Footer
- B. Header
- C. The conversion code goes into the ad code, not the website code.
- D. Between the <body> tags

Correct Answer: D

QUESTION 91

Jeffrey has an online store that caters to collectors of antique pins based on comic book characters. His audience is small, but dedicated. If you were advising Jeffrey about his online advertising sales, which of the following would be the best strategy considering Jeffrey's audience?

- A. Use the Google Content Network for niche placements.
- B. Use Google AdWords with hundreds of comic-book based keywords.
- C. Use the Google Content Network with automatic placements based on hundreds of comic-book based keywords.
- D. Use Google AdWords for search marketing.

Correct Answer: A

QUESTION 92

Holly is reviewing her YouTube performance for her ads. She notices that in her report for her ads they all show as "1" in the average position metric. Holly finds it odd that her ads are in the first position, but that her conversions have been so low. Why do all of Holly's ads have the position metric of 1 for the YouTube average position?

- A. Her ad is not a promoted video so it will always say "1" in this metric.
- B. Her keywords may be spelled uniquely and this is causing her ad to play less frequently, but to be in the top position when people search for the misspelling.
- C. The metric of "1" actually means that she has not been on YouTube long enough to generate an accurate recording of her average position.
- D. The metric of "1" actually means she was the only person with that keyword.

Correct Answer: A

QUESTION 93

Beth has created a Google AdWords search ad for her company. She has configured the bidding option to focus on clicks, automatic, bidding, and no CPC bid limit with a daily budget of \$25. Beth would also like to configure the ad scheduling to determine when her ads must show. When Beth tries to configure the ad scheduling options she is not allowed to do so. Why CANNOT Beth configure the ad scheduling?

- A. Campaigns with a daily budget less than \$50 cannot use ad scheduling.
- B. Campaigns that focus on clicks cannot use ad scheduling.
- C. Automatic bidding campaigns cannot use ad scheduling.
- D. Campaigns with no CPC bid limit cannot use ad scheduling.

Correct Answer: C

QUESTION 94

Jane has created a promoted video that she has included in the Google Content Network for YouTube. Within YouTube insight she wants to download the reports for her YouTube channel to review performance offline. How can Jane do this?

- A. Jane can do this in YouTube Insight by choosing "Download reports for this channel: csv" and saving the file to her computer.
- B. Jane will need to do this through Google AdWords on the Reporting tab.
- C. YouTube does not allow users to download reports - only view them online.
- D. Jane can do this in YouTube Insight by choosing My Videos, then Reporting, then Save As and choosing csv or tsv values.

Correct Answer: A

QUESTION 95

Kenny has created a YouTube promoted video for Spanish-speaking people. What is the best method that Kenny can use to target his video?

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