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**adwords-display**

**Google Display Exam Practice Test**

- Here you discover a wide mixture of crisp, proper and significant Questions Answers.
- In case you're looking to enhance your readiness, you must check it. its completely as per exam prerequisites.
- I got an extraordinarily radiant achievement and it is all because of this VCE document!
- There is a huge amount of practice test questions - with clarifications on the answers - which shows you the ideas.
- I would doubtlessly prescribe this one.

**Exam A****QUESTION 1**

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**

**Section: (none)**

**Explanation**

**Explanation/Reference:**

**QUESTION 2**

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**

**Section: (none)**

**Explanation**

**Explanation/Reference:**

**QUESTION 3**

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

**Section:** (none)

**Explanation**

**Explanation/Reference:**

#### **QUESTION 4**

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

**Section:** (none)

**Explanation**

**Explanation/Reference:**

#### **QUESTION 5**

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**

**Section: (none)**

**Explanation**

**Explanation/Reference:**

**QUESTION 6**

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

**Section:** (none)

**Explanation**

**Explanation/Reference:**

**QUESTION 7**

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

**Section:** (none)

**Explanation**

**Explanation/Reference:**

**QUESTION 8**

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

**Section: (none)**

**Explanation**

**Explanation/Reference:**

**QUESTION 9**

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**

**Section: (none)**

**Explanation**

**Explanation/Reference:**

**QUESTION 10**

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**

**Section: (none)**

**Explanation**

**Explanation/Reference:**

Answer is Updated.

**QUESTION 11**

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

**Section:** (none)

**Explanation**

**Explanation/Reference:**

#### **QUESTION 12**

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

**Section:** (none)

**Explanation**

**Explanation/Reference:**

#### **QUESTION 13**

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

**Section:** (none)

**Explanation**

**Explanation/Reference:**

**QUESTION 14**

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

**Section:** (none)

**Explanation**

**Explanation/Reference:**

**QUESTION 15**

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

**Section:** (none)

**Explanation**

**Explanation/Reference:**

**QUESTION 16**

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**

**Section: (none)**

**Explanation**

**Explanation/Reference:**

#### QUESTION 17

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**

**Section: (none)**

**Explanation**

**Explanation/Reference:****QUESTION 18**

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

**Section:** (none)

**Explanation**

**Explanation/Reference:****QUESTION 19**

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

**Section:** (none)

**Explanation**

**Explanation/Reference:****QUESTION 20**

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

**Section:** (none)

**Explanation**

**Explanation/Reference:**

#### **QUESTION 21**

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

**Section:** (none)

**Explanation**

**Explanation/Reference:**

#### **QUESTION 22**

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

**Section:** (none)

**Explanation****Explanation/Reference:****QUESTION 23**

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

**Section:** (none)

**Explanation****Explanation/Reference:****QUESTION 24**

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

**Section:** (none)

**Explanation****Explanation/Reference:****QUESTION 25**

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

**Section:** (none)

**Explanation**

**Explanation/Reference:**

#### **QUESTION 26**

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

**Section:** (none)

**Explanation**

**Explanation/Reference:**

#### **QUESTION 27**

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

**Section: (none)**

**Explanation**

**Explanation/Reference:**

**QUESTION 28**

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**

**Section: (none)**

**Explanation**

**Explanation/Reference:**

**QUESTION 29**

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**

**Section: (none)**

**Explanation**

**Explanation/Reference:**

**QUESTION 30**

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

**Section:** (none)

**Explanation**

**Explanation/Reference:**

### QUESTION 31

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

**Section:** (none)

**Explanation**

**Explanation/Reference:**

### QUESTION 32

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

**Section:** (none)

**Explanation****Explanation/Reference:****QUESTION 33**

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

**Section:** (none)

**Explanation****Explanation/Reference:****QUESTION 34**

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

**Section:** (none)

**Explanation****Explanation/Reference:****QUESTION 35**

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

**Section:** (none)

**Explanation**

**Explanation/Reference:**

#### **QUESTION 36**

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

**Section:** (none)

**Explanation**

**Explanation/Reference:**

#### **QUESTION 37**

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

**Section:** (none)

**Explanation**

**Explanation/Reference:****QUESTION 38**

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

**Section:** (none)

**Explanation**

**Explanation/Reference:****QUESTION 39**

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

**Section:** (none)

**Explanation**

**Explanation/Reference:****QUESTION 40**

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

**Section:** (none)

**Explanation**

**Explanation/Reference:**

#### **QUESTION 41**

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

**Section:** (none)

**Explanation**

**Explanation/Reference:**

#### **QUESTION 42**

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

**Section:** (none)

**Explanation**

**Explanation/Reference:**

**QUESTION 43**

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

**Section:** (none)

**Explanation**

**Explanation/Reference:**

**QUESTION 44**

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

**Section:** (none)

**Explanation**

**Explanation/Reference:**

**QUESTION 45**

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

**Section:** (none)

**Explanation**

**Explanation/Reference:**

#### **QUESTION 46**

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

**Section:** (none)

**Explanation**

**Explanation/Reference:**

#### **QUESTION 47**

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

**Section:** (none)

**Explanation**

**Explanation/Reference:**

**QUESTION 48**

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

**Section:** (none)

**Explanation**

**Explanation/Reference:**

**QUESTION 49**

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

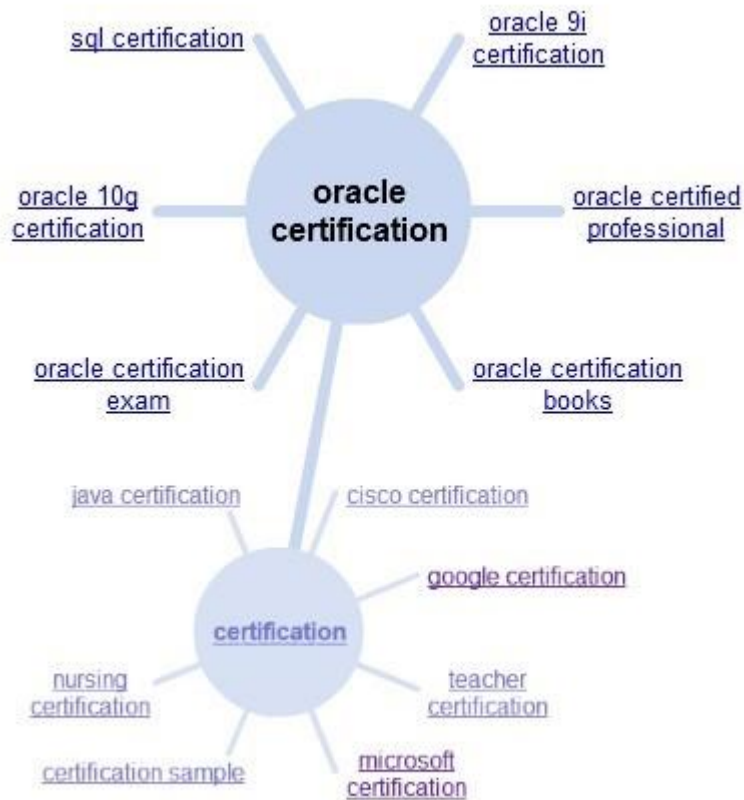
**Section:** (none)

**Explanation**

**Explanation/Reference:**

**QUESTION 50**

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

**Section:** (none)

**Explanation**

**Explanation/Reference:**

#### **QUESTION 51**

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

**Section:** (none)

**Explanation**

**Explanation/Reference:**

#### **QUESTION 52**

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



**Section: (none)**

**Explanation**

**Explanation/Reference:**

Corrected.

**QUESTION 53**

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**

**Section: (none)**

**Explanation**

**Explanation/Reference:**

**QUESTION 54**

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**

**Section: (none)**

**Explanation**

**Explanation/Reference:**

**QUESTION 55**

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 sites

**Correct Answer:** A

**Section:** (none)

**Explanation**

**Explanation/Reference:**

#### QUESTION 56

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

**Section:** (none)

**Explanation**

**Explanation/Reference:**

#### QUESTION 57

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

**Section:** (none)

**Explanation**

**Explanation/Reference:**

#### **QUESTION 58**

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

**Section:** (none)

**Explanation**

**Explanation/Reference:**

#### **QUESTION 59**

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

**Section:** (none)

**Explanation**

**Explanation/Reference:**

**QUESTION 60**

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

**Section:** (none)

**Explanation**

**Explanation/Reference:**

**QUESTION 61**

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

**Section:** (none)

**Explanation**

**Explanation/Reference:**

**QUESTION 62**

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**

**Section: (none)**

**Explanation**

**Explanation/Reference:**

**QUESTION 63**

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**

**Section: (none)**

**Explanation**

**Explanation/Reference:**

**QUESTION 64**

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

**Section:** (none)

**Explanation**

**Explanation/Reference:**

#### **QUESTION 65**

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

**Section:** (none)

**Explanation**

**Explanation/Reference:**

#### **QUESTION 66**

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

**Section:** (none)

**Explanation**

**Explanation/Reference:**

**QUESTION 67**

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

**Section:** (none)

**Explanation**

**Explanation/Reference:**

**QUESTION 68**

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

**Section:** (none)

**Explanation**

**Explanation/Reference:**

**QUESTION 69**

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

**Section:** (none)

**Explanation**

**Explanation/Reference:**

#### **QUESTION 70**

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

**Section:** (none)

**Explanation**

**Explanation/Reference:**

#### **QUESTION 71**

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

**Section:** (none)

**Explanation**

**Explanation/Reference:****QUESTION 72**

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

- A. Targeting by location
- B. Targeting by demographics
- C. Targeting by Spanish
- D. Targeting by language

**Correct Answer:** D

**Section:** (none)

**Explanation**

**Explanation/Reference:****QUESTION 73**

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

**Correct Answer:** C

**Section:** (none)

**Explanation**

**Explanation/Reference:****QUESTION 74**

Gareth has created a new video advertising for the Google Content Network. His video is a demonstration of a service his company provides for Web users. How can Gareth get this video into the Google Content Network?

- A. Gareth can upload the video through YouTube and then provide the Google AdWords URL for the ad to be submitted to the Google Content Network.

- B. Service advertisements are not allowed in the Google Content Network.
- C. Gareth will need to enroll in the video placement program and then he will be able to upload the ad through the Video Ad submission tool.
- D. Gareth can use the Display Ad Builder and use a template with the video ad format.

**Correct Answer:** D

**Section:** (none)

**Explanation**

**Explanation/Reference:**

#### **QUESTION 75**

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

**Correct Answer:** A

**Section:** (none)

**Explanation**

**Explanation/Reference:**

Accurate.

#### **QUESTION 76**

Holly is your client and she's selling watches through her online store. She asks if you can configure her ad to only show up for searches in a specific location. Can you configure this setting for Holly as part of Google AdWords?

- A. Yes, Google AdWords allows customers to choose language and locations for AdWords without a premium price.
- B. No, Google AdWords doesn't target language or locations.
- C. Yes, Google AdWords does allow customers to choose language and locations for a premium price.
- D. No, Google AdWords doesn't allow customers to choose geographical locations for advertise ment.

**Correct Answer:** A

**Section:** (none)

**Explanation**

**Explanation/Reference:****QUESTION 77**

You created a display ad to promote your brand. You want to measure the impact of your display ads. Which of the following actions can you perform to accomplish the task? Each correct answer represents a complete solution. Choose all that apply.

- A. Track Website traffic trends
- B. Compare costs to leads
- C. Look at mouseover and interaction rate
- D. Use conversion tracking

**Correct Answer:** ACD

**Section:** (none)

**Explanation**

**Explanation/Reference:****QUESTION 78**

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

**Correct Answer:** B

**Section:** (none)

**Explanation**

**Explanation/Reference:****QUESTION 79**

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 need to create a separate campaign for each language and target the best location for the ad.
- B. 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.
- C. 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.
- D. Brad will need to create a separate campaign for each language.

**Correct Answer:** A

**Section:** (none)

**Explanation**

**Explanation/Reference:**

#### **QUESTION 80**

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

**Correct Answer:** C

**Section:** (none)

**Explanation**

**Explanation/Reference:**

#### **QUESTION 81**

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

**Correct Answer:** C

**Section:** (none)

**Explanation**

**Explanation/Reference:**

#### **QUESTION 82**

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

**Correct Answer:** A

**Section:** (none)

**Explanation**

**Explanation/Reference:**

#### **QUESTION 83**

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. Many Google Content Network partners only accept family safe ads
- D. So that the images can show in search results

**Correct Answer:** C

**Section:** (none)

**Explanation**

**Explanation/Reference:**

#### **QUESTION 84**

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

**Correct Answer:** C

**Section:** (none)

**Explanation**

**Explanation/Reference:**

#### **QUESTION 85**

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. Conversions
- C. Play rate
- D. Clicks

**Correct Answer:** C

**Section:** (none)

**Explanation**

**Explanation/Reference:**

#### **QUESTION 86**

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. Partner Watch Pages
- C. YouTube Homepage
- D. AdWords Auction

**Correct Answer:** D

**Section:** (none)

**Explanation**

**Explanation/Reference:**

#### **QUESTION 87**

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

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

**Correct Answer:** C

**Section:** (none)

**Explanation**

**Explanation/Reference:**

#### **QUESTION 88**

Martha has created a video that she would like to enter into YouTube as a promoted video. She has completed the Google AdWords requirements but she would like her video to just be shown on YouTube. Can Martha remove the video from the Google Content Network?

- A. Promoted videos can be removed from the Google Content Network by opting out of the network in Google AdWords.
- B. Promoted videos must be in the Google Content Network as that is the medium for the video to be promoted on YouTube.
- C. Promoted videos cannot be removed from the Google Content Network and still appear on YouTube.
- D. Promoted videos are not part of the Google Content Network, they are only part of YouTube so this is not a problem for Martha.

**Correct Answer:** A

**Section:** (none)

**Explanation**

**Explanation/Reference:**

#### **QUESTION 89**

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 Campaigns, then Reports, then Create New Report, and then she'll select the Campaign Performance option.
- C. Amy will click Reporting, 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:** C

**Section:** (none)

**Explanation**

**Explanation/Reference:**

#### **QUESTION 90**

Holly is your client and she's selling watches through her online store. She asks if you can configure her ad to only show up for searches in a specific location. Can you configure this setting for Holly as part of Google AdWords?

- A. No, Google AdWords doesn't target language or locations.
- B. Yes, Google AdWords allows customers to choose language and locations for AdWords without a premium price.
- C. Yes, Google AdWords does allow customers to choose language and locations for a premium price.
- D. No, Google AdWords doesn't allow customers to choose geographical locations for advertisement.

**Correct Answer:** B

**Section:** (none)

**Explanation**

**Explanation/Reference:**

#### **QUESTION 91**

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. 50MB
- C. 100MB
- D. 1MB

**Correct Answer:** A

**Section: (none)**

**Explanation**

**Explanation/Reference:**

**QUESTION 92**

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

**Section: (none)**

**Explanation**

**Explanation/Reference:**

**QUESTION 93**

What tool is being used in the image below?



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

**Correct Answer:** A

**Section:** (none)

**Explanation**

**Explanation/Reference:**

**QUESTION 94**

If you are planning a reservation for the YouTube masthead, you'll need to create media that fits the space for the full-width of the YouTube homepage. What size should your media be for the full-width masthead?

- A. 750x125 pixels
- B. 800x200 pixels
- C. 960x250 pixels
- D. 900x300 pixels

**Correct Answer:** C

**Section:** (none)

**Explanation**

**Explanation/Reference:**

**QUESTION 95**

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

**Correct Answer:** D

**Section:** (none)

**Explanation**

**Explanation/Reference:**

**QUESTION 96**

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. Search sites, commerce sites, content sites, communication sites
- B. Commerce sites, content sites, communication sites, search sites
- C. Communication sites, content sites, commerce sites, search sites

D. Content sites, communication sites, commerce sites, search sites

**Correct Answer:** D

**Section:** (none)

**Explanation**

**Explanation/Reference:**

#### **QUESTION 97**

Larry has just created a new Google AdWords account as part of his signup for the YouTube promoted videos process. What is the fee associated with the account activation?

- A. There is a \$5 fee for the account activation.
- B. There is a \$55 fee for the account activation, but \$50 is reimbursed with the first YouTube promoted video costs.
- C. There is a \$25 fee for the account activation.
- D. There is no fee for the account activation.

**Correct Answer:** A

**Section:** (none)

**Explanation**

**Explanation/Reference:**

#### **QUESTION 98**

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

**Correct Answer:** B

**Section:** (none)

**Explanation**

**Explanation/Reference:**

**QUESTION 99**

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. Display ad builder
- C. Conversion optimizer
- D. Keyword tools

**Correct Answer:** C

**Section:** (none)

**Explanation**

**Explanation/Reference:**

**QUESTION 100**

Gareth has created a new video advertising for the Google Content Network. His video is a demonstration of a service his company provides for Web users. How can Gareth get this video into the Google Content Network?

- A. Gareth can upload the video through YouTube and then provide the Google AdWords URL for the ad to be submitted to the Google Content Network.
- B. Gareth will need to enroll in the video placement program and then he will be able to upload the ad through the Video Ad submission tool.
- C. Service advertisements are not allowed in the Google Content Network.
- D. Gareth can use the Display Ad Builder and use a template with the video ad format.

**Correct Answer:** D

**Section:** (none)

**Explanation**

**Explanation/Reference:**

**QUESTION 101**

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. Using the Placement tool

D. Copying from the automatic placement table

**Correct Answer:** B

**Section:** (none)

**Explanation**

**Explanation/Reference:**

### QUESTION 102

Thomas is working with Anne to customize their Google AdWords ad. Anne wants to make certain that her ads rotate rather than show the same ads over and over. How can Anne ensure that her ads will rotate when they're displayed?

- A. Anne should choose the Optimize option in the Advance settings section of her campaign's Settings tab.
- B. Anne should choose the Rotate option in the Advance settings section of her campaign's Settings tab.
- C. Anne should choose the Swivel option in the Advance settings section of her campaign's Settings tab.
- D. Anne should choose the Optimize option in the Serving settings section of her campaign's Settings tab.

**Correct Answer:** B

**Section:** (none)

**Explanation**

**Explanation/Reference:**

### QUESTION 103

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 add relevant keywords and site placements to her ad groups while making ad text more compelling.
- B. Amy should attract more clicks by refining her ads, and eliminate extra impressions by using negative keywords.
- C. Amy should increase her advertising budget.
- D. 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.

**Correct Answer:** B

**Section:** (none)

**Explanation**

**Explanation/Reference:**

**QUESTION 104**

Sally has multiple campaigns for her company's products in Google AdWords. She wants to see and edit the details of all the ad groups in her AdWords account. Which one of the following approaches is the best choice for Sally to see and edit details of all the ad groups in her AdWords account?

- A. Sally can see all of the Ads from the online campaigns page, but she can only edit the ads one at a time.
- B. Sally should use the Ad groups tab from the All online campaigns page of her account.
- C. Sally should use the Ad groups tab from the Active Campaigns tab of her account.
- D. Sally should use the downloadable AdWords editor for this feature.

**Correct Answer:** B

**Section:** (none)

**Explanation**

**Explanation/Reference:**

**QUESTION 105**

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

**Correct Answer:** A

**Section:** (none)

**Explanation**

**Explanation/Reference:**

**QUESTION 106**

Examine the image below:





What tool is being used in the image?

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

**Correct Answer: B**

**Section: (none)**

**Explanation**

**Explanation/Reference:**

**QUESTION 107**

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. 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.
- B. A promoted video is a paid video placement on YouTube.
- C. Users on YouTube will vote on a promoted video by choosing "like" or "dislike" buttons.
- D. A promoted video is a video that YouTube will promote to its users.

**Correct Answer:** A

**Section:** (none)

**Explanation**

**Explanation/Reference:**

**QUESTION 108**

Consider the image shown below:



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

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

**Correct Answer:** B

**Section:** (none)

**Explanation**

**Explanation/Reference:**

**QUESTION 109**

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 lower the price you pay for each.
- C. 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.
- 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

**Section:** (none)

**Explanation**

**Explanation/Reference:**

**QUESTION 110**

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 120KB, the maximum animation is 30 seconds, and the frame rate must be set to 10 frames per second.
- B. The maximum file size is 10KB, the maximum animation is 3 seconds, and the frame rate must be set to 30 frames per second.
- C. The maximum file size is 100KB, the maximum animation is 10 seconds, and the frame rate must be set to 30 frames per second.
- D. The maximum file size is 100KB, the maximum animation is 10 seconds, and the frame rate must be set to 25 frames per second.

**Correct Answer:** D

**Section:** (none)

**Explanation**

**Explanation/Reference:**

**QUESTION 111**

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. Evaluate performance of campaign regularly.
- B. Verify that your conversion code is set up correctly.
- C. Increase bidding for successful sites.

D. Check the ad creative and the landing page to make sure they are well matched.

**Correct Answer:** BD

**Section:** (none)

**Explanation**

**Explanation/Reference:**

#### **QUESTION 112**

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 yellow?

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

**Correct Answer:** A

**Section:** (none)

**Explanation**

**Explanation/Reference:**

#### **QUESTION 113**

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

**Correct Answer:** D

**Section:** (none)

**Explanation**

**Explanation/Reference:**

**QUESTION 114**

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

**Correct Answer:** B

**Section:** (none)

**Explanation**

**Explanation/Reference:**

**QUESTION 115**

Howard is a Google AdWords consultant for the HKQ Company. He is reviewing the videos the HKQ Company has loaded to YouTube through YouTube Insights with Hal, his contact at the HKQ Company. Howard and Hal want to review the videos performance to create a strategy to refine the videos for better performance. YouTube Insight offers several different reporting features for a YouTube account. Which one of the following is NOT one of the reporting features that YouTube Insight offers for review?

- A. Discovery
- B. Referrers
- C. Views
- D. Community

**Correct Answer:** B

**Section:** (none)

**Explanation**

**Explanation/Reference:**

**QUESTION 116**

Which of the following is the least value for the maximum CPC bid?

- A. US\$1.00
- B. US\$0.10

- C. US\$0.01
- D. US\$1.01

**Correct Answer:** C

**Section:** (none)

**Explanation**

**Explanation/Reference:**

#### **QUESTION 117**

Which of the following is a type of Internet based advertising?

- A. Keyword targeting
- B. Audience targeting
- C. Remarketing
- D. Contextual targeting

**Correct Answer:** C

**Section:** (none)

**Explanation**

**Explanation/Reference:**

#### **QUESTION 118**

Which bidding type is most suitable for driving traffic to a site with ads?

- A. Cost-per-acquisition
- B. Cost-per-thousand impression
- C. Cost-per-click
- D. Cost-per-visit

**Correct Answer:** C

**Section:** (none)

**Explanation**

**Explanation/Reference:**

Still valid.

**QUESTION 119**

Who is most concerned with ensuring their message reaches their target audience, while maintaining control of where their brand appears?

- A. Brand advertiser
- B. Campaign advertiser
- C. Display advertiser
- D. Direct response advertiser

**Correct Answer:** A

**Section:** (none)

**Explanation**

**Explanation/Reference:**

**QUESTION 120**

Which of the following reports shows how your keywords are performing across all campaigns or in the selected campaigns?

- A. Keyword report
- B. Campaign report
- C. Search query report
- D. Ad report

**Correct Answer:** A

**Section:** (none)

**Explanation**

**Explanation/Reference:**

**QUESTION 121**

Which of the following AdWords performance reports shows details on the selected keywords and organizes statistics by keyword?

- A. Ad group performance
- B. Ad performance
- C. URL performance
- D. Keyword performance

**Correct Answer:** D

**Section:** (none)



**Explanation****Explanation/Reference:****QUESTION 122**

Which Display Ad Builder template is used by finance, education, and retail advertisers?

- A. Standard
- B. Vertical
- C. Seasonal
- D. Format-specific

**Correct Answer:** B

**Section:** (none)

**Explanation****Explanation/Reference:****QUESTION 123**

Which of the following is NOT a report format available for the performance report?

- A. .doc
- B. .pdf
- C. .html
- D. .csv

**Correct Answer:** A

**Section:** (none)

**Explanation****Explanation/Reference:****QUESTION 124**

What is the size of a mid-page units (MPU)?

- A. 200 x 200
- B. 330 x 220

- C. 330 x 330
- D. 300 x 250

**Correct Answer:** D

**Section:** (none)

**Explanation**

**Explanation/Reference:**

#### **QUESTION 125**

What is the size of a video companion banner required for expandable click-to-play YouTube Video Ad?

- A. 300x35
- B. 300x250
- C. 50x50
- D. 950x500

**Correct Answer:** A

**Section:** (none)

**Explanation**

**Explanation/Reference:**

#### **QUESTION 126**

3Which of the following tools allows advertisers to specifically target YouTube through the AdWords system?

- A. Placement Tool
- B. AdWords Conversion Tracking
- C. Ad Planner
- D. Video Targeting

**Correct Answer:** A

**Section:** (none)

**Explanation**

**Explanation/Reference:**

**QUESTION 127**

Which bidding strategy will you use if you are focused on building awareness of a product or brand on the Google Display Network?

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

**Correct Answer:** B

**Section:** (none)

**Explanation**

**Explanation/Reference:**

**QUESTION 128**

Which of the following is a 480x70 display overlay ad, which is shown while a video is being played?

- A. Mid-Page Units
- B. In-Stream ads
- C. Promoted videos
- D. InVideo ads

**Correct Answer:** D

**Section:** (none)

**Explanation**

**Explanation/Reference:**

**QUESTION 129**

If you are planning a reservation for the YouTube masthead, you'll need to create media that fits the space for the full-width of the YouTube homepage. What size should your media be for the full-width masthead?

- A. 800x200 pixels
- B. 750x125 pixels
- C. 900x300 pixels
- D. 960x250 pixels

**Correct Answer:** D

**Section: (none)**

**Explanation**

**Explanation/Reference:**

**QUESTION 130**

What is the maximum number of characters allowed for destination URL?

- A. 100
- B. 50
- C. 35
- D. 1024

**Correct Answer: D**

**Section: (none)**

**Explanation**

**Explanation/Reference:**

**QUESTION 131**

Which Display Ad Builder template is suitable for advertisers who want to specialize in rich media templates?

- A. Popular template
- B. Format-specific template
- C. Seasonal template
- D. Vertical template

**Correct Answer: B**

**Section: (none)**

**Explanation**

**Explanation/Reference:**

**QUESTION 132**

Which of the following reports shows the details of your ad groups' performance?

- A. Geographic

- B. Placement
- C. Demographic
- D. Ad group

**Correct Answer:** D

**Section:** (none)

**Explanation**

**Explanation/Reference:**

#### **QUESTION 133**

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

- A. Click Through Rate (CTR)
- B. Impressions
- C. Clicks
- D. Average CPM

**Correct Answer:** B

**Section:** (none)

**Explanation**

**Explanation/Reference:**

#### **QUESTION 134**

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. Click Through Rate (CTR)
- C. Average CPC
- D. Average CPM

**Correct Answer:** B

**Section:** (none)

**Explanation**

**Explanation/Reference:**

**QUESTION 135**

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

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

**Correct Answer:** B

**Section:** (none)

**Explanation**

**Explanation/Reference:**

**QUESTION 136**

Where can your ad NOT be shown with a Promoted Video if you do not live in the US?

- A. The Google Display Network
- B. Browse pages
- C. Homepage
- D. Search results pages

**Correct Answer:** C

**Section:** (none)

**Explanation**

**Explanation/Reference:**

**QUESTION 137**

Honey wants to create an advertisement for her business which sells sunglasses online. She would like for her ad to be displayed on YouTube and she wants to use the CPM advertisement method. How does the CPM bidding method work in YouTube?

- A. Honey will pay a fee every time her ad is shown to a YouTube user.
- B. Honey will pay a fee for every 1,000 times her ad is shown to a YouTube user.
- C. Honey will pay a fee for her ad whenever people click on her ad.
- D. Honey will pay a flat fee in advance and will be guaranteed displays to YouTube users in increments of 1,000.

**Correct Answer:** B

**Section:** (none)

**Explanation**

**Explanation/Reference:**

**QUESTION 138**

Deanna is new to Google AdWords and she's hired you to help her create an ad for her bakery. She wants to make certain that only people in her city can actually see her ad - rather than advertising for users in a different location. You tell Deanna that there are three location options for Google AdWords. Which one of the following is NOT one of the three location options Deanna can use?

- A. Customized targeting
- B. Region and city targeting
- C. Country targeting
- D. Predictive targeting

**Correct Answer:** D

**Section:** (none)

**Explanation**

**Explanation/Reference:**

**QUESTION 139**

Linda wants to create a YouTube ad that will appear on a partner watch page. According to YouTube, there are three different ad formats that Linda can choose from. Which one of the following is NOT one of the three ad format types for a partner watch page?

- A. In-Stream
- B. InVideo
- C. Overlay
- D. Display

**Correct Answer:** C

**Section:** (none)

**Explanation**

**Explanation/Reference:**

**QUESTION 140**

John is working with a media coordinator to place ads on YouTube. What software service will the media coordinator use to create .XML format reports for John?

- A. DART for Publishers
- B. DoubleClick
- C. DART Sales Manager
- D. Microsoft Excel

**Correct Answer:** A

**Section:** (none)

**Explanation**

**Explanation/Reference:**

#### **QUESTION 141**

Sally has multiple campaigns for her company's products in Google AdWords. She wants to see and edit the details of all the ad groups in her AdWords account. Which one of the following approaches is the best choice for Sally to see and edit details of all the ad groups in her AdWords account?

- A. Sally should use the Ad groups tab from the All online campaigns page of her account.
- B. Sally can see all of the Ads from the online campaigns page, but she can only edit the ads one at a time.
- C. Sally should use the Ad groups tab from the Active Campaigns tab of her account.
- D. Sally should use the downloadable AdWords editor for this feature.

**Correct Answer:** A

**Section:** (none)

**Explanation**

**Explanation/Reference:**

#### **QUESTION 142**

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. 5-6 days
- C. 10-15 days
- D. 28-31 days



**Correct Answer:** A

**Section:** (none)

**Explanation**

**Explanation/Reference:**

#### **QUESTION 143**

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

**Section:** (none)

**Explanation**

**Explanation/Reference:**

#### **QUESTION 144**

Holly is your client and she's selling watches through her online store. She asks if you can configure her ad to only show up for searches in a specific location. Can you configure this setting for Holly as part of Google AdWords?

- A. No, Google AdWords doesn't target language or locations.
- B. Yes, Google AdWords does allow customers to choose language and locations for a premium price.
- C. No, Google AdWords doesn't allow customers to choose geographical locations for advertisement.
- D. Yes, Google AdWords allows customers to choose language and locations for AdWords without a premium price.

**Correct Answer:** D

**Section:** (none)

**Explanation**

**Explanation/Reference:**

#### **QUESTION 145**

Jerry is using the video targeting tool as seen in the image given below to target channels.

His assistant, Annie, wants to know what the number 26,826 means in the image. What should Jerry tell Annie?

- A. It is the total number of times the video channel has already been viewed on YouTube.
- B. It is the number of other advertisers that have sponsored an ad on this YouTube channel.
- C. It is the average number of times per day the ad can be viewed on YouTube.
- D. It is the average number of impressions Jerry's ad will receive based on the video and the designated channel.

**Correct Answer: C**

**Section: (none)**

**Explanation**

**Explanation/Reference:**

#### **QUESTION 146**

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

**Correct Answer: D**

**Section: (none)**

**Explanation**

**Explanation/Reference:**

#### **QUESTION 147**

Chrissy wants to create advertisements for her business for the Google Content Network. She's interested in creating engaging ads for the Google Content Network, but she doesn't know what type of ads she is allowed to create. There are, she's learned, four different types of display ads in the Google Content Network. Which of the following is NOT an ad type she can use in the Google Content Network?

- A. Image ad
- B. Audio ad
- C. Text ad

D. Video ad

**Correct Answer:** B

**Section:** (none)

**Explanation**

**Explanation/Reference:**

#### **QUESTION 148**

You are a Google AdWords consultant for several clients and you want to introduce them to advertising on YouTube. One of your clients is skeptical of advertising on YouTube and they would like to know several reasons why they should invest in YouTube. Which one of the following is a valid statement about YouTube that would appeal to your client?

- A. YouTube advertising costs less than Google AdWords.
- B. YouTube users watch close to 1 million videos per day.
- C. People perform so many searches on YouTube that it is the second largest search engine in the world.
- D. Google AdWords captures the history of what users have watched so advertisers can target to videos their audience prefers.

**Correct Answer:** C

**Section:** (none)

**Explanation**

**Explanation/Reference:**

#### **QUESTION 149**

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

- A. Targeting by demographics
- B. Targeting by Spanish
- C. Targeting by location
- D. Targeting by language

**Correct Answer:** D

**Section:** (none)

**Explanation**

**Explanation/Reference:**

**QUESTION 150**

Gary has created a display ad that is part of the Google Content Network targeting YouTube viewers. Gary believes that his ads will have the best time of being viewed by his audience between the hours of 8PM and 11PM. How can Gary schedule his Google Content Network ads for YouTube for this time?

- A. Gary cannot schedule ads on YouTube. YouTube ads do not accept ad scheduling.
- B. Gary should choose his campaign, then click the Ads tab, Schedule for the ad's scheduling.
- C. Gary should choose his campaign, then click the Settings tab, Advanced Settings, and then edit the Schedule for the ad's scheduling.
- D. Gary should choose his campaign, then click the Audiences tab, Advanced Settings, and then edit the Schedule for the ad's scheduling.

**Correct Answer: C**

**Section: (none)**

**Explanation**

**Explanation/Reference:**

**QUESTION 151**

Lily has created a display campaign to help support her consulting business. She wants to create more display ads based on themes and templates. Which Google AdWords tool will she use to accomplish the task?

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

**Correct Answer: D**

**Section: (none)**

**Explanation**

**Explanation/Reference:**

**QUESTION 152**

Larry has just created a new Google AdWords account as part of his signup for the YouTube promoted videos process. What is the fee associated with the account activation?

- A. There is a \$25 fee for the account activation.
- B. There is a \$5 fee for the account activation.
- C. There is no fee for the account activation.

D. There is a \$55 fee for the account activation, but \$50 is reimbursed with the first YouTube promoted video costs.

**Correct Answer:** B

**Section:** (none)

**Explanation**

**Explanation/Reference:**

#### **QUESTION 153**

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 fifty 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 100 or more conversions and 1000 or more clicks per site.

**Correct Answer:** C

**Section:** (none)

**Explanation**

**Explanation/Reference:**

#### **QUESTION 154**

You are a Google AdWords consultant to your client. You are showing them how the Keyword Tool works and the four options for keywords this tool can utilize. Which one of the following is NOT a feature of the keyword tool?

- A. Find additional keywords based on your existing keywords.
- B. Find negative keywords based on existing keywords.
- C. Find negative keywords based on irrelevant placement sites.
- D. Find additional keywords based on competitor's ads.

**Correct Answer:** D

**Section:** (none)

**Explanation**

**Explanation/Reference:**

**QUESTION 155**

Examine the image given below:

What Google Tool is being used in the image above?

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

**Correct Answer:** D

**Section:** (none)

**Explanation**

**Explanation/Reference:**

**QUESTION 156**

You are a consultant to a printing company in your community. The owner of the company wants to create a video ad to use in the Google Content Network. What tool can you use to help the owner choose topics that relate to his audience for the video ad? Make the best choice.

- A. Google search
- B. Reservations tools
- C. YouTube search
- D. Placement tool

**Correct Answer:** D

**Section:** (none)

**Explanation**

**Explanation/Reference:**

**QUESTION 157**

When you create a new ad group in Google AdWords you have to name the ad group, create the ad, and then what other action?

- A. Define the budget.
- B. Define the timeframe the ad should run within.
- C. Define the keywords.

D. Define the campaign the ad group belongs to.

**Correct Answer:** C

**Section:** (none)

**Explanation**

**Explanation/Reference:**

#### **QUESTION 158**

Juan is creating a Google AdWords campaign and he's hired you to help with the Google Content Network settings. You've reviewed Juan's goals and you recommend to him that he create a campaign just for the content network and a campaign just for Google search. Why would you recommend this to Juan?

- A. Advertisers are required to separate their campaigns for Google search and for the Google Content Network.
- B. Juan can have more control over keywords and bids by separating campaigns for Google search and the Google Content Network.
- C. It's easier to stop and restart ads independently with two separate campaigns.
- D. It's easier to manage invoices for each Google search and the Google Content Network with this approach.

**Correct Answer:** B

**Section:** (none)

**Explanation**

**Explanation/Reference:**

#### **QUESTION 159**

Cara wants to include her advertisements on YouTube. You've told her that she can use the auction-based model using Google AdWords to get her advertisements on YouTube. What other model can Cara use to get her advertisements on YouTube?

- A. CPM sales and video ad sales
- B. Performance-driven campaigns with CPC or CPM sales
- C. Placement sales directly through Google Content Network selection
- D. Reservation-based model where placements are purchased directly through YouTube ad sales

**Correct Answer:** D

**Section:** (none)

**Explanation**

**Explanation/Reference:**

**QUESTION 160**

Martha has created a video that she would like to enter into YouTube as a promoted video. She has completed the Google AdWords requirements but she would like her video to just be shown on YouTube. Can Martha remove the video from the Google Content Network?

- A. Promoted videos are not part of the Google Content Network, they are only part of YouTube so this is not a problem for Martha.
- B. Promoted videos cannot be removed from the Google Content Network and still appear on YouTube.
- C. Promoted videos must be in the Google Content Network as that is the medium for the video to be promoted on YouTube.
- D. Promoted videos can be removed from the Google Content Network by opting out of the network in Google AdWords.

**Correct Answer:** D

**Section:** (none)

**Explanation**

**Explanation/Reference:**

**QUESTION 161**

Shelly has created an ad for the Google Content Network, and her ad has been running for four days. Shelly decides that she needs to add some negative keywords to her campaign to refine the results and the keywords that trigger her ad. How does Shelly add negative keywords for her campaign?

- A. Shelly will click the campaign she wants to refine, then she will click the Opportunities tab, and then she will click the Negative keywords options, and add the negative keywords.
- B. Shelly will click the campaign she wants to refine, then she will click the Settings tab, and then she will click the keywords options, and add the negative keywords.
- C. Shelly will click the campaign she wants to refine, then she will click the Settings tab, and then she will click the Negative keywords options, and add the negative keywords.
- D. Shelly will click the campaign she wants to refine, then she will click the Keywords tab, and then she will click the Negative keywords options, and add the negative keywords.

**Correct Answer:** D

**Section:** (none)

**Explanation**

**Explanation/Reference:**

**QUESTION 162**

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

**Correct Answer:** C

**Section:** (none)

**Explanation**

**Explanation/Reference:**

#### **QUESTION 163**

Consider the image shown below:

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

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

**Correct Answer:** A

**Section:** (none)

**Explanation**

**Explanation/Reference:**

#### **QUESTION 164**

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

**Section:** (none)

**Explanation**

**Explanation/Reference:**

**QUESTION 165**

You are managing a Google AdWords campaign for your company and you want to review every search query that triggered your ad. Your goal is to determine what search queries were irrelevant but yet triggered your ad. Based on the results you'll create negative keywords to keep these search queries from triggering your ad in the future. What Google AdWords optimization tool can you use?

- A. Account statistics
- B. Search Query Performance tool
- C. Website Optimizer
- D. Placement tool

**Correct Answer:** B

**Section:** (none)

**Explanation**

**Explanation/Reference:**

**QUESTION 166**

You created a display ad to promote your brand. You want to measure the impact of your display ads. Which of the following actions can you perform to accomplish the task? Each correct answer represents a complete solution. Choose all that apply.

- A. Use conversion tracking
- B. Track Website traffic trends
- C. Compare costs to leads
- D. Lookat mouseover and interaction rate

**Correct Answer:** ABD

**Section:** (none)

**Explanation**

**Explanation/Reference:**

**QUESTION 167**

Thomas is working with Anne to customize their Google AdWords ad. Anne wants to make certain that her ads rotate rather than show the same ads over and over. How can Anne ensure that her ads will rotate when they're displayed?

- A. Anne should choose the Optimize option in the Serving settings section of her campaign's Settings tab.
- B. Anne should choose the Rotate option in the Advance settings section of her campaign's Settings tab.
- C. Anne should choose the Swivel option in the Advance settings section of her campaign's Settings tab.
- D. Anne should choose the Optimize option in the Advance settings section of her campaign's Settings tab.

**Correct Answer:** B

**Section:** (none)

**Explanation**

**Explanation/Reference:**

#### **QUESTION 168**

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 yellow?

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

**Correct Answer:** C

**Section:** (none)

**Explanation**

**Explanation/Reference:**

#### **QUESTION 169**

Henry has created a text ad for YouTube. YouTube text ads will rotate every 20 seconds unless the user clicks the ad or scrolls through the ads with the video. What happens if the user clicks the ad?

- A. The video the user is watching will stop and the advertiser's video will start.
- B. A new window will open with the advertiser's Website.
- C. The video the user is watching will pause and the video screen will fill with the expanded text ad until the user clicks the play button for the video again.

D. The Web browser will take the user to the advertiser's Website.

**Correct Answer:** B

**Section:** (none)

**Explanation**

**Explanation/Reference:**

#### **QUESTION 170**

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

**Correct Answer:** D

**Section:** (none)

**Explanation**

**Explanation/Reference:**

#### **QUESTION 171**

Martha has launched a new business that sells used computer books online. She wants to use Google AdWords to help brand her company and introduce her company to new users. Which one of the following Google AdWords approaches would be best for Martha?

- A. Create keywords for unadvertised parts of her Website.
- B. Use a cost-per-impression campaign.
- C. Target the right region and language of her business.
- D. Use keyword insertion to make her ad more relevant to a diverse audience.

**Correct Answer:** B

**Section:** (none)

**Explanation**

**Explanation/Reference:**

**QUESTION 172**

Consider an advertiser that is trying to sell more coffee beans. The advertiser has identified keywords for the ad groups: gourmet coffee beans, organic coffee beans, and French roast beans. Which keyword wouldn't be a good choice to include in the ad group gourmet coffee beans?

- A. Gourmet coffee beans
- B. Gourmet coffee
- C. Specialty coffee
- D. French roast coffee beans

**Correct Answer:** D

**Section:** (none)

**Explanation**

**Explanation/Reference:**

**QUESTION 173**

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. The metric of "1" actually means she was the only person with that keyword.
- 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. 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.

**Correct Answer:** A

**Section:** (none)

**Explanation**

**Explanation/Reference:**

**QUESTION 174**

Gareth has created a new video advertising for the Google Content Network. His video is a demonstration of a service his company provides for Web users. How can Gareth get this video into the Google Content Network?

- A. Gareth can upload the video through YouTube and then provide the Google AdWords URL for the ad to be submitted to the Google Content Network.
- B. Gareth will need to enroll in the video placement program and then he will be able to upload the ad through the Video Ad submission tool.

- C. Gareth can use the Display Ad Builder and use a template with the video ad format.
- D. Service advertisements are not allowed in the Google Content Network.

**Correct Answer:** C

**Section:** (none)

**Explanation**

**Explanation/Reference:**

#### **QUESTION 175**

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

**Correct Answer:** D

**Section:** (none)

**Explanation**

**Explanation/Reference:**

#### **QUESTION 176**

Google recommends that Google AdWords users include negative keywords when building a contextual advertisement. Why should users include negative keywords?

- A. It helps to ensure that searches with similar spelling would not appear on search results.
- B. It helps to ensure that ads would not appear on irrelevant searches.
- C. It helps to ensure that an ad will appear when users search for an opposite keyword.
- D. It helps to ensure that an ad will appear along with competitors' ads.

**Correct Answer:** B

**Section:** (none)

**Explanation**

**Explanation/Reference:**

**QUESTION 177**

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

**Correct Answer:** C

**Section:** (none)

**Explanation**

**Explanation/Reference:**

**QUESTION 178**

Larry is contemplating managed placements in the Google Content Network. He'd like to use a tool that will allow him to review a specific website's advertising sizes, keyword information, demographics, unique visitors, audience interests, and other traffic statistics. What tool does Google offer that Larry should use to complete this request?

- A. Ad Planner tool
- B. Ads Diagnostic tool
- C. Placement tool
- D. Traffic Estimator tool

**Correct Answer:** A

**Section:** (none)

**Explanation**

**Explanation/Reference:**

**QUESTION 179**

Examine the image given below:

What does the icon in the highlighted area of the video targeting tool represent?

- A. In stream video

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

**Correct Answer:** D

**Section:** (none)

**Explanation**

**Explanation/Reference:**

#### **QUESTION 180**

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. 24 hours
- C. 60 days
- D. 7 days

**Correct Answer:** A

**Section:** (none)

**Explanation**

**Explanation/Reference:**

#### **QUESTION 181**

You are using YouTube Insights to review how well your videos have been performing. One of the metrics you are reviewing is called "below the line" for your video. What does the below the line metric tell you about your video?

- A. Below the line lets you see data for either an individual video or aggregated data for all the videos uploaded by a particular user.
- B. Below the line indicates that users liked this portion of the video more than the rest of the video on average.
- C. Below the line indicates that users did not like this portion of the video as much as the rest of the video on average.
- D. Below the line lets you see what mouse activity a user is doing while your video is playing (such as scrolling or navigating to other videos).

**Correct Answer:** C

**Section:** (none)

**Explanation**



**Explanation/Reference:****QUESTION 182**

You are a Google AdWords consultant for the HKY Company. They are interested in hiring your firm to create a video ad about their company for YouTube. The HKY Company has asked for what they believe to be the most effective ad type of YouTube: an in-stream ad. What is the maximum duration of this ad type?

- A. 30 seconds
- B. 10 minutes
- C. 60 seconds
- D. 10 seconds

**Correct Answer:** A

**Section:** (none)

**Explanation**

**Explanation/Reference:****QUESTION 183**

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. Geo-caching
- D. Demographics

**Correct Answer:** A

**Section:** (none)

**Explanation**

**Explanation/Reference:****QUESTION 184**

You are considering a YouTube standard autoplay ad for your client's ad campaign. The YouTube standard autoplay ad is a 300x60 ad, and allows 30 seconds of playtime. What limitation does YouTube place on this ad type that you must inform your client about?

- A. The video ad must have a companion file that will load when the user clicks the autoplay ad. The companion file loads a 950x500 video.

- B. The ad will only play if the user clicks on the ad.
- C. The first 30 seconds of the video will automatically play, but without sound.
- D. The video length cannot be more than 2 minutes total when the user clicks the ad.

**Correct Answer:** C

**Section:** (none)

**Explanation**

**Explanation/Reference:**

#### **QUESTION 185**

Fannie is interested in purchasing a YouTube homepage masthead for an ad campaign. She has hired you to help her choose the best ad type for the campaign. You tell her that there are three ad formats for the masthead on YouTube. Which one of the following is NOT one of the three masthead types?

- A. Expandable
- B. Cooperative
- C. Standard
- D. Tandem

**Correct Answer:** A

**Section:** (none)

**Explanation**

**Explanation/Reference:**

#### **QUESTION 186**

Howard is a Google AdWords consultant for the HKQ Company. He is reviewing the videos the HKQ Company has loaded to YouTube through YouTube Insights with Hal, his contact at the HKQ Company. Howard and Hal want to review the videos performance to create a strategy to refine the videos for better performance. YouTube Insight offers several different reporting features for a YouTube account. Which one of the following is NOT one of the reporting features that YouTube Insight offers for review?

- A. Discovery
- B. Views
- C. Referrers
- D. Community

**Correct Answer:** C

**Section: (none)**

**Explanation**

**Explanation/Reference:**

**QUESTION 187**

You have created an ad campaign for your company that sells business cards online. You want to target specific types of Websites in the Google Content Network. How can you choose what types of Websites your business card advertisement will appear on?

- A. The keywords you select for your ad will determine where your advertisement will appear within the Google Content Network.
- B. Google uses automatic placements for all Content Network, but you can add negative keywords to avoid certain Website content.
- C. You can choose where your ad will appear by using the managed placement options for the Google Content Network.
- D. The Google Content Network does not allow you to choose the sites your ad will appear.  
All placements are automatic.

**Correct Answer: C**

**Section: (none)**

**Explanation**

**Explanation/Reference:**

**QUESTION 188**

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 should she use to accomplish the task?

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

**Correct Answer: A**

**Section: (none)**

**Explanation**

**Explanation/Reference:**

**QUESTION 189**

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

**Section:** (none)

**Explanation**

**Explanation/Reference:**

#### **QUESTION 190**

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

**Section:** (none)

**Explanation**

**Explanation/Reference:**

#### **QUESTION 191**

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

**Section: (none)**

**Explanation**

**Explanation/Reference:**

**QUESTION 192**

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**

**Section: (none)**

**Explanation**

**Explanation/Reference:**

**QUESTION 193**

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**

**Section: (none)**

**Explanation**

**Explanation/Reference:**

**QUESTION 194**

You are helping a client create a YouTube advertisement and you tell them that they should use their TV assets online in YouTube through pre-roll, mid-roll, and post-roll placements. The client does not understand what you mean by TV assets. What is a TV asset?

- A. Digital video that is television and Web-ready
- B. TV commercials
- C. Televisions show
- D. TV budget for advertisements

**Correct Answer:** B

**Section:** (none)

**Explanation**

**Explanation/Reference:**

#### **QUESTION 195**

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

**Correct Answer:** A

**Section:** (none)

**Explanation**

**Explanation/Reference:**

#### **QUESTION 196**

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

**Section: (none)**

**Explanation**

**Explanation/Reference:**

**QUESTION 197**

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**

**Section: (none)**

**Explanation**

**Explanation/Reference:**

**QUESTION 198**

Fannie is interested in purchasing a YouTube homepage masthead for an ad campaign. She has hired you to help her choose the best ad type for the campaign. You tell her that there are three ad formats for the masthead on YouTube. Which one of the following is NOT one of the three masthead types?

- A. Standard
- B. Expandable
- C. Tandem
- D. Cooperative

**Correct Answer: D**

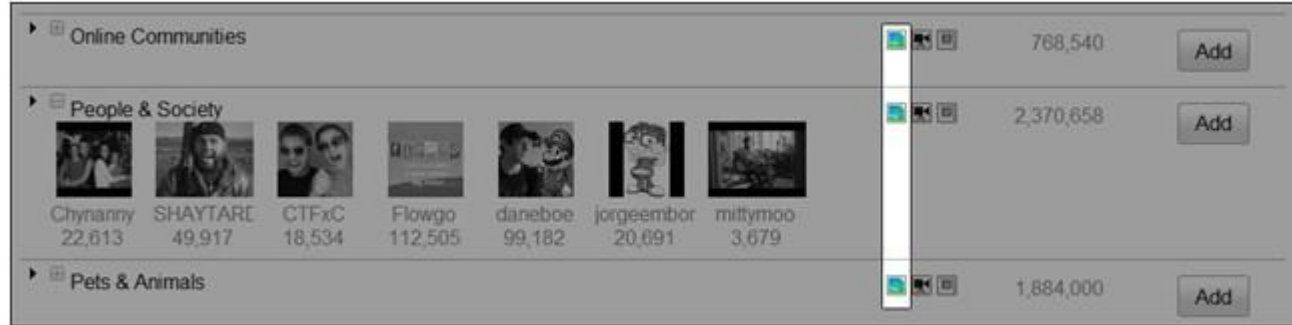
**Section: (none)**

**Explanation**

**Explanation/Reference:**

**QUESTION 199**

Examine the image given below:



What does the icon in the highlighted area of the video targeting tool represent?

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

**Correct Answer:** D

**Section:** (none)

**Explanation**

**Explanation/Reference:**

### QUESTION 200

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. 7 days
- D. 24 hours

**Correct Answer:** A

**Section:** (none)

**Explanation**



**Explanation/Reference:****QUESTION 201**

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 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.
- B. The metric of "1" actually means that she has not been on YouTube long enough to generate an accurate recording of her average position.
- C. The metric of "1" actually means she was the only person with that keyword.
- D. Her ad is not a promoted video so it will always say "1" in this metric.

**Correct Answer:** D

**Section:** (none)

**Explanation**

**Explanation/Reference:****QUESTION 202**

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

**Section:** (none)

**Explanation**

**Explanation/Reference:****QUESTION 203**

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

**Section:** (none)

**Explanation**

**Explanation/Reference:**

#### **QUESTION 204**

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

**Section:** (none)

**Explanation**

**Explanation/Reference:**

#### **QUESTION 205**

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 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.
- 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

**Section:** (none)

**Explanation**

**Explanation/Reference:**

#### **QUESTION 206**

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

**Section:** (none)

**Explanation**

**Explanation/Reference:**

#### **QUESTION 207**

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

**Section:** (none)

**Explanation**

**Explanation/Reference:**

**QUESTION 208**

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

**Section:** (none)

**Explanation**

**Explanation/Reference:**

**QUESTION 209**

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

**Section:** (none)

**Explanation**

**Explanation/Reference:**

**QUESTION 210**

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

**Section:** (none)

**Explanation**

**Explanation/Reference:**

#### **QUESTION 211**

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

**Section:** (none)

**Explanation**

**Explanation/Reference:**

#### **QUESTION 212**

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

**Section:** (none)

**Explanation**

**Explanation/Reference:**

**QUESTION 213**

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

**Section:** (none)

**Explanation**

**Explanation/Reference:**

Absolutely right option.

**QUESTION 214**

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

**Section:** (none)

**Explanation**

**Explanation/Reference:**

**QUESTION 215**

Jan has a Website selling shoes and socks online. She would like to use Google AdWords' cost-per-acquisition 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

**Section:** (none)

**Explanation**

**Explanation/Reference:**

**QUESTION 216**

Examine the image given below:

### New display ad

#### Ad Name

This name won't appear in your ad and is only used for identification purposes.

#### Headline (optional)

#### Description (optional)

#### Click button

### Select ad variations

The content of this ad will be used for all ad variations. Remember, there's no extra cost for selecting multiple ad sizes.


<input checked="" type="checkbox"/> 300 x 250	<input checked="" type="checkbox"/> 336 x 280
<input checked="" type="checkbox"/> 468 x 60	<input checked="" type="checkbox"/> 728 x 90
<input checked="" type="checkbox"/> 160 x 600	<input checked="" type="checkbox"/> 120 x 600

### Preview ad

300 x 250

[See interactive preview for all sizes](#)

### Buy Our Exam Software



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Ads by Google

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**



**Section: (none)**

**Explanation**

**Explanation/Reference:**

**QUESTION 217**

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**

**Section: (none)**

**Explanation**

**Explanation/Reference:**

**QUESTION 218**

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**

**Section: (none)**

**Explanation**

**Explanation/Reference:**