

## Passguide.adwords-fundamentals.155.QA

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**adwords-fundamentals**

### Google Advertising Fundamentals Exam

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

What should an advertiser use to organize ad groups?

- A. Common themes
- B. Maximum cost-per-click (CPC)
- C. Number of words per keyword
- D. Location targeting

**Correct Answer:** A

**Section:** (none)

**Explanation**

**Explanation/Reference:**

**QUESTION 2**

Which are the required components of an ad group running on the Search Network?.

- A. Default bid, position preference, placements
- B. Placements, keywords, network targeting
- C. Text ad, keywords, default bid
- D. Frequency capping, daily budget, ad scheduling

**Correct Answer:** B

**Section:** (none)

**Explanation**

**Explanation/Reference:**

**QUESTION 3**

An advertiser wants to find out why there are no impressions on a keyword. What steps can the advertiser take to quickly diagnose the issue?

- A. Use the Analyze Competition section of the Opportunities Tab.
- B. Hover over the speech bubble next to the keyword.
- C. Use the Traffic Estimator to get estimated impression statistics.
- D. Raise the keyword's maximum cost-per-click (CPC) bid

**Correct Answer:** B

**Section:** (none)

**Explanation**

**Explanation/Reference:**

#### **QUESTION 4**

It is beneficial to create multiple ad groups in order to:

- A. Break up keywords and ads into related themes.
- B. Set different budgets for each ad group.
- C. Pause specific keywords if they're not performing well.
- D. Opt specific ad groups into various Google networks.

**Correct Answer:** A

**Section:** (none)

**Explanation**

**Explanation/Reference:**

#### **QUESTION 5**

Which can be controlled at the ad-group level of an AdWords account?

- A. Daily budget
- B. Geographic targeting
- C. Placements
- D. End dates

**Correct Answer:** C

**Section:** (none)

**Explanation**

**Explanation/Reference:**

#### **QUESTION 6**

The ad rotation setting "Optimize" means that multiple ads within the same ad group will rotate evenly.

- A. Every other day.

- B. Throughout the day.
- C. Until the ad with the better conversion rate starts to show more frequently.
- D. Until the ad with the better click through rate (CTR) starts to show more frequently.

**Correct Answer:** C

**Section:** (none)

**Explanation**

**Explanation/Reference:**

#### **QUESTION 7**

An advertiser who decides to edit the location targeting of an ad can do this at the:

- A. keyword level
- B. ad group level
- C. campaign level
- D. account level

**Correct Answer:** C

**Section:** (none)

**Explanation**

**Explanation/Reference:**

#### **QUESTION 8**

To determine which ad language to target to a user, the AdWords system refers to that user's?

- A. Google interface language setting
- B. Internet Protocol (IP) address
- C. Operating system language
- D. Home country's language

**Correct Answer:** A

**Section:** (none)

**Explanation**

**Explanation/Reference:**

**QUESTION 9**

A bilingual user searches Google.com (the Google US domain) and has set Spanish as the proffered Google language. In order to target this particular user, which campaign language setting should an advertiser use?

- A. Bilingual
- B. Portuguese
- C. Spanish
- D. English

**Correct Answer:** C

**Section:** (none)

**Explanation**

**Explanation/Reference:**

**QUESTION 10**

Which is a factor that Google uses to target ads to users based on physical location?

- A. Language preferences
- B. Telephone number
- C. Operating system
- D. Internet Protocol (IP) address

**Correct Answer:** D

**Section:** (none)

**Explanation**

**Explanation/Reference:**

**QUESTION 11**

Which tool can be used if an advertiser wants to simulate Google searches, in order to see how geographic locations?

- A. Ad preview tool
- B. Landing page optimize
- C. AdWords Editor
- D. Search-based keyword tool

**Correct Answer:** A

**Section:** (none)

**Explanation**

**Explanation/Reference:**

#### **QUESTION 12**

Ads often show on Google with a fifth line of ad text, which includes the city or region targeted by a campaign. One reason this occurs is because:

- A. One of the keywords in the campaign is the name of that country.
- B. The language preferences of the user assume a location.
- C. The Internet Protocol (IP) address of the user is located in the city targeted by the campaign.
- D. The search query included the name of the city.

**Correct Answer:** C

**Section:** (none)

**Explanation**

**Explanation/Reference:**

#### **QUESTION 13**

Someone using Google Russian domain (Google.ru) changes the language to English on the "preferences" page. This user may see ads targeted to:

- A. Russian speakers in the Czech Republic.
- B. English speakers in the United States.
- C. Russian speakers in the Germany
- D. English speakers in Russia

**Correct Answer:** D

**Section:** (none)

**Explanation**

**Explanation/Reference:**

#### **QUESTION 14**

Which best describes contextual targeting?

- A. Themes of selected placements determine related websites where ads will appear.

- B. Themes of keywords are matched to relevant content on websites where ads will appear.
- C. Ads are targeted only to websites related to specific businesses.
- D. Ads are targeted to groups of websites based on their site categories.

**Correct Answer:** B

**Section:** (none)

**Explanation**

**Explanation/Reference:**

#### **QUESTION 15**

Which is a benefit of search advertising with Google AdWords?

- A. Ability to pay for specific placement in top ad positions
- B. Ability to view competitors' bids for keywords
- C. Better position in natural search results
- D. Extended reach to search partners

**Correct Answer:** C

**Section:** (none)

**Explanation**

**Explanation/Reference:**

#### **QUESTION 16**

A "first page bid estimate" is based on the keyword's Quality Score and the:

- A. Current search trends.
- B. Past average clickthrough rate (CTR).
- C. Past average first page bid estimate.
- D. Current advertiser competition.

**Correct Answer:** D

**Section:** (none)

**Explanation**

**Explanation/Reference:**

**QUESTION 17**

Which formula does Google use to rank keyword-targeted ads on Google search?

- A.  $(\text{Maximum cost-per-click (CPC) bid} \times \text{Quality Score}) / \text{Daily Budget}$
- B. Maximum cost-per-click (CPC) bid only
- C. Maximum cost-per-click (CPC) bid  $\times$  Quality Score
- D.  $(\text{Maximum cost-per-click (CPC) bid} + \text{Daily Budget}) / \text{Quality Score}$

**Correct Answer:** C

**Section:** (none)

**Explanation**

**Explanation/Reference:**

**QUESTION 18**

How often does the AdWords system run an auction to decide which ads to show on the Google search page?

- A. Once every two hours for a given keyword.
- B. Once every 24 hours for a given keyword.
- C. Every time a user enters a search query.
- D. Every time a new advertiser adds a keyword to an account.

**Correct Answer:** C

**Section:** (none)

**Explanation**

**Explanation/Reference:**

**QUESTION 19**

What is a benefit of online advertising with Google AdWords?

- A. Advertisers can pay to place their websites in the natural search results
- B. Advertisers can identify the Internet Protocol (IP) address of users who are searching for products
- C. Ads are displayed to users who are searching for a particular product or service
- D. Ads can include up to 50 characters for the first three lines of ad text

**Correct Answer:** B



**Section: (none)**

**Explanation**

**Explanation/Reference:**

**QUESTION 20**

By monitoring ad campaign performance, an advertiser may obtain the information needed to:

- A. Determine if campaigns are meeting overall marketing and conversion goals.
- B. Compare campaign performance to that of individual competitors.
- C. Create duplicate ad groups with identical keywords and different ad variations.
- D. Create additional AdWords accounts for low-performing keywords.

**Correct Answer: A**

**Section: (none)**

**Explanation**

**Explanation/Reference:**

**QUESTION 21**

The main benefit of location targeting is that advertisers can

- A. Choose to only target websites based in a specific region or territory.
- B. Choose to target a specific Google domain.
- C. Target any combination of countries, territories, and regions.
- D. Adjust campaign targeting options regardless of their physical location.

**Correct Answer: C**

**Section: (none)**

**Explanation**

**Explanation/Reference:**

**QUESTION 22**

Which method would be recommended for an advertiser who is trying to increase the Quality Score of low keyword?

- A. Modify the ad associated with that keyword to direct to a highly-relevant landing page.

- B. Increase the daily budget for the campaign in which the keyword is located.
- C. Delete the keyword and add the keyword to the campaign again.
- D. Repeat the keyword as many times as possible in the ad text.

**Correct Answer:** A

**Section:** (none)

**Explanation**

**Explanation/Reference:**

### QUESTION 23

An online company is based in the United States but ships to customers all over the world. If this company wants to serve Spanish language ads to Spanish-Speaking users, which targeting option should be refined?

- A. Language targeting
- B. Ad scheduling
- C. Regional targeting
- D. Demographic targeting

**Correct Answer:** A

**Section:** (none)

**Explanation**

**Explanation/Reference:**

Updated.

### QUESTION 24

"Automatic placements" on the Networks tab displays:

- A. Ad variations, such as text ads, image ads, video ads, and Google Places ads.
- B. A complete listing of existing destination URLs.
- C. Search queries that triggered the ads.
- D. Performance on websites throughout the Google Display Network.

**Correct Answer:** D

**Section:** (none)

**Explanation**

**Explanation/Reference:**

**QUESTION 25**

Which is the highest level of account access available in AdWords?

- A. Email-only
- B. Executive
- C. Administrative
- D. Read-only

**Correct Answer: C**

**Section: (none)**

**Explanation**

**Explanation/Reference:**

**QUESTION 26**

A client would like to see data in AdWords that includes clicks and impressions. Which is minimum account access level that can be granted that includes this information?

- A. Standard
- B. Email-only
- C. Read-only
- D. Account Management

**Correct Answer: C**

**Section: (none)**

**Explanation**

**Explanation/Reference:**

**QUESTION 27**

In order for cost-per-click (CPC) ads and cost per thousand impressions (CPM) ads compete with each other in the same auction on the Google Display Network, AdWords system converts the CPC ad's bid to:

- A. A CPM
- B. A CPM conversion

- C. An effective CPM conversion
- D. An effective CPM

**Correct Answer:** D

**Section:** (none)

**Explanation**

**Explanation/Reference:**

#### **QUESTION 28**

An advertiser creates a new search campaign with the goal of driving traffic to a new website. The advertiser wants to spend very little time setting and managing individual keyword. Which is the best bidding option for this advertiser?

- A. Automatic cost-per-click (CPC)
- B. Manual cost-per-click (CPC)
- C. Cost-per-thousand impressions (CPM)
- D. Cost-per-acquisition (CPA)

**Correct Answer:** A

**Section:** (none)

**Explanation**

**Explanation/Reference:**

#### **QUESTION 29**

One reason to set a cost-per-click (CPC) bid limit when using automatic bidding is to ensure that:

- A. The AdWords system does not use the keyword or ad group maximum CPC.
- B. The AdWords system does not bid more than the advertiser has determined the click is worth.
- C. An ad achieves the highest Ad Rank possible given the campaign budget.
- D. The campaign budget is not exceeded.

**Correct Answer:** B

**Section:** (none)

**Explanation**

**Explanation/Reference:**

**QUESTION 30**

One reason an Active, Eligible keyword may not receive many impressions is because the keyword:

- A. Has a maximum cost-per-click (CPC) bid below the first page bid estimate.
- B. Is set to phrase match.
- C. Is set to broad match.
- D. Has its own destination URL that overrides what is set for the ad group.

**Correct Answer:** A

**Section:** (none)

**Explanation**

**Explanation/Reference:**

**QUESTION 31**

Quality Score is calculated as a measure of:

- A. Relevance to a user's search.
- B. Frequency of a queried keyword.
- C. Proper grammar in an ad text.
- D. Maximum cost-per-click (CPC) bid.

**Correct Answer:** A

**Section:** (none)

**Explanation**

**Explanation/Reference:**

**QUESTION 32**

If an advertiser improves the Quality Score of a keyword, this keyword may:

- A. Be more likely to appear in bold when displayed in an ad
- B. Automatically reset its match type to Broad
- C. Earn the ad a higher average position
- D. Receive fewer impressions on the Search Network

**Correct Answer:** C

**Section: (none)**

**Explanation**

**Explanation/Reference:**

**QUESTION 33**

Which is the best way to monitor the performance of a newly created video ad?

- A. Total number of impressions
- B. Clickthrough rate (CTR)
- C. Average cost-per-click (CPC)
- D. Interaction Rate

**Correct Answer: D**

**Section: (none)**

**Explanation**

**Explanation/Reference:**

**QUESTION 34**

The display ad builder reduces the need for image editing software by allowing advertisers to :

- A. Upload custom templates into the existing categories.
- B. Customize templates with messages, images, and logo.
- C. Upload custom fonts for use over images.
- D. Edit their images within the tool.

**Correct Answer: B**

**Section: (none)**

**Explanation**

**Explanation/Reference:**

**QUESTION 35**

Which might negatively affect the performance of a video ad on the Google Display Network?

- A. Content with a non-commercial look and feel

- B. A clear call-to-action in the opening static image
- C. Content in the form of a running list of statistics about the company
- D. A video that captures users' attention within the first 10 seconds of play

**Correct Answer:** B

**Section:** (none)

**Explanation**

**Explanation/Reference:**

#### **QUESTION 36**

Which line of ad text would be disapproved based on Google's advertising policies?

- A. Free shipping
- B. Best deals-click here
- C. Fast, easy, effective
- D. Want fast results?

**Correct Answer:** C

**Section:** (none)

**Explanation**

**Explanation/Reference:**

#### **QUESTION 37**

Which is allowable in an AdWords image ad?

- A. Text that flashes continuously to attract the user's attention
- B. Images that look like a system warning
- C. Use of phrases like "hurry" or "limited time"
- D. Content that mimics a news article to appear more factual

**Correct Answer:** C

**Section:** (none)

**Explanation**

**Explanation/Reference:**

**QUESTION 38**

Which is a best practice for creating effective ad text?

- A. Repeat words to add emphasis
- B. Use the same ad text for every ad in the ad group
- C. Use a home page for every URL
- D. Include prices and promotions

**Correct Answer:** D

**Section:** (none)

**Explanation**

**Explanation/Reference:**

**QUESTION 39**

Which best describes the "Optimize" ad rotation setting in AdWords?

- A. The AdWords system automatically shows the most relevant display URL for each ad.
- B. The AdWords system automatically shows the better performing ads more often.
- C. Two of the ads from the ad group may show to a user on the same page.
- D. The ability to show ads more often to increase impressions.

**Correct Answer:** B

**Section:** (none)

**Explanation**

**Explanation/Reference:**

**QUESTION 40**

A benefit of Google AdWords image ads is that they:

- A. Allow advertisers to set budgets for each ad variation within an ad group.
- B. Can appear next to related content on a website.
- C. Can be targeted to both the Google Display Network and Search Network.
- D. Are viewable on all mobile devices, regardless of country or carrier.

**Correct Answer:** B



**Section: (none)**

**Explanation**

**Explanation/Reference:**

**QUESTION 41**

What does the "Devices" targeting setting allow advertisers to do?

- A. Target ads to specific countries based on mobile phone usage
- B. Select the mobile service providers on which users may see ads
- C. Target mobile phone users in any country around the world
- D. Select video ads to run on mobile networks in certain countries

**Correct Answer: B**

**Section: (none)**

**Explanation**

**Explanation/Reference:**

**QUESTION 42**

A key benefit of My Client Center (MCC) is that it allows:

- A. Google Analytics users to monitor website Bounce Rates across multiple AdWords accounts
- B. Users to change language targeting settings across multiple AdWords accounts simultaneous
- C. Management of multiple AdWords accounts from a single Google Account login.
- D. Users to manage both AdWords accounts and non-Google search advertising campaigns

**Correct Answer: C**

**Section: (none)**

**Explanation**

**Explanation/Reference:**

**QUESTION 43**

When resetting a password in AdWords, what should a user keep in mind?

- A. The new password will work for AdWords and the old password will work for other Google products.

- B. The new password is now required to access all other Google products with the affected Google login.
- C. The password will need to be reset separately on other Google products that share the Google login.
- D. The user will need to sign into the Google Accounts page to update the password across all Google products.

**Correct Answer:** B

**Section:** (none)

**Explanation**

**Explanation/Reference:**

#### **QUESTION 44**

Which AdWords settings are specified at the account level?

- A. Network distribution preferences and a set of keywords.
- B. A unique email address, a password, and billing information.
- C. Location targeting, cost-per-click (CPC) bids, and match types.
- D. A daily budget and a set of keywords and placements.

**Correct Answer:** B

**Section:** (none)

**Explanation**

**Explanation/Reference:**

#### **QUESTION 45**

Which is an example of a consideration an advertiser should make when establishing AdWords advertising goals?

- A. Payment options available
- B. Website load time
- C. Target market
- D. Market Competitors' cost per clicks (CPCs)

**Correct Answer:** C

**Section:** (none)

**Explanation**

**Explanation/Reference:**

**QUESTION 46**

Adding placements to an ad group:

- A. Improves the Quality Score on Google.
- B. Improves the Quality Score for search.
- C. Negatively affects the Quality Score for search.
- D. Does not affect the Quality Score for search

**Correct Answer:** D

**Section:** (none)

**Explanation**

**Explanation/Reference:**

**QUESTION 47**

The primary function of the Google Website Optimizer is to:

- A. Optimize keywords based on the advertiser's landing page.
- B. Optimize cost-per-click (CPC) bids based on conversion data.
- C. Test versions of an advertiser's ad text based on landing page data.
- D. Test versions of a website's content and layout.

**Correct Answer:** D

**Section:** (none)

**Explanation**

**Explanation/Reference:**

**QUESTION 48**

An advertiser's ad has been disapproved. Which is the most likely cause?

- A. The ad does not comply with AdWords policy guidelines.
- B. Some keywords do not meet minimum quality requirements.
- C. The ad is a duplicate of another ad in the account.
- D. The location targeting was incorrectly selected.

**Correct Answer:** A

**Section: (none)**

**Explanation**

**Explanation/Reference:**

**QUESTION 49**

What is the impact of poor landing page quality on an ad group?

- A. The entire campaign will be paused.
- B. The ads in the ad group will be disapproved due to low Quality Score.
- C. The keywords in the ad group will be paused.
- D. The keywords in the ad group will have a lower Quality Score.

**Correct Answer: D**

**Section: (none)**

**Explanation**

**Explanation/Reference:**

**QUESTION 50**

Quality Score on Google search is evaluated every:

- A. Time a keyword receives a click.
- B. Time an ad enters an auction.
- C. 24 hours.
- D. 48 hours.

**Correct Answer: B**

**Section: (none)**

**Explanation**

**Explanation/Reference:**

**QUESTION 51**

An advertiser wants to allocate additional budget to advertising a new product line. In order to accomplish this goal the advertiser should create:

- A. An ad group specific to the product line with targeted ad text.

- B. An ad group specific to the product line with a higher daily budget.
- C. Additional text ads that specifically feature the product line.
- D. A campaign with a separate daily budget specific to the product line.

**Correct Answer:** B

**Section:** (none)

**Explanation**

**Explanation/Reference:**

Exact.

#### **QUESTION 52**

If the cost-per-thousand impressions (CPM) option is not available for a campaign, the most likely reason is that the campaign:

- A. Has used CPM pricing before.
- B. Is only opted into Google search and the Search Network.
- C. Only opted into the Google Display Network.
- D. Has never used CPM pricing before.

**Correct Answer:** B

**Section:** (none)

**Explanation**

**Explanation/Reference:**

#### **QUESTION 53**

During campaign creation, advertisers can choose to place their ads on:

- A. Specific placements within the Search and Display Networks.
- B. The Placement and Display Networks.
- C. The Search and Display Networks.
- D. Specific placements within the Search Network.

**Correct Answer:** C

**Section:** (none)

**Explanation**

**Explanation/Reference:**

**QUESTION 54**

A prospective client with a flower delivery business serving only one state is intimidated by the global reach internet and does not think AdWords would be a wise business investment. Which AdWords features should be highlighted to address this concern?

- A. Demographic Bidding, Ads Scheduling
- B. Language Targeting, Position Preference
- C. Budget, Location Targeting
- D. Accelerated Delivery, Placement Targeting

**Correct Answer:** C

**Section:** (none)

**Explanation**

**Explanation/Reference:**

**QUESTION 55**

Advertisers on Google search accrue cost in AdWords when:

- A. Their ads appear on the Google search page.
- B. Users click on their ads.
- C. They register a conversion using Conversion Tracking.
- D. The user completes a purchase.

**Correct Answer:** B

**Section:** (none)

**Explanation**

**Explanation/Reference:**

**QUESTION 56**

An advertiser wants to achieve the top position in paid search results. Which recommendations would improve the likelihood ad position?

- A. Decrease cost-per-click (CPC) and increase daily budget
- B. Improve Quality Score and decrease cost-per-click (CPC)
- C. Improve Quality Score and increase cost-per-click (CPC)
- D. Decrease cost-per-click (CPC) and decrease daily budget

**Correct Answer:** C

**Section:** (none)

**Explanation**

**Explanation/Reference:**

**QUESTION 57**

A seasonal AdWords campaign would be most helpful for an advertiser who will target?

- A. Los Angeles to sell office supplies.
- B. The United States to sell art supplies
- C. France to sell skis and snowboards.
- D. The entire world to sell T-shirts.

**Correct Answer:** C

**Section:** (none)

**Explanation**

**Explanation/Reference:**

**QUESTION 58**

An advertiser who appears prominently in natural Google search results should consider also running paid Google ads to:

- A. Control keyword and ad text selection for paid ads.
- B. Guarantee that the paid ads will appear on the first page of results.
- C. Ensure their site is frequently evaluated by Google.
- D. Control of the snippet found in the natural search listings.

**Correct Answer:** A

**Section:** (none)

**Explanation**

**Explanation/Reference:**

**QUESTION 59**

A best practice for optimizing ad text is to:

- A. Ensure the ad text is general enough to apply to an entire site.

- B. Include keywords from landing page Meta tags.
- C. Test multiple variations in each ad group.
- D. Use all capital letters to promote visibility.

**Correct Answer:** C

**Section:** (none)

**Explanation**

**Explanation/Reference:**

#### **QUESTION 60**

How does the creation of ad groups with closely-related keyword lists improve Google Display Network performance?

- A. The ads will be placed on more relevant sites.
- B. The ads will reach users in different parts of the buying cycle.
- C. It will be easier to determine how users found the website.
- D. The ads will be more likely to appear on manually-selected placements.

**Correct Answer:** A

**Section:** (none)

**Explanation**

**Explanation/Reference:**

#### **QUESTION 61**

Advertiser's website displays a wide variety of books. If one ad group has ads focused on selling gardening books. Which webpage should serve the "destination URL" for those ads?

- A. The newsletter sign-up page.
- B. The page with books on vegetarian cooking.
- C. The credit card details page.
- D. A page listing gardening books offerings.

**Correct Answer:** D

**Section:** (none)

**Explanation**

**Explanation/Reference:**



**QUESTION 62**

What happens when an advertiser sets a daily budget lower than the recommended amount, using the method?

- A. Ads will never show when a user searches on the advertiser's keywords.
- B. Ads will show each time a user searches on the advertiser's keywords, but only during specified time periods.
- C. Ads will not show every time a user searches on the advertiser's keywords.
- D. Ads will show when a user searches on the advertiser's keywords, but the ad's rank

**Correct Answer:** C

**Section:** (none)

**Explanation**

**Explanation/Reference:**

**QUESTION 63**

What happens as a result of a search campaign consistently meeting its daily budget?

- A. Fewer sites targeted at once
- B. Accelerated ad delivery
- C. Missed potential ad impressions
- D. Higher average cost-per-clicks (CPCs)

**Correct Answer:** C

**Section:** (none)

**Explanation**

**Explanation/Reference:**

**QUESTION 64**

Which budget delivery option is most appropriate for an advertiser who wants AdWords to distribute ads evenly throughout the day?

- A. Accelerated
- B. Standard
- C. Scheduled
- D. Optimized

**Correct Answer:** B

**Section:** (none)

**Explanation**

**Explanation/Reference:**

**QUESTION 65**

Which potential factor does Google use to calculate a search campaigns recommended daily budget?

- A. Conversions
- B. Impressions
- C. Transactions
- D. Placements

**Correct Answer:** A

**Section:** (none)

**Explanation**

**Explanation/Reference:**

**QUESTION 66**

Which is one characteristic of the "Accelerated" delivery method?

- A. Ads are shown when users search on relevant variations of keywords in the campaign.
- B. Ads are only shown when there is a higher likelihood that users will click on them.
- C. Ads are shown as frequently as possible until the budget is exhausted.
- D. Ads are shown above the search results as well as to the right of the search results.

**Correct Answer:** C

**Section:** (none)

**Explanation**

**Explanation/Reference:**

**QUESTION 67**

An advertiser using standard delivery notices at around 4 p.m. that the daily budget for one campaign has been reached serving for this campaign, but other campaigns are still running as normal. The most likely cause for this is that the:

- A. AdWords system automatically attempted to deliver most clicks by noon.
- B. Advertise set the wrong time zone for the account.
- C. Campaign accrued clicks more quickly than the AdWords system anticipated.
- D. New keywords added to the campaign were disapproved.

**Correct Answer: C**

**Section: (none)**

**Explanation**

**Explanation/Reference:**

#### **QUESTION 68**

It is important to identify special offers like "free shipping" before building an AdWords campaign in order to:

- A. Choose effective language targeting.
- B. Create compelling ad text.
- C. Choose good negative keywords.
- D. Secure an effective daily budget.

**Correct Answer: B**

**Section: (none)**

**Explanation**

**Explanation/Reference:**

#### **QUESTION 69**

In order to see where their ads have shown on the Google Display Network, advertisers should:

- A. Run a Google Display Network report under the Reporting tab.
- B. Review the network statistics under the Opportunities tab.
- C. Visit websites that have the same theme as the ad group to verify where the ads show.
- D. Automatic placements" on the Networks tab.

**Correct Answer: D**

**Section: (none)**

**Explanation**

**Explanation/Reference:**

**QUESTION 70**

The Google AdWords system rewards good Quality Score by

- A. Adding a free badge that identifies ads with high Quality Score as "top ads".
- B. Guaranteeing the associated ad to show on all relevant queries.
- C. Placing the associated ad in a higher position.
- D. Placing the most relevant ad into the natural search results.

**Correct Answer:** B

**Section:** (none)

**Explanation**

**Explanation/Reference:**

**QUESTION 71**

Which Google AdWords, advertisers can:

- A. See the Internet Protocol (IP) addresses of individual users clicking on their ads.
- B. Gain a wide reach while targeting ads specifically to people who have shown an interest in their product.
- C. Show rich media and display ads alongside the Google search results.
- D. Have their ads be automatically translated into any language the user searches

**Correct Answer:** B

**Section:** (none)

**Explanation**

**Explanation/Reference:**

**QUESTION 72**

Why is it important to Google that AdWords ads be relevant to a user's search query.

- A. Google users are more likely to find what they're looking for.
- B. The AdWords ads will appear with every relevant search query.
- C. The advertiser's website position in the natural search results will improve.
- D. AdWords advertisers are more likely to show their ads on search partner site.

**Correct Answer:** A

**Section:** (none)

**Explanation**

**Explanation/Reference:**

#### **QUESTION 73**

Which is a benefit of AdWords for search marketing?

- A. Collect contact information automatically from potential customers.
- B. Understand how customers navigate websites.
- C. Acquire potential qualified customers.
- D. Increase position in organic search results.

**Correct Answer:** C

**Section:** (none)

**Explanation**

**Explanation/Reference:**

#### **QUESTION 74**

An advertiser wants to improve return on investment (ROI). The advertisement notices that users have often clicked on an ad without purchasing. After ensuring that keywords and ad text are highly relevant to one another, which is the best course of action for the advertiser to take?

- A. Evaluate current landing page to determine if it is relevant to the ad.
- B. Raise the campaign's budget to increase traffic to the site.
- C. Remove any negative keywords to attract more relevant visitors.
- D. Increase maximum cost-per-click (CPC) bids to improve Ad Rank.

**Correct Answer:** A

**Section:** (none)

**Explanation**

**Explanation/Reference:**

#### **QUESTION 75**

One common reason an advertiser may optimize a campaign is to:

- A. Ensure conversion tracking is working properly.
- B. Improve return on investment (ROI) of the campaign.
- C. Improve the quality of landing pages that receive traffic from the campaign.
- D. Appear in both the natural search results and sponsored listings.

**Correct Answer:** B

**Section:** (none)

**Explanation**

**Explanation/Reference:**

#### **QUESTION 76**

Advertisers should use Google Website Optimizer when:

- A. Their landing pages generate error messages.
- B. Their web pages are not generating the desired conversion results.
- C. The number of impressions for their website has decreased.
- D. The number of clicks to their websites has decreased.

**Correct Answer:** B

**Section:** (none)

**Explanation**

**Explanation/Reference:**

#### **QUESTION 77**

An advertiser wants to increase click through rate (CTR). Which would help to eliminate irrelevant impression?

- A. Evaluate the site design for improvements.
- B. Add more relevant keywords to the ad group.
- C. Add negative keywords to the ad group.
- D. Assign unique URLs keywords to each keyword.

**Correct Answer:** B

**Section:** (none)

**Explanation**

**Explanation/Reference:**

Super valid.

**QUESTION 78**

Which best describes the way keywords and placements work together in an ad group to determine where ads are shown?

- A. Using keywords enables bid management on placements.
- B. Keyword match types further refine placement targeting.
- C. Ads are contextual targeted across the selected placements
- D. Placements will only display ads if keywords are added

**Correct Answer:** C

**Section:** (none)

**Explanation**

**Explanation/Reference:**

**QUESTION 79**

Which is a benefit that advertisers receive specifically from using managed placements?

- A. The option to run ads across the entire Google Display Network.
- B. The ability to set unique bids for particular placements.
- C. The opportunity to advertise on websites outside of the Google Display Network it.
- D. The capability to run a report with screen shots of ads placed on relevant pages.

**Correct Answer:** B

**Section:** (none)

**Explanation**

**Explanation/Reference:**

**QUESTION 80**

The Site and Category Exclusion Tool is used to exclude sites.

- A. Outside of an advertiser's target region.
- B. At the account level.
- C. On the Google Display and Search Networks.
- D. On the Google Display Network only.

**Correct Answer:** D

**Section:** (none)

**Explanation**

**Explanation/Reference:**

#### **QUESTION 81**

Which is true of negative keywords on the Google Display Network?

- A. Negative keywords do not play any role in determining where ads are eligible to appear on the Google Display network.
- B. Negative keywords on Display campaigns work as precisely as negatives on Google search campaigns.
- C. Adding negative keywords will prevent ads from showing on all placements containing those terms
- D. The system compares negative keywords with the content of the placements, and if there is a match, ads is less likely to appear on those placements.

**Correct Answer:** D

**Section:** (none)

**Explanation**

**Explanation/Reference:**

#### **QUESTION 82**

Which are the correct steps for setting up a campaign that will run on automatic placements only?

- A. Select to target "Relevant pages across the entire network," then add keywords to the appropriate ad groups.
- B. Select to target "Relevant pages only on the placements I manage," then add keywords to the appropriate ad groups.
- C. Select to target "Relevant pages only on the placements I manage," then select the placements where the ads will appear.
- D. Relevant pages across the entire network" then select the placements where the ads will appear.

**Correct Answer:** A

**Section:** (none)

**Explanation**

**Explanation/Reference:**

#### **QUESTION 83**

An advertiser is new to display advertising and wary about having their ads appear on social network and gaming is most effective in preventing their ads from serving on these types of websites?



- A. Conversion Optimizer
- B. IP Address Exclusion Tool
- C. Location targeting
- D. Site and Category Exclusion Tool

**Correct Answer:** D

**Section:** (none)

**Explanation**

**Explanation/Reference:**

#### **QUESTION 84**

Which is a best practice for setting up a placement-targeted campaign?

- A. Add relevant sites that are not part of the Google Display Network.
- B. Target websites that represent a wide variety of themes in one campaign.
- C. Set bids at the ad group level and not for individual sites.
- D. Use multiple ad formats to increase the number of sites on which the ads are eligible to appear

**Correct Answer:** B

**Section:** (none)

**Explanation**

**Explanation/Reference:**

#### **QUESTION 85**

A benefit of My Client Center (MCC) is the:

- A. Dashboard that provides summaries of statistics for all client accounts.
- B. Ability to edit campaign settings across multiple accounts simultaneously.
- C. Increased Quality Score enjoyed on shared keywords.
- D. Ability to link multiple accounts with Google Analytics.

**Correct Answer:** A

**Section:** (none)

**Explanation**

**Explanation/Reference:****QUESTION 86**

A co-worker needs to log into someone else's AdWords account to make changes and manage access levels. Which would be the appropriate AdWords account access level to assign to that co-worker?

- A. Administrative
- B. Standard
- C. Reports
- D. Managed

**Correct Answer:** B

**Section:** (none)

**Explanation**

**Explanation/Reference:****QUESTION 87**

Which is a benefit of Manager Defined Spend (MDS)?

- A. Control over managed account budgets for My Client Center (MCC) account-users
- B. Advanced permissions control for billing preferences in multi-user accounts
- C. Automatic bidding adjustments for Conversion Optimizer users
- D. Payment flexibility for accounts currently on prepay billing

**Correct Answer:** A

**Section:** (none)

**Explanation**

**Explanation/Reference:****QUESTION 88**

What best describes Enhanced Cost-Per-Click (ECPC)?

- A. ECPC is a CPC bidding feature that automatically bids more aggressively in auctions more likely to result in a conversion.
- B. ECPC is a Quality Score boost for advertisers using ad extensions.
- C. ECPC is the discount applied to your Max CPC to determine actual CPC.

D. ECPC is a separate bid set for ad groups using the Conversion Optimizer.

**Correct Answer:** A

**Section:** (none)

**Explanation**

**Explanation/Reference:**

#### **QUESTION 89**

As of May 2012, if the keyword "purple flowers" was running within your campaign as an exact match, the ad would be eligible to serve for which of the following keyword searches? Select all that apply.

- A. Purple flowers
- B. Flower gardens
- C. Purple flowershaze
- D. Purple flower seeds

**Correct Answer:** AD

**Section:** (none)

**Explanation**

**Explanation/Reference:**

#### **QUESTION 90**

You can use the Contextual Targeting Tool to:

- A. See which images and text ads within your campaign are performing best on the specific websites you are targeting.
- B. Manage CPC bids for contextual campaigns within your account.
- C. Run a report to determine which keywords are most likely to convert based on the past 30-days of your campaign.
- D. See potential web pages where your ad can appear based on your keywords.

**Correct Answer:** D

**Section:** (none)

**Explanation**

**Explanation/Reference:**

#### **QUESTION 91**

What is a benefit of online advertising with Google AdWords?

- A. Advertisers can identify the Internet Protocol (IP) address of users who are searching for products.
- B. Ads can include up to 50 characters for the first three lines of ad text.
- C. Ads are displayed to users who are searching for a particular product or service.
- D. Advertisers can pay to place their websites in the natural search results.

**Correct Answer:** C

**Section:** (none)

**Explanation**

**Explanation/Reference:**

#### **QUESTION 92**

The Opportunities tab with AdWords can be used to:

- A. See an overview of how your campaigns are performing
- B. Find keyword, bid, and budget ideas that can help improve your campaign performance
- C. Find account reporting tools that'll help you manage your daily budget
- D. Create and edit campaigns, ads, keywords, and campaign settings

**Correct Answer:** B

**Section:** (none)

**Explanation**

**Explanation/Reference:**

#### **QUESTION 93**

What type of bidding method is used to manage Image ads on the Google Display Network?

- A. CPA
- B. CPM and/or CPC
- C. CPC only
- D. CPM only

**Correct Answer:** D

**Section:** (none)

**Explanation**

**Explanation/Reference:**

**QUESTION 94**

If your ad serving option is set to "optimize" and there are multiple variations of your text ads within the same ad group. AdWords will:

- A. Automatically increase your quality score based on the average CTR of the ad group.
- B. Automatically try to show the best performing ad more often.
- C. Automatically lower your bids according to your CPA goal.
- D. Automatically serve the ad with the highest maximum CPC the most often.

**Correct Answer: B**

**Section: (none)**

**Explanation**

**Explanation/Reference:**

**QUESTION 95**

How do managed placements on the Display Network work?

- A. Advertisers can guarantee placement on prominent and popular sites.
- B. Keywords are used to place ads next to content that matches the ad.
- C. Advertisers manually select the desired sites on which their ads may appear.
- D. Appropriate sites are automatically chosen for the advertiser by the Google AdWords system.

**Correct Answer: C**

**Section: (none)**

**Explanation**

**Explanation/Reference:**

**QUESTION 96**

If you've set a maximum CPC bid of \$1 for your ads, and if the next most competitive bid is only \$0.50 for the same ad position, what is the maximum CPC you would need to pay to show your ad - assuming your ad is similar in all other aspects?

- A. \$0.51
- B. \$0.5

- C. \$1
- D. \$1.01

**Correct Answer:** A

**Section:** (none)

**Explanation**

**Explanation/Reference:**

#### **QUESTION 97**

Advertising on TV, print, and radio typically requires a predetermined budget. What key differences enable some online advertising campaigns to invest with more flexibility without a predetermined budget in mind?

- A. Budgets cannot be applied to online campaigns due to constant changes in traffic.
- B. Online campaigns are highly measurable and can often automate a positive ROI. It can be strategic to capture all traffic without a predetermined budget as long as ROI is positive.
- C. AdWords budgets can only be set once annually and require a fixed commitment.
- D. Online campaigns generate clicks, whereas other channels generate exposure.

**Correct Answer:** D

**Section:** (none)

**Explanation**

**Explanation/Reference:**

#### **QUESTION 98**

If your campaign is opted into show ads on the Google Display Network, and your Display Network ads have a lower CTR than your existing search ads - how will this impact the quality score of your search campaign?

- A. Your daily budget will be adjusted to account for a drop in CTR, and an increase in the CPCs needed to maintain the existing Ad Rank of your search campaigns.
- B. Your ad performance on the Display Network does not affect your rank for search ads, so a lower CTR on the Display Network doesn't affect the Quality Score of your ads for search.
- C. Your quality score will be adjusted to reflect the average CTR of both your search and display network campaign performance.
- D. None of these options are correct.

**Correct Answer:** C

**Section:** (none)

**Explanation**

**Explanation/Reference:****QUESTION 99**

An advertiser creates a new ad group in a campaign that is set to run on all relevant sites across the Google Display Network. If both keywords and placements are added to the ad group, they would work together to:

- A. Impact the time of day that the ads are eligible to show.
- B. Determine the target return on investment (ROI) for a given ad group
- C. Impact search results and cost-per-click (CPC) on the Google Display Network.
- D. Restrict the ads to specific sites and show them only when the content of a that site's page is relevant to the keywords.

**Correct Answer:** D

**Section:** (none)

**Explanation**

**Explanation/Reference:****QUESTION 100**

Quality Score and Ad Rank are calculated:

- A. Every time you change your CPCs within your account.
- B. Every time someone does a search that triggers your ad.
- C. A few times a day, based on your ad scheduling settings.
- D. Every time your ad is eligible to serve on a Display Network page.

**Correct Answer:** B

**Section:** (none)

**Explanation**

**Explanation/Reference:****QUESTION 101**

Your agency won four new clients. Three have the potential to track conversions and may consider an unlimited budget if ROI is positive. Which three?

- A. Custom-branded merchandiser tracking inquiries, some of which convert to a deal
- B. Retail e-commerce selling luxury hats and tracking transactions

- C. Network security company tracking free trials, some of which convert to a purchase
- D. Improve comedy group promoting a mysterious video with no immediate ways to interact

**Correct Answer:** ABC

**Section:** (none)

**Explanation**

**Explanation/Reference:**

#### **QUESTION 102**

A My Client Center (MCC) account functions primarily as:

- A. A dashboard that allows clients view-only access to AdWords reports.
- B. A bid management system for AdWords clients managed by resellers and agencies.
- C. An umbrella account that allows for access to individual accounts with a single log-in.
- D. A separate AdWords account with its own keywords and campaigns.

**Correct Answer:** C

**Section:** (none)

**Explanation**

**Explanation/Reference:**

#### **QUESTION 103**

You've been targeting the entire United States in your scuba diving equipment ad campaign, but you know that much of the scuba equipment that is sold is to customers in Hawaii. What would be the most efficient way to optimize your campaign and measure the impact of an optimization?

- A. You create a separate campaign targeting only Hawaii so you can easily see how your campaign performs in that state, and adjust your budget.
- B. You add the keywords "Hawaii" to all of your ad groups, so that you ad will stop serving on searches that are not specific to Hawaii.
- C. You adjust your ad scheduling so that your campaign is only showing during business hours for the time zone that Hawaii is in.
- D. You delete all of the keywords that have not been performing well, and start over with a new set of keywords and campaigns that uses location targeting to show only to users in Hawaii.

**Correct Answer:** A

**Section:** (none)

**Explanation**

**Explanation/Reference:**



Modified.

**QUESTION 104**

When setting up an AdWords account, choose your currency and permanent time zone carefully because:

- A. Time zone and currency will impact ad position.
- B. Ads are only served in countries using the same currency as your account.
- C. These cannot be changed once you've set up your account.
- D. By default, ads are only served in the same time zones as indicated in your account.

**Correct Answer:** A

**Section:** (none)

**Explanation**

**Explanation/Reference:**

**QUESTION 105**

Location extensions can:

- A. Help reduce your CPC bids depending on the location of a user.
- B. Help nearby consumers find or call your nearest storefront.
- C. Help exclude locations where you do not have available stores.
- D. Help show product information in a visual manner within your ad unit.

**Correct Answer:** B

**Section:** (none)

**Explanation**

**Explanation/Reference:**

**QUESTION 106**

Suppose you've created an ad group to advertise gourmet chocolate, and it includes keywords like "dark chocolate" and "gourmet chocolate bars." If you opted this particular campaign into the Google Display Network, what type of targeting would automatically be used to determine where your ads might show?

- A. Topic targeting would be used to target all pages about chocolate, regardless of whether your exact keywords appear on the page.
- B. Managed placements would be used to target specific sites you had selected as being important to your client.
- C. Automatic placements would be used to contextually target sites that share the same themes as the keywords within your campaign.

D. Remarketing would be used to automatically target users who had previously visited sites that related to your keywords.

**Correct Answer:** C

**Section:** (none)

**Explanation**

**Explanation/Reference:**

#### **QUESTION 107**

Amy, a new account manager at Bob's agency, will be working with three specific accounts underneath a My Client Center (MCC) account. Which is the best way for Bob to limit her access to only those accounts?

- A. Invite Amy as a read-only user on the MCC level, so she can view reports for the accounts she needs to see.
- B. Combine the campaigns from each account into a single AdWords account. Grant Amy access to that single account so she can manage all campaigns from one place.
- C. Create a new MCC account linked to the original MCC account, and then move the three accounts into that MCC. Grant Amy access to that sub-MCC only.
- D. Set up direct login emails to each of the three accounts, so Amy will log in to each account individually without gaining access to the other accounts linked to the MCC.

**Correct Answer:** C

**Section:** (none)

**Explanation**

**Explanation/Reference:**

#### **QUESTION 108**

In the case of a placement targeted ad on the Google Display Network, the Quality Score portion of calculating Ad Rank is based on:

- A. The quality of your image.
- B. The maximum CPC of the keyword that triggered an ad.
- C. Your daily budget
- D. The quality of your landing page.

**Correct Answer:** D

**Section:** (none)

**Explanation**

**Explanation/Reference:**

**QUESTION 109**

Your text ad includes the phrase "Your friend has a crush on you, See more!". Why could your ad be disapproved according to AdWords policies?

- A. Ads cannot simulate email inbox notifications or fake "friend/crush" requests.
- B. Ads cannot contain exclamation points.
- C. Ads cannot contain the phrase "See more!"
- D. Ads cannot contain that amount of characters.

**Correct Answer:** B

**Section:** (none)

**Explanation**

**Explanation/Reference:**

**QUESTION 110**

Jim's restaurant is launching a new campaign and would like greater exposure on mobile devices to attract users on the go. How can this be done?

- A. Use the same bids across all devices.
- B. Create a dedicated campaign for each mobile device targeted.
- C. Enable a bid adjustment to bid more aggressively on mobile devices.
- D. Enable a bid adjustment to bid less aggressively on mobile devices.

**Correct Answer:** C

**Section:** (none)

**Explanation**

**Explanation/Reference:**

**QUESTION 111**

When a campaign is showing as "Pending" within AdWords, it is:

- A. Inactive because it's past its scheduled end date.
- B. Inactive but scheduled to begin at a future date.
- C. Inactive because your prepaid account balance has run out.
- D. Active, but showing ads only occasionally due to budget constraints

**Correct Answer:** C

**Section:** (none)

**Explanation**

**Explanation/Reference:**

#### **QUESTION 112**

When resetting a password in AdWords, what should a user keep in mind?

- A. The new password is now required to access all other Google products with the affected Google Account login.
- B. The password will need to be reset separately on other Google products that share the Google Account log-in.
- C. The new password will work for AdWords and the old password will work for other Google products.
- D. The user will need to enable 2-factor authentication in order to access their account from any location.

**Correct Answer:** A

**Section:** (none)

**Explanation**

**Explanation/Reference:**

#### **QUESTION 113**

Your ad is live on Google search, and you want to continue to check it over time to see if it is still running. Why is it advised that you use the Ad Preview and Diagnosis tool instead of doing searches to find your ad on Google.com?

- A. By performing searches that trigger your ad, you are inflating the amount of predicted impressions on the search keywords, which may impact your organic search ranking.
- B. By performing searches that trigger your ad, you'll automatically be charged for the impressions and may use all of your daily budget too quickly.
- C. By performing searches that trigger your ad, you'll rack up impressions without clicks, which can lower your click through rate and prevent your ad from appearing as often as it should.
- D. None of these options are correct

**Correct Answer:** C

**Section:** (none)

**Explanation**

**Explanation/Reference:**

#### **QUESTION 114**

By adding managed placements to a Display Network campaign - you can show your ad:

- A. On specific webpages, online videos, games, RSS feeds, and mobile sites and apps that you select.
- B. On webpages where a contextual targeting algorithm identified that is a match between your keywords and a publisher's content.
- C. On webpages where the Smart Pricing feature determines there the ad is likely delivery ROI.
- D. On Google owned and operated properties such as Gmail and Google News - that have relevant content for your keywords.

**Correct Answer:** A

**Section:** (none)

**Explanation**

**Explanation/Reference:**

#### **QUESTION 115**

Why should you avoid adding duplicate keywords across ad groups?

- A. Identical keywords will compete against each other, and because both ads may serve - it may increase your CPCs.
- B. Identical keywords are not allowed in AdWords and your ads will be disapproved.
- C. Identical keywords compete against each other, and the better-performing keyword triggers your ad.
- D. None of these options are correct

**Correct Answer:** A

**Section:** (none)

**Explanation**

**Explanation/Reference:**

#### **QUESTION 116**

To determine which ad language to target to a user, the AdWords system refers to that user's:

- A. Operating system language.
- B. Google interface language setting.
- C. Chrome browser setting.
- D. Home country's language.

**Correct Answer:** B

**Section:** (none)

**Explanation**

**Explanation/Reference:****QUESTION 117**

What impact on conversions would you generally expect from lowering and raising bids? Assume daily budget is not and will not be reached. (Select all that apply.)

- A. Higher bids generally result in more conversions at a higher average CPA.
- B. Lower bids generally result in more conversions at a lower average CPA.
- C. Lower bids generally result in fewer conversions at a lower average CPA.
- D. Higher bids generally result in fewer conversions at a higher average CPA.

**Correct Answer:** AC

**Section:** (none)

**Explanation**

**Explanation/Reference:****QUESTION 118**

Negative keywords can help advertisers refine the targeting of their ads, and potentially increase:

- A. Their campaigns' daily budget recommendations.
- B. The number of relevant Display Network placements.
- C. The amount of impressions served.
- D. The click through rate (CTR) of their ads

**Correct Answer:** D

**Section:** (none)

**Explanation**

**Explanation/Reference:****QUESTION 119**

Quality Score on Google search is evaluated:

- A. Every 48 hours.
- B. Every 24 hours.

- C. Every time someone does a search that triggers your ad
- D. None of the above.

**Correct Answer:** C

**Section:** (none)

**Explanation**

**Explanation/Reference:**

#### **QUESTION 120**

With the Smart Pricing feature in Display, if our data shows that a click from a Google Display Network page is less likely to turn into an actionable business result - such as an online sale, registration, phone call or newsletter sign-up -we may:

- A. Use data from the Display Network auction to revise the cost of your Search ads.
- B. Automatically reduce your cost-per-click bids on the Google Display Network.
- C. Automatically adjust your daily budget to serve less ads on Google Display Network pages.
- D. Send notification that your bids should be adjusted.

**Correct Answer:** B

**Section:** (none)

**Explanation**

**Explanation/Reference:**

#### **QUESTION 121**

Ad groups should be used to:

- A. Control delivery of your ads so that they appear only to users in a specific geographic location.
- B. Organize your ads by a common theme, such as the types of products or services you want to advertise.
- C. Control the specific sites that your ad will be targeted to on the Google Display Network.
- D. Manage your daily budget according to which keywords are a priority.

**Correct Answer:** B

**Section:** (none)

**Explanation**

**Explanation/Reference:**

**QUESTION 122**

A primary benefit of location targeting is that advertisers can:

- A. Choose to only target websites based in a specific region or territory.
- B. Choose to target a specific Google domain.
- C. Target any combination of countries, territories, and regions.
- D. Target specific users who have already visited their site.

**Correct Answer:** A

**Section:** (none)

**Explanation**

**Explanation/Reference:**

**QUESTION 123**

Higher Quality Scores typically lead to:

- A. Faster delivery of daily budget.
- B. Less overall impressions.
- C. Higher costs and lower ad positions.
- D. Lower costs and better ad positions.

**Correct Answer:** D

**Section:** (none)

**Explanation**

**Explanation/Reference:**

**QUESTION 124**

You are focused on reaching viewers with video content, and are looking to pay only when a user views your ad (CPV model). Which form of AdWords video advertising would be most appropriate?

- A. YouTube homepage ads
- B. Click-to-Play video ad formats
- C. TrueView video formats
- D. CPM Video ad formats



**Correct Answer:** B

**Section:** (none)

**Explanation**

**Explanation/Reference:**

#### **QUESTION 125**

With social extensions, how are +1's calculated for your ad and Google+ page?

- A. Only +1's from your Google+ page are showing in the count that is visible on your ad.
- B. Any +1 on your ad is displayed as a part of your display campaigns, but has no bearing on your quality score or Ad Rank.
- C. Only +1's from your ads are calculated, your Google+ page is considered a separate campaign.
- D. Any +1 on your ad applies to your Google+ Page as well. All +1's from your Google+ Page are also applied to your AdWords ads.

**Correct Answer:** D

**Section:** (none)

**Explanation**

**Explanation/Reference:**

#### **QUESTION 126**

If your ad group contained the broad match type keyword "tennis shoes," which of the following keyword searches would your ad be eligible to appear on? Select all that apply.

- A. Sport equipment
- B. Running shoes
- C. Buy tennis shoes
- D. Tennis clothing

**Correct Answer:** CD

**Section:** (none)

**Explanation**

**Explanation/Reference:**

#### **QUESTION 127**

Susan added only these keywords to her ad group "wedding dress" [designer wedding dress], - [cheap wedding]. Which queries could potentially trigger her ads?

- A. Wedding designer dress
- B. Cheap wedding dress
- C. Dress for wedding
- D. Cheap wedding

**Correct Answer:** A

**Section:** (none)

**Explanation**

**Explanation/Reference:**

#### **QUESTION 128**

The Keyword Tool is used to:

- A. Find duplicate keywords in ad campaigns.
- B. Determine if ads are showing for particular searches.
- C. Determine exact competitor bids on keywords.
- D. Find new keywords for ad campaigns.

**Correct Answer:** D

**Section:** (none)

**Explanation**

**Explanation/Reference:**

#### **QUESTION 129**

An advertiser wants to show for the query chocolate bars when users search on chocolate bars with no other words in the query. What should the advertiser place on each side of the keyword?

- A. [Square brackets]
- B. "Quotation marks"
- C. (parentheses)
- D. ,Commas,

**Correct Answer:** A

**Section:** (none)

**Explanation**

**Explanation/Reference:**

**QUESTION 130**

How are managed placements defined?

- A. Appropriate sites are automatically chosen for the advertiser by the Google AdWords system.
- B. Advertisers manually select the desired sites on which their ads may appear.
- C. Keywords are used to place ads next to content that matches the ad.
- D. Advertisers can guarantee placement on prominent and popular sites

**Correct Answer: B**

**Section: (none)**

**Explanation**

**Explanation/Reference:**

**QUESTION 131**

An advertiser creates a new ad group in a campaign that is set to run on all relevant sites across the Google Display. If both keywords and placements are added to the ad group, they would work together to:

- A. Determine where on the Google Display Network the ads will run
- B. Impact search results and cost-per-click (CPC) on the Google Display Network
- C. Determine the target return on investment (ROI) for a given ad group
- D. Impact the time of ads that the impacts are eligible to show

**Correct Answer: A**

**Section: (none)**

**Explanation**

**Explanation/Reference:**

**QUESTION 132**

A My Client Center (MCC) account manager wants to grant Standard Access to a linked client. Before making this change, the account manager should consider that Standard Access users can:

- A. Delete the account.

- B. Change the access levels of other users.
- C. See average cost-per-click (CPC) costs.
- D. Invite others to access the account.

**Correct Answer:** C

**Section:** (none)

**Explanation**

**Explanation/Reference:**

#### **QUESTION 133**

According to ad policies, what types of words, phrases, or characters can not be included in an AdWords text ad?

- A. Ads can't use exclamation points (!) or question marks (?).
- B. Ads can't use call-to-action phrases such as "click here", or "See this site."
- C. Ads cannot contain words that are not directly related to the keyword that the ad is targeting.
- D. All of the above.

**Correct Answer:** C

**Section:** (none)

**Explanation**

**Explanation/Reference:**

#### **QUESTION 134**

Changing the match type of a group of keywords from broad to exact match will likely:

- A. decrease impressions
- B. increase impressions
- C. increase Quality Score
- D. decrease Quality Score

**Correct Answer:** A

**Section:** (none)

**Explanation**

**Explanation/Reference:**

**QUESTION 135**

Which is a best practice for optimizing a display ad campaign?

- A. Create multiple display ads with different colors and font
- B. Create new display ads that clash with the publisher's site for emphasis
- C. Stick with the same template and let it run for at least three months
- D. Blend the call to action into the rest of the image

**Correct Answer:** A

**Section:** (none)

**Explanation**

**Explanation/Reference:**

**QUESTION 136**

How can advertisers using click-to-play video ads grab the attention of their viewers?

- A. Use several lines of text on the opening image
- B. Use a standard banner as the opening image.
- C. Deliver key messages early in the video ad.
- D. Use silent videos to focus attention on images.

**Correct Answer:** B

**Section:** (none)

**Explanation**

**Explanation/Reference:**

**QUESTION 137**

An advertiser creates a new ad for an ad group that advertises diamond necklaces. To which page of the website should the ad's destination URL lead?

- A. Pearl and Diamond Necklaces
- B. All jewelry
- C. Gold and Silver Necklaces
- D. About Us

**Correct Answer:** A

**Section: (none)**

**Explanation**

**Explanation/Reference:**

**QUESTION 138**

How does contextual targeting work?

- A. Websites outside of the Google Display Network are selected for keyword-matched placements.
- B. Advertisers select individual websites on the Google Display Network to display their ads
- C. Keywords are used to place ads on websites next to the content that matches the keyword
- D. Text is used to place ads next to relevant website content without using keywords

**Correct Answer: C**

**Section: (none)**

**Explanation**

**Explanation/Reference:**

**QUESTION 139**

On which devices are mobile ads eligible to appear?

- A. Standard mobile phones that use mobile (WAP) browsers
- B. Electronic readers with Internet connections
- C. Desktop and laptop computers
- D. iPhones and similar mobile devices that use full (HTML) browsers

**Correct Answer: A**

**Section: (none)**

**Explanation**

**Explanation/Reference:**

Still correct.

**QUESTION 140**

Placement-targeted and contextually-targeted ads compete for placement on pages across the Google Display Network on:

- A. Ad Rank

- B. Location targeting
- C. Keyword match type
- D. Language targeting

**Correct Answer:** A

**Section:** (none)

**Explanation**

**Explanation/Reference:**

#### **QUESTION 141**

When optimizing your campaign, you can get ideas for negative keyword and placement exclusions lists through which AdWords tool?

- A. Keyword aggregator
- B. List suggestions
- C. Placement performance report
- D. Ad experiments

**Correct Answer:** B

**Section:** (none)

**Explanation**

**Explanation/Reference:**

#### **QUESTION 142**

The main goal of automatic cost-per-click (CPC) bidding is to:

- A. Generate as many conversions as possible within an advertisers target budget.
- B. Generate as many clicks as possible within an advertiser's target budget.
- C. Achieve the target average CPC specified by the advertiser.
- D. Achieve the target ad position specified by the advertiser.

**Correct Answer:** B

**Section:** (none)

**Explanation**

**Explanation/Reference:**

**QUESTION 143**

The maximum cost-per-click (CPC) bid is the:

- A. Amount an advertiser must pay to outbid competitors
- B. Amount an advertiser is required to pay to achieve top ad position
- C. Actual amount an advertiser pays for each click on an ad
- D. Most an advertiser is willing to pay for each click on an ad

**Correct Answer:** D

**Section:** (none)

**Explanation**

**Explanation/Reference:**

**QUESTION 144**

Which formula represents how Ad Rank is determined on Google search?

- A. Popularityof the website being advertised.
- B. Historic average position of each ad.
- C. Maximum cost-per-click (CPC) multiplied by Quality Score.
- D. How much an advertiser is willing to spend each day.

**Correct Answer:** C

**Section:** (none)

**Explanation**

**Explanation/Reference:**

**QUESTION 145**

An advertiser looking to drive conversions is using manual cost-per-click (CPC) bidding. Which factor should be most important for this advertiser when keyword bids are decided?

- A. The bids of the next closest competitor
- B. The profit derived from a paid click
- C. The cost of the bid
- D. The quality Score of the keyword



**Correct Answer:** D

**Section:** (none)

**Explanation**

**Explanation/Reference:**

**QUESTION 146**

A keyword with a very low click through rate (CTR) will usually receive:

- A. Impressions only on the Google Search Network.
- B. A low average cost-per-click (CPC) on Google search.
- C. More impressions on the Google Display Network.
- D. A low Quality Score on the Google Search Network.

**Correct Answer:** B

**Section:** (none)

**Explanation**

**Explanation/Reference:**

**QUESTION 147**

If an advertiser uses the phrase-matched keyword "cheap hotel," add may show on Google when a user searches for:

- A. Cheap motels
- B. Cheap hotel deals
- C. Inexpensive hotel
- D. Cheap local hotel

**Correct Answer:** B

**Section:** (none)

**Explanation**

**Explanation/Reference:**

**QUESTION 148**

An advertiser is primarily on direct response, as opposed to branding. The advertiser should delete keywords from campaign if the keywords:

- A. Contain words that are duplicated in a display campaign.

- B. Generate many clicks and conversions.
- C. Generate many impression very few conversions.
- D. Contain more than two words in the phrase.

**Correct Answer:** C

**Section:** (none)

**Explanation**

**Explanation/Reference:**

#### **QUESTION 149**

Grouping similar keywords together in an ad group will:

- A. Keep an advertiser's average cost-per-click (CPC) within a narrow range
- B. Allow an advertiser to create ads relevant to those keywords
- C. Ensure that the ads and keywords in that ad group are approved.
- D. Allow an advertiser to use only broad match keywords.

**Correct Answer:** B

**Section:** (none)

**Explanation**

**Explanation/Reference:**

Perfectly right answer.

#### **QUESTION 150**

Negative keywords can help advertisers target their ads to potential customers and increase:

- A. Their campaigns' daily budget recommendations.
- B. The click through rate (CTR) of their ads.
- C. The amount of impressions served.
- D. Number of relevant Display Network placements.

**Correct Answer:** B

**Section:** (none)

**Explanation**

**Explanation/Reference:**

**QUESTION 151**

[Two ways to identify a keyword's Quality Score are to view the Quality Score column and to:

- A. Download a campaign level report from the Campaigns tab.
- B. Click on the speech bubble icon next to that keyword.
- C. Click on the "See search terms" button next to that keyword.
- D. Click keyword into the Traffic Estimator tool.

**Correct Answer:** B

**Section:** (none)

**Explanation**

**Explanation/Reference:**

**QUESTION 152**

AdWords advertising policies are designed to:

- A. Increase costs for small business advertisers.
- B. Maintain the Quality Score of all advertisers.
- C. Ensure users see ads that are relevant to a given search query.
- D. Ensure advertisers only show ads for online retail businesses.

**Correct Answer:** C

**Section:** (none)

**Explanation**

**Explanation/Reference:**

**QUESTION 153**

Phrase match triggers an ad to appear when a search query:

- A. Precisely matches a synonym of the keyword
- B. Includes words that are related to the keyword.
- C. Includes the keyword in its exact sequence.
- D. Precisely matches the translation of the keyword.

**Correct Answer:** A

**Section: (none)**

**Explanation**

**Explanation/Reference:**

**QUESTION 154**

An advertiser adds negative keywords to an ad group. This means that the ad will not show if the negative keywords:

- A. Appear in another campaign within the account.
- B. Have low maximum cost-per click (CPC) bids.
- C. Appears in a user's search query.
- D. Also appear in the add text.

**Correct Answer: C**

**Section: (none)**

**Explanation**

**Explanation/Reference:**

**QUESTION 155**

In order to contextually target ads to pages on the Google Display Network, the AdWords system evaluates:

- A. campaigns and ad groups
- B. keyword independently from others
- C. placements selected by the advertiser
- D. keyword themes of ad groups

**Correct Answer: D**

**Section: (none)**

**Explanation**

**Explanation/Reference:**