

Google

EXAM - Adwords-display

Google Adword Display Advertising Advanced

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Question: 1

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

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

Answer: B

Question: 2

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

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

Answer: A

Question: 3

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

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

Answer: A

Question: 4

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

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

Answer: B

Question: 5

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

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

Answer: A

Question: 6

Jan has a Website selling shoes and socks online. She would like to use Google AdWords' costperacquisition 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.

Answer: C

Question: 7

Examine the image given below:

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Description (optional)
If you want to pass your exam - prepare to pass!
Arial Black #000000

Click button
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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.

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- 336 x 280
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- 728 x 90
- 160 x 600
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Preview ad 300 x 250
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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

Answer: C

Question: 8

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

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

Answer: D

Question: 9

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

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

Answer: B

Question: 10

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

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

D. Video placement ad

Answer: C

Question: 11

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

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

Answer: A

Question: 12

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

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

Answer: B,D

Question: 13

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

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

Answer: B

Question: 14

Consider the image shown below:



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

- A. You'll be taken to the first page with the keyword "history of soccer" in the Google search results.
- B. Another line will branch out from "soccer" with related links to the "history of soccer" link.

- C. The "soccer" wheel will fade to the background and a new wheel called "history of soccer" will be created.
- D. Google AdWords will display ads related to the "history of soccer" for this keyword.

Answer: C

Question: 15

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

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

Answer: B

Question: 16

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

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

Answer: B

Question: 17

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

- A. Play rate

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

Answer: B

Question: 18

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

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

Answer: A

Question: 19

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

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

Answer: A

Question: 20

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

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

Answer: C

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