



Google

ADWORDS-DISPLAY Exam

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 ContentNetwork. Where does Allen configure automatic placements of ads in the Google Content Networkfor his campaigns?C

- A. Allen will select "Relevant pages across the entire network" in the "Network Settings" section onhis "Settings" tab.
- B. Allen will select "Relevant pages across the entire network" in the "Network Settings" section onhis "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 onhis "Opportunities" tab.

Answer: A

Question: 6

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

New display ad

Ad Name

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

Headline (optional)

Ascender Serif #FFFFFF

Description (optional)

Arial Black #000000

Click button

CorpoSLig #FFFFFF

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.

300 x 250 336 x 280


468 x 60 728 x 90

160 x 600 120 x 600

Preview ad 300 x 250 ▾

[See interactive preview for all sizes](#)

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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.

Here 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

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