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Vendor:Google

Exam Code:ADWORDS-FUNDAMENTALS

Exam Name:Google AdWords: Fundamentals

Version:Demo

QUESTION 1

According to ad policies, what types of words, phrases, or characters cannot 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

QUESTION 2

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

QUESTION 3

Which client would you advise to use radius targeting?

- A. Denise, whose service can reach customers within 30 miles
- B. Christopher, who wants to promote his new product in select cities
- C. Luis, whose e-commerce business delivers nationwide
- D. Mabel, who wants to exclude her ads from certain cities

Correct Answer: A

QUESTION 4

Your client noticed last month that his ad often showed up beside another advertiser's ad for the same search terms. How can you help your client understand how he is performing compared to other advertisers?

- A. Use the top movers report to show which campaigns have seen the biggest change in clicks since last month.

- B. Use the paid and organic report to show when his website appears in organic search, with no associated ads.
- C. Use the Search term report to show which search terms lead to the most clicks on his ads.
- D. Use the Auction insights report to show how often his ads rank higher in search results than those of other advertisers

Correct Answer: D

QUESTION 5

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

QUESTION 6

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

QUESTION 7

How should an advertiser with stores in both India and Germany set up an AdWords account to target users in these different locations?

- A. Create two separate ad groups, each targeting one of these locations.
- B. Create two separate campaigns, each targeting one of these locations.
- C. None of the above. AdWords can't target users in specific locations.
- D. Create two separate accounts, one for each of these locations.

Correct Answer: B

QUESTION 8

When building a keyword list for a Display Network campaign, you should do which of the following:

- A. use aggressive targeting to identify new keywords
- B. include keywords that are related to the websites your customers visit
- C. only include exact match keywords
- D. only use Keyword Planner to identify new keywords

Correct Answer: B

QUESTION 9

Your ad can show to a potential customer when your targeted language matches:

- A. the customer's operating system language
- B. the customer's Google interface language setting
- C. the language of websites a user visits most often
- D. the customer's browser setting

Correct Answer: B

QUESTION 10

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

QUESTION 11

If you'd like your ads to show on certain sites across the Internet, you can add these websites as:

- A. Topics

- B. Keywords
- C. Audiences
- D. Placements

Correct Answer: D

QUESTION 12

You sell autographed sports memorabilia and want to reach people interested in sports. What's one benefit of promoting your products with an Ads in Mobile Apps campaign on the Display Network?

- A. It encourages people using mobile devices to install your app
- B. It lets people who see your ad get directions to your store on Google Maps
- C. It directs people to your online store to purchase your products
- D. It allows you to show your ad on app categories that you choose

Correct Answer: D