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**GOOGLE SEARCH EXAMS –2023 Latest**



1. Charlie is working to improve the quality score of a Google Search ad by improving his expected click-through rate (eCTR). Which of the following actions might improve Charlie's eCTR?

**Including keywords in his ad text**

Decreasing the bid for the ad

Improving the speed of his website

Cloning the ad multiple times

2. Lola is in the process of selecting a campaign type to suit her business objectives. Why is it important that she consider business objectives before choosing her campaign type?.

Google Ads will automatically create ad messaging based on the campaign type she chooses.

**The campaign type chosen will determine where her ads appear and the format of those ads.**

Certain campaign types will only serve ads during particular times of the day and week. Different campaign types have different minimum and maximum budget requirements.

3. Barbara's boss has asked her to use Google Ads to reach as many users searching as possible for terms around the services their business offers. Which keyword match type would help Barbara reach the most search queries that potential clients are using?

Exact

**Broad**

Broad-match modifier

Phrase

4. Layla is learning about the benefits of using search ad extensions and has come to know that they can help to increase user engagement. What are two other benefits that search ad extensions can contribute to performance? (Choose two.)

Dynamic video insertion

**More qualified leads**

Faster loading landing pages

**Better ad quality**

Attractive video assets



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5. **Jacob's physical toy store relies on offline metrics, such as store visits and in-store sales. He's heard that specialized campaign types can help him meet these kinds of goals. Which campaign type can help Jacob achieve his offline business objectives?**

- Display
- Video
- Local**
- Discovery

6. **Francis tries to explain to his boss the benefits of using automated bidding. Match these aspects of automated bidding with the benefits they serve.**

- Auction-time bidding
- Depth of signals used and cross analysis
- Machine learning
- Time saved

- Tailors bids to each user's unique context, using relevant signals present at auction time (1)**
- Alleviates the strain on marketing resources by automating more manual tasks (4)**
- Integrates a large variety of signals and considers new ones to evaluate user intent (2)**
- Algorithmically helps set the appropriate bid for each and every auction (3)**

7. **Tim is looking to buy a new skateboard. He goes to Google Search to research and purchase the best skateboard he can find. Organize the following steps in the logical order to describe how Tim's interaction with Google Search Ads would occur from start to finish.**

- Tim searches for "best skateboards".**
- Tim scans the search results.**
- Tim launches a Google Search ad.**
- Tim browses different skateboards on the website he navigated to.**
- Tim makes a purchase from the website he navigated to.**

8. **Ingrid wants to acquire a lot of exposure for a new product line that she's launching. She understands that she can reach a significant portion of people on the internet with the help of a Display campaign. In what way will a Display campaign achieve Ingrid's marketing goal?**

Her business will be highlighted on Google Maps, with the option for customers to see her product line there.

Her ads will appear above and below search results when people search for related keywords.

A video summary of her product line will be automatically generated by the system and placed on YouTube.

**Her ads will serve on website content related to her business or her customers' interests, based on her targeting decisions.**



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9. Every ad contains a URL displaying your website address. You can add two optional path fields to the display URL in a text ad. What's an advantage of using these optional path fields?

**To give users an idea of the content they'll see upon clicking the ad**

To give users more options over which landing page they want to navigate to

To match an appropriate landing page with the search term that triggered the ad

To allow the Google Ads system to anticipate what content is present on the landing

page

10. Mary has been familiarizing herself with the different ad components of a text ad. Match the following text ad component descriptions with the components they describe.

Users often will often notice this first

Allows advertisers to provide details about their product or service

Takes users to a specific page of a website

Gives users an idea of where they'll go if they click the ad

**Description (2)**

**Display URL (4)**

**Final URL (3)**

**Headline (1)**

11. Yuto owns a souvenir shop in Tokyo. He wants to reach English speaking tourists in his city during certain hours of the day. Which three areas of his Search campaign does Yuto need to adjust to achieve this goal? (Choose three.)

**Ad scheduling**

Network settings

**Location targeting**

Shared budgets

**Language targeting**

12. Brian manages his company's Google Search Ads campaign. He regularly reviews the optimization score to make his Google Search campaign as effective as possible. What's Brian's optimization score based upon?

Testing and reporting on the speed of Brian's websites

Judging ad popularity on social media

Comparing Brian's sales with ad serving data

**Key aspects of his campaigns, including statistics, settings, and industry trends**



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13. Jerry understands that expected click-through rate is one of three main factors that determine the quality score of an ad. What are the two other main factors that Jerry should focus on to improve the quality score of his ads? (Choose two.)

**Ad relevance**

Conversion rate

Bid amount

Ad dimensions

**Ad landing page experience**

14. Which of the following goals can you achieve for your marketing campaign by using automated bidding?

Choose what time of day your ads will appear.

Target specific devices exclusively.

**Reach the right user with the right message at the right time.**

Control the cost of each click.

15. Mario owns a store that sells skateboard equipment. Mario understands that people are most likely to notice his headline text in a text ad. What should Mario include in his headline?

A phone number where customers can contact him

Messaging that includes "Click Here!"

The physical address of his store

**At least one of his keywords**

16. Michelle recently launched a new product called **\*\*Wonder Boots\*\***. The brand has already become well-known in her industry. She wants to attract more traffic via Google Ads but only for searches that are solely for her product name (**\*\*Wonder Boots\*\***). Which keyword match type should Michelle use to attract traffic strictly for searches for the **\*\*Wonder Boots\*\*** product name?

Phrase match

Broad-match modifier

**Exact match**

Broad match

17. Clara is an advertising director who's tasked with optimizing her company's Google Search campaign. How can Clara use the optimization score to benefit her campaign?

To judge the popularity of her website compared to others

**To identify opportunities to improve campaign performance**

To compare the efficacy of her ad text creative with that of other ads

To understand the network performance of her website



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18. Linda recognizes that a Google Search campaign could bring significant value to her eCommerce business. Which two solutions can Linda achieve via a Google Search campaign? (Choose two.)

A video can present a summary of her products to people showing an interest in her business.

She has the option to show users a photo of each of her products along with titles, prices, her shop name, and more.

**Her business can show up on search results when businesses similar to hers are showing up.**

Her business can catch the interest of people while they're engaged with a mobile app.

**Her business can have a presence at the exact moment someone is searching for the kinds of products she offers.**

19. Rina has heard the term Quality Score mentioned before and is interested to learn what it actually is. Which statement describes Quality Score?

It's a metric that scores the quality of traffic that clicks on your ads

**It's an estimate of the quality of your ads, keywords, and landing pages.**

It's a final score that's based on every element of the structure of your account.

It's feedback left by users who've clicked on your ad and browsed your website.

20. Jimmy has completed the headline section of his text ad and is now writing the description section. What are three factors that Jimmy should include in the description section of his text ads? (Choose three.)

**A mention of prices, promotions, and exclusive offers**

**Encouraging potential customers to take action**

More landing pages to visit

A variety of emoji to catch the attention of potential customers

**Highlighting what makes his business unique**

21. Karen has evaluated her Google Search Ads campaign's optimization score after noticing that the campaign's performance had slipped. The score is much lower than it was a month ago. She applies an optimization recommendation that surfaces in the Recommendations page. What will happen to her campaign's optimization score?

The score will decrease upon accepting the recommendation.

The score might increase or decrease depending on the recommendation.

**The score will dynamically improve upon accepting recommendations.**

The score isn't affected by application of recommendations.

22. A golf enthusiast regularly watches instructional videos about golf, has recently searched for the best golf clubs on Google.com, and has researched golf courses on Google Maps. Which type of Search Audience solution would best reach this individual?

**Affinity Audience**

In-Market Audience

Detailed Demographics

Similar Audiences for Search



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23. A water-sports company specializes in custom-made watercrafts and accessories. Their marketing manager decides to use the broad-match keyword, “boat.” The manager then adds “paddle” as a broad-match modifier. Which two searches may prompt the marketing manager’s ad? (Choose two.)

- Boats and ships
- Boat adventure
- Travel on a paddle ship**
- A green boat paddle**
- Rowboat paddling

24. Ad extensions assist in providing users with which two things they want from their search experience? (Choose two.)

- Attractive imagery
- Relevant information**
- Information based on their moment**
- Product and service comparisons
- News items related to their search

25. After running a Google Search Ads campaign for several months, Meredith notices sales of her advertised products are starting to lag. She checks her Google Ads Recommendations page and notices that her campaign’s optimization score is 22%. What does this score tell Meredith about her Google Search Ads campaign?

- The campaign’s budget needs a 22% raise to be fully optimized.
- 22% of the revenue she allocates to her campaign is being used in the wrong areas.
- The campaign score has 78% headroom to improve.**
- Her campaign is being outperformed by 78% of businesses like hers.

26. After running a Google Search Ads campaign for several months, Meredith notices sales of her advertised products are starting to lag. She checks her Google Ads Recommendations page and notices that her campaign’s optimization score is 22%. What does this score tell Meredith about her Google Search Ads campaign?

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- 22% of the revenue she allocates to her campaign is being used in the wrong areas.
- The campaign score has 78% headroom to improve.**
- Her campaign is being outperformed by 78% of businesses like hers.

27. Alex has started a Google Search campaign designed to promote his online motorcycle accessories store. His store focuses on custom helmets. How might Google Search Ads provide value to Alex?

- By showing his ad to people searching for related information about helmets.**
- By linking to Alex’s ad from related social-media groups.
- By displaying Alex’s ad on a website that reviews motorcycle helmets.
- By including his ad on similar motorcycle accessory store websites.



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28. An advertising executive takes over a Google Search ads campaign. On his Google Ads Recommendations page he notes that the campaign's optimization score is 40%. What does this score indicate?

**The campaign score has 60% headroom to improve.**

The campaign is 60% less optimal than other company campaigns.

The campaign is running 40% over budget.

40% of the revenue she allocates to her campaign is being used in the wrong areas.

29. As a digital strategist, Jared wants to add something extra to his ads to give users more incentive to click and convert. He's considering using the two optional field paths in the URL component of the ad, but needs to be certain his messaging will fit. How many total characters can he use in each of these optional paths?

**Up to 15 characters in each**

Unlimited number of characters in each

Up to 10 characters in each

Up to 10 characters in one and 5 in another, for a total of 15

30. As an advertiser, creating your first text ad in Google Ads is a simple five-step process. Arrange the five steps in order, with the first step on top.

**Sign in to the Google Ads account where you wish to make the text ad.**

**In the page menu on the left of the screen, select Ads & Extensions.**

**Choose the + button, and then select Text Ad from the available options.**

**Enter the headlines, URL, and description lines you wish to use.**

**Ensure the ad meets Google's editorial guidelines, and press Save Ad.**

31. Asam is learning about Google Ads Search. He wants to know why a marketer might use callout extensions. For which activity are callout extensions beneficial?

Give potential customers the ability to contact a business via a text message

**Highlight key information and unique selling points of a business**

Allow users to navigate to specific pages directly from an ad

Provide potential customers with the ability to call a business directly from an ad

32. Automated bidding does the heavy lifting for advertisers on Google Ads. What does automated bidding use to set the right bid for every auction?

Ad extensions

Manual control

Seller ratings

**Machine learning**



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**33. Ben is currently managing a campaign that has a total investment of \$7,000, generates 1,400 conversions and has a CPA (cost per acquisition) of \$5. Ben needs to sell excess inventory. To meet this goal, he's willing to increase his CPA and campaign investment. Which of the following plans, built in the Performance Planner, will assist Ben in achieving his marketing goal of selling excess inventory?**

**An investment of \$9,600 to generate 1,600 conversions with a CPA of \$6**

An investment of \$9,800 to generate 1,400 conversions and a CPA of \$7

An investment of \$8,400 to generate 1,400 conversions and a CPA of \$6

An investment of \$9,100 to generate 1,300 conversions and a CPA of \$7

**34. Bernadette's in charge of marketing a new product in a highly competitive segment. She's planning to launch a Google Search campaign as part of her overall strategy. What value can be recognized by launching a Google Search campaign?**

It will bring Bernadette's website better page rank.

Ads from Bernadette's campaign will appear in traditional media with related content.

**Her business will have a competitive presence with similar businesses during searches.**

Users will receive ads when physically near any of Bernadette's storefronts.

**35. Bob's electronics company has quite a buzz around a new television they're launching, called UltraView1000. This television is equipped with an accessibility feature that lets voice commands it. Bob decides to use broad match modifier in his Search Ads campaign with the keywords "television," "accessible," and "voice." Which benefit does broad match modifier give Bob's Search Ads campaign?**

Bob's ad will appear if search terms contain at least one of the keywords or variations of those terms.

Bob's ad will appear if search terms contain at least one of the keywords and words right before or after them.

Bob's ad will appear if the search terms contain all three of the exact keywords.

**Bob's ad will appear if search terms contain at least all three of the keywords or variations of those terms.**

**36. Bob's electronics company is launching a new television called UltraView1000. Bob decides to use broad match in his Search Ads campaign with the keyword "television." How will broad match benefit Bob's campaign?**

Bob's ad will appear if the search terms only contain his brand of television, UltraView1000.

**Bob's ad will appear if search terms contain some variation of his keyword, such as "TV."**

Bob's ad will only appear if the search terms contain the exact keyword, "television."

Bob's ad will only appear if the search term is exactly "television" with additional words before and after.





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37. **Bob's electronics company is launching the sale of a new television, UltraView1000. Bob decides to use phrase match in his Search Ads campaign because he wants searches that contain UltraView1000 to show his ad. How else will phrase match benefit Bob's campaign?**

Bob's ad will show on searches for television features similar to UltraView1000.

**Bob's ad will show on searches for UltraView1000 and additional words before and after.**

Bob's ad will show on searches for televisions that came to market at the same time as UltraView1000.

Bob's ad will show on searches with only UltraView1000 included in them, with no additional words.

38. **Brenda's working on improving a Google Search Ad's quality score so it potentially gets a better ad rank and performs better in the ad auction. What change to Brenda's ad might improve the Ad Rank?**

Incorporating an image to make the ad more enticing.

Making the headline bold to potentially improve the eCTR.

Using colors in the message text to improve Quality Score.

**Adding seasonal messaging during the holiday season.**

39. **Brian manages his company's Google Search Ads campaign. He regularly reviews the optimization score to make his Google Search campaign as effective as possible. What is Brian's optimization score based upon?**

Testing and reporting on the speed of Brian's websites

**Key aspects of his accounts, including statistics, settings, and industry trends**

Judging ad popularity on social media

Comparing Brian's sales with ad serving data

40. **Carlton runs an adventure excursion company in South America. He'd like to increase the number of people booking his tours. Which activity will lead potential customers to Carlton's company through Google Search ads?**

Watching an online video about South America.

**Researching South American holiday destinations online.**

Looking up passport rules for South America.

Browsing an adventure activities website.

41. **Carrie owns a gardening store and uses a website to promote all the products she sells. A user saw a Google Search ad for one of her products. What might the user have been doing?**

Watching a YouTube video on rose cultivation.

**Searching for related gardening information.**

Browsing Carrie's store website.

Reading an e-mail from Carrie's business.



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42. **Clara is an advertising director who has been tasked with optimizing her company's Google Search campaign. How can Clara use the optimization score to benefit her campaign?**

To judge the popularity of her website compared to others

To understand the network performance of her website

**To find how close her campaign is from potential ideal results**

To compare the efficacy of her ad text creative with that of other ads

43. **Each Similar Audience has its seed list members removed to ensure what?**

That ads are shown in competitive positions

That only highly-relevant traffic is targeted

That ads do not risk double-serving

**That no user overlaps between a similar list and its seed list**

44. **Francine is advertising her company's newest video-editing software and related products. She knows that best practice is to create 3-5 ads in each of her Search Ad groups. Why does Google make this recommendation?**

More ads in an ad group means they receive a higher-quality score.

More ads in an ad group increases the chances of showing more than one ad per auction.

More ads in an ad group means lower bounce rates for landing pages.

**More ads in an ad group means more options for success in an auction.**

45. **Francis wants to increase his Google Ads skills and optimize results for his clients. What two best practices should Francis adopt? (Choose two.)**

**Include three to five ads, and at least three extensions in each ad group.**

Set a keyword bid of at least \$10 for each active ad group.

Implement one ad per ad group keyword, to a maximum of 100 ads.

Choose a minimum 100 keywords of all match types to capture traffic.

**Optimize the campaign's ad rotation for clicks or conversion actions.**

46. **Gina wants to be able to try out multiple combinations of headlines and descriptions in order to optimize her results. Her marketing department suggests that she use responsive search ads. What are two benefits Gina could derive from using responsive search ads? (Choose two.)**

**More relevance**

Less click-fraud

**Greater flexibility**

Longer funnels

Lower eCTR



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47. Ginger's working on creating her first Google Search Ad. She wants to create an inviting and relevant ad, so potential customers will respond favorably. To earn user clicks, Ginger should focus on creating an ad that \_\_\_\_\_. (Choose two.)

- has a larger font size
- includes a current promotion**
- is listed after search results
- includes at least two different colors
- has a relevant headline**

48. Google Ads offers a variety of campaign types that determine where your ad will appear and the format in which it will be displayed. What are the available campaign types?

- Search, Display, Video, Print, and App
- Social, Video, App, Audio, and Shopping Ads
- Search, Display, Video, Shopping, and App**
- Search, Print, TV, Shopping, and App

49. Google Ads reviews saved text ads to ensure they meet advertising policies before being shown to users. What criteria are reviewed by Google Ads?

- Goals and analytics.
- Loading and site speed.
- Content and formatting.**
- Length and extensions.

50. Three core principles, focused on helping businesses reach their online potential, are the foundation for Google Ads. The first of these is relevance. Google Ads connects businesses with the right people at the right time. Upon which other principles was Google Ads built?

- Options and tracking
- Profit and privacy
- Credits and context
- Control and results**

51. Google Ads was designed to deliver three things to every advertiser: relevance, control, and results. It provides relevance by connecting advertisers with the right people at the right time. It provides results by charging only when you get a click. How does Google Ads provide control?

- By giving advertisers control over the number of specific actions their spend will return
- By giving advertisers control over which competitors they place ads in auctions against
- By giving advertisers control over the next highest bid allowed in auctions they enter
- By giving advertisers control over the maximum they spend per month.**



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52. **Google Ads was designed to help businesses achieve online success. To accomplish this, Google Ads was built on three core principles. What are these principles?**

Sales, consideration, and integrity

Growth, reach, and traffic

**Relevance, control, and results**

Influence, awareness, and promotion

53. **Hank wants to use a “Maximize Conversions” campaign with the Performance Planner. Which recommendation can be provided to Hank by the Performance Planner?**

Recommended campaign bid scaling

A recommended Campaign-level Target CPA (cost-per-acquisition)

**A recommended average daily budget**

A recommended Campaign-level Target ROAS (return-on-ad-spend)

54. **Helen’s Heating and Air (HHA) wants to encourage interest in their new smart refrigerators. They know that WidgetCo also sells smart refrigerators. HHA’s marketing manager creates the broad match keyword “refrigerator,” and adds “WidgetCo” as a negative keyword. Which two searches may prompt the ad? (Choose two.)**

WidgetCo customer support

Refrigerator reviews WidgetCo

**Smart refrigerator reviews**

**Energy-efficient fridge**

WidgetCo refrigerator installation

55. **How can ad extensions contribute to increasing user engagement?**

With attractive images and videos.

Ad extensions include a “like” button to gauge if an ad is favorable.

Ad extensions include a “share” button.

**By addressing a user’s intent, device, and location.**

56. **How can Performance Planner serve your business?**

By finding areas of your total budget that could contribute to marketing

By teaching your employees the fundamentals of personal budgeting

By determining which of Google’s ads are most appropriate for your brand

**By optimizing your ad budget for maximum growth**



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**57. How does automating your bid contribute to a successful Google Ads campaign?**

Automated bidding's algorithms integrate a minimum number of signals to evaluate user intent.

**Automated bidding uses machine learning to algorithmically help you set the appropriate bid for each and every auction.**

The customer journey has become more direct, so setting bids should be based on general user behavior.

Cross-referencing data with context to establish intent and set the appropriate bid is a simple and direct task.

**58. How is using non-last-click attribution conversions useful for Performance Planner forecasts?**

**To allocate budgets that drive incremental conversions**

To take advantage of seasonal trends throughout the year

To find growth opportunities regarding device targeting

To identify the most profitable location targeting

**59. Ideally, what's the minimum number of values you should aim for per header when using structured snippet extensions?**

3

6

**4**

5

**60. In-market audiences allow the opportunity to specifically identify what kind of user?**

Someone who has an interest in a topic

**Someone who is in the mindset to buy**

Someone who writes content about a topic

Someone who has a passion for a topic

**61. In-Market audiences would be suited to reach which user?**

Someone with a qualified interest in mountaineering

**Someone looking to purchase a new car**

Someone researching the safety features of baby prams

Someone excited about a new movie release



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62. It is 10 a.m. and you are sitting in a train station in London, looking through your calendar on your tablet. You realize you forgot to book a boat ride for your trip to San Francisco to see Alcatraz prison. Match each signal type with how it is demonstrated in this situation.

- .. Time
- .. Interest
- .. Intent
- .. Device
- .. Location

**I love historical sites and San Francisco. (2)**

**It is 10 a.m. (1)**

**I am using my tablet. (4)**

**I am sitting in a train station in London. (5)**

**I need to book a boat ride. (3)**

63. Jamie wants to focus on selling her overstocked blue saucepans. She sets up keywords using a broad-match modifier. What are two ways the broad-match modifier makes Jamie's work easier? (Choose two.)

**She doesn't have to think of all the related saucepan keywords.**

She can explicitly choose keywords to ignore.

Her ad will only show for "blue saucepans."

**She can easily select the color she wants to focus on.**

She can choose the exact searches her keywords will match.

64. Jasmine is the director of marketing for a chain of clothing stores. She's been given a set budget and needs to drive as many potential customers to her website as possible. What automated bidding strategy should she use in her campaign?

Target return on ad spend (tROAS)

Target impression share

**Maximize clicks**

Maximize conversions

65. Jennifer's company wants to increase online sales of a featured product by connecting with users who are actively researching similar products. What benefit would a Google Search campaign provide Jennifer?

Her materials will display at the top in organic search results.

Her ads are likely to appear when a user is visiting a competitor's website.

**Her ads may appear when a user is likely to be interested in her product.**

She can instantly have a social media presence with ads.



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66. Jennifer's looking to limit the number of people who see her Google Search Ad for an all-inclusive vacation to Paris. She doesn't want to match with people looking for anything else — just "all-inclusive vacation Paris." So she limits who sees her ad using exact match type. Which search terms might match with Jennifer's ad?

- Best all-inclusive vacation
- All-inclusive family Paris vacation
- All-inclusive vacation
- All-inclusive Paris holiday**

67. Jerry's managing a Google Search campaign and would like to improve the position in which his ads appear. He's increased his bids, but his ad still isn't showing at the top of Search results. What else might he do to improve his Ad Rank?

- Remove ad extensions.
- Create a helpful, relevant landing page for the ad.**
- Reduce the number of words in the ad.
- Control user signals and attributes.

68. Jim has created a Google Search ad with a bid of \$5. Two other advertisers in an auction have bids of \$2.50 and \$2. How much would Jim pay for the first spot in the auction?

- \$2.51**
- \$5
- \$4.50
- \$2.50

69. Jimmy sells televisions on his website. He notices he's getting traffic from searches for a brand he doesn't carry, and sets up a negative keyword for that brand. How does the negative keyword help Jimmy's advertising campaign?

- Jimmy's ads will appear at a lower rate when users search for the television brand.
- Common misspellings and synonyms of his keywords will still allow his ads to be shown.
- His ads won't be shown to users searching for the uncarried brand.**
- Ads for Jimmy's business will be shown to the widest possible audience.

70. John's company makes a great product and customers are happy with their purchases. Unfortunately, few potential customers visit the company's website. What are two ways that responsive search ads could help John's company reach more potential customers? (Choose two.)

**With multiple headline and description options, responsive ads can compete in more auctions for a wider range of search terms.**

With higher per-sale transaction returns, responsive ads increase the working budget for an advertiser's active campaigns.

**With lower costs-per-click, advertisers using responsive ads can afford to be in more daily auctions.**

With machine learning making the decisions, responsive ads are given preferential treatment by the system in every auction.



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71. John's Plumbing prides itself on excellent customer service, especially during after-hours service calls. They want to connect with people who need emergency plumbing services in the middle of the night. Which criteria should John's Plumbing configure to meet this goal?

Networks

Devices

Ad extensions

**Ad scheduling**

72. Karen has evaluated her Google Search Ads campaign's optimization score after noticing that the campaign's performance had slipped. The score is much lower than it was a month ago. She accepts an optimization recommendation from the available list. What will happen to her campaign's optimization score?

It will gradually improve by the end of the week.

It will improve the the end of the day.

**It will improve upon acceptance.**

It will improve by the end of the month.

73. Karen's washing machine broke, so she's conducting a search on Google to find a new one. She sees a number of Google Search Ads for washing machines in the results. Which of the following make up some of the parameters that the Google Search Ads auction uses to determine what ads Karen sees? (Choose two.)

Campaign type

Advertiser campaign count

Size of ad group

**Ad relevance**

**Advertiser bid**

74. Laverne created her first Google Search campaign for her yoga school. She selects the Google Search Network and by default, Google Search partners. Which benefit will she gain by appearing on Google Search partners?

Increases the geographic distribution of her ad.

**Extends her reach to additional sites.**

Allows her to reach to all device types.

Enables her to partner with other similar businesses.

75. Leo is in charge of advertising for the clothing lines of a large manufacturer. He uses his Google Ads Recommendations page to help him evaluate his Search Ads campaigns. Which feature makes the optimization recommendations valuable for Leo?

**The recommendations are tailored to the specific account.**

The recommendations only apply to select keywords.

The recommendations provide general insight from Google.

The recommendations are created by higher-level account executives.





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76. Lisa sells kitchen furniture through her website. While her sales are stable, she's concerned that they're not keeping pace with those of other online furniture stores. How can a Google Search campaign benefit Lisa's business?

**Her business will have a competitive presence with similar businesses during searches.**

Her business will have a higher ranking in organic search results.

Ads for her business will appear across a variety of digital and traditional media.

Potential customers will be automatically directed to her business website.

77. Marco owns a company that installs smart-home accessories. His employees recently completed specialized training on installing specific units for garage doors. He wants to capitalize on his employees' new skills. How could a Google Search campaign benefit his business?

**His ad may appear when people research similar installation options.**

His ads will be shown at random, thereby generating new cold leads.

His ads will be displayed on related industry websites.

His website will appear higher in organic ranking.

78. Maria has been told that she should use the Performance Planner on a monthly basis. Why should she do so?

To check for status issues

To review new keyword opportunities

**To react to ever-changing external factors**

To analyze demographic performance

79. Mario is working on a text ad that will run on the Google Search Network. He filled in each component with the necessary information. What component asked Mario to highlight unique details about his product and limited the number of characters he could use to two fields of 90 characters?

The headline component

The URL component

The banner component

**The description component**

80. Marisol manages the online advertising campaigns for a chain of toy stores with both a physical and an online presence. Which Google Ads campaign should Marisol use to show images of their products, advertise their company's online and local inventories of toys, and boost traffic to their website and local toy stores?

Search

**Shopping**

Video

Display



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81. **Marta has a tight marketing budget and needs to use a strategy that can drive customers to her website for a set cost. Which bidding strategy has the potential to meet Marta's needs?**

- Target return on ad spend (Target ROAS)
- Target cost-per-acquisition (tCPA)
- Target impression share

**Maximize clicks**

82. **Marta's online store sells accessories for a widely used smartphone, and her current customer base shares a number of relevant characteristics. She believes she'll have her best return on investment by narrowing her Google Search campaign audience. Which two Google Search campaign settings can be configured to reach more specific customers? (Choose two.)**

- Budget type
- Web browser

**Device type**

**Location**

Budget

83. **Mary is tasked with designing an advertising campaign for her company, an online pet food store and app, and she's exploring different campaign options. Which campaign types are available to her in Google Ads?**

- Search, Display, TV, Shopping, and App
- Search, Display, Video, Shopping, and App**
- Search, Display, Video, App, and Access
- Social, Display, Video, Shopping, and App

84. **Mary wants to run a text ad on the Google Search Network. She's new to text ads and needs to start with the basics. What are the three components of a text ad on the Google Search Network that Mary will need to know?**

- Tagline, AMP, Characters
- Headline, URL, Description**
- Beacon, Tag, Conversion
- Headline, Descriptor, Image

85. **Match each ad extension with the benefit it brings to a user's ad experience.**

- .. Structured snippet extensions
- .. Call extensions
- .. Callout extensions
- .. Sitelink extensions

**Allowing mobile users to directly call a business (2)**

**Directing users to specific pages of a website (4)**

**Highlighting value-adding attributes of the business, products, or services to users (3)**

**Describing features of a specific product or range of products or services offered by the business before users click on the ad (1)**



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86. Match these Search Audience solutions with the benefits they can bring to your campaigns.

- .. Remarketing Lists for Search Ads
- .. Detailed Demographics
- .. In-Market Audiences
- .. Customer Match

**To reach people based on the likelihood of their marital status, education, parenting stage, and homeownership (2)**

**To upload your own data into Google Ads and reach custom segments across devices (4)**

**To drive consideration among people who are actively researching the products or services you offer (3)**

**To help reach people who have engaged with your website or YouTube channel in the past (1)**

87. Michael built a high-quality ad with an excellent keyword list. He's disappointed the ad isn't being shown as much as he'd like. What's a likely reason for his ad not being frequently displayed?

He hasn't supplied a link for the ad.

He has too much information listed in his ad extensions.

Users may be misspelling his keywords.

**His bid for the ad is too low.**

88. Molly wants to clear her remaining stock in preparation for ordering a new line of products to sell. As a result, she's willing to increase her CPA (cost-per-acquisition) and investment, as long as it means generating more sales. Her current campaign has a total investment of \$25,500, generates 1,500 conversions, and has a CPA of \$17. Which plan, built in the Performance Planner, will help Molly with her marketing goal to generate more sales?

**An investment of \$40,000 to generate 2,000 conversions and a CPA of \$20**

An investment of \$30,000 to generate 1,500 conversions and a CPA of \$20

An investment of \$28,000 to generate 1,400 conversions and a CPA of \$20

An investment of \$21,000 to generate 1,400 conversions and a CPA of \$15

89. Organize these steps in the correct order to set up an effective Customer Match strategy. (The first step should be on top.)

**Segment a customer list, based on a desired marketing action.**

**Upload the list to Google Ads.**

**Translate the list into an audience list and make it available for targeting.**

**Customize your creatives with special offers or incentives that are specific to this audience.**



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90. Peggy owns a house-cleaning service. She built a booking website and is ready to promote her services online. She wants her ads to reach people actively looking for businesses similar to hers. Which Google Ads campaign should Peggy use to make sure potential customers consider her services and take action by booking house cleanings?

- Video
- Display
- Shopping
- Search**

91. Pete is the marketing director for an electric car company. He recently chose “leads” as his Google Search campaign marketing goal. What did he hope to achieve by selecting “leads” as his goal?

- Encourage customers to purchase electric cars.
- Have more people view his website.
- Promote videos that speak to the business mission.
- Increase e-mail list sign-ups from potential customers.**

92. Priya only has \$500 a month to spend on her campaign, but she needs to drive as many potential customers as possible to her website. What type of automated bidding strategy would be best for Priya’s campaign?

- Target impression share
- Enhanced cost-per-click (eCPC)
- Maximize clicks**
- Target return on ad spend (tROAS)

93. Rashid wants to raise awareness of his brand and build campaigns focused on branded terms. He doesn’t have much time to devote to daily bid management, so he decides to use automated bidding to lighten his workload. What automated bidding strategy should Rashid consider using?

- Maximize conversions
- Target impression share**
- Target return on ad spend (tROAS)
- Enhanced cost-per-click (eCPC)



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94. **Rebecca is a marketing executive at an airline company. She has been asked to plan her company's online advertising budget on a monthly basis. She's chosen Google Ads' Performance Planner to help accomplish this task. What are two advantages Performance Planner offers Rebecca? (Choose two.)**

**Performance Planner leverages machine learning for forecasting.**

**Performance Planner forecasting is powered by billions of Google searches conducted each week.**

Performance Planner integrates with other budgeting software, such as QuickBooks. Performance Planner is free to use with any merchant-hosted storefront.

Performance Planner will help her identify funds from other operational budgets to allocate to marketing.

95. **Reggie manages the online marketing campaigns for a vitamin and supplement store. He launched a Google Search campaign and chose website traffic as his campaign marketing goal. Which outcome is Reggie expecting from the campaign?**

More followers on the store's social media presence.

**Getting more customers to learn about his products.**

More online sales through Reggie's online store.

E-mail sign-ups from people interested in a healthy lifestyle.

96. **Rina notices that her ad's average cost per click (CPC) is significantly higher than the industry benchmark. But she's not seeing improvements in her ad's position. What can she do to potentially get a higher ad position?**

Match the bid to an industry benchmark.

**Improve the ad's quality score.**

Decrease the number of ad groups.

Increase the number of ad groups.

97. **Samira has been tasked with increasing the relevance of her company's ads. She has been told that she can use multiple headline options in her responsive search ads as a way to increase relevance. How many headlines can Samira include in a single responsive search ad?**

**Including keywords in his ad text**

Decreasing the bid for the ad

Improving the speed of his website

Cloning the ad multiple times



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98. Samira recently opened an online potted plant store and needs to promote it. She chose Google Ads because it offers advertisers different campaign types that determine where ads will appear and the format in which they'll be displayed when viewed. What Google campaign type will help her reach her most valuable audience?

TV campaigns, which promote her products directly to consumers while they're watching their favorite network and cable TV programs.

**Shopping campaigns, which promote her products by giving consumers detailed information about what she's selling before they click her ad.**

Social media campaigns, which showcase her products to users while they browse their favorite social-media platforms.

App campaigns, which can increase engagement, app installs, and even in-app actions, such as ordering her products.

99. Sam's new to Google Search Ads and worries he may not have the skills or time to run a successful ad campaign. Which two Dynamic Search Ads features will be of help to Sam? (Choose two.)

The user interface for Dynamic Search Ads excludes all manual controls.

Dynamic Search Ads require no initial user configuration.

**Destination URLs are automatically kept up-to-date.**

Dynamic Search Ads don't have to undergo the bidding process.

**Machine learning helps automatically find new keywords.**

100. Sandy, an expert on Search marketing, knows she should use extensions effectively in order to optimize her Google Ads campaign results. What's Google's recommendation about extensions?

Use no more than two extensions per campaign or ad group.

Use at least five extensions and add only to ad groups.

Use ad extensions only when advertising the service industry.

**Use at least three extensions in each campaign or ad group.**

101. Sarah's Autos sells multiple automobile brands, showcasing used, pre-owned, and new vehicles. The company's advertising manager decides to configure a broad matching type for the keyword "automobile," in order to reach a broader group of potential visitors. Which two user searches may generate the advertising manager's ad? (Choose two.)

**Car**

Travel

Road

Bicycle

**Automobile**



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102. **Silly Sayings is seeing a lot of website traffic, but the company wants to generate more qualified leads. They're interested in trying ad extensions to see if they can increase the number of qualified leads they receive. In what way can ad extensions assist companies such as Silly Sayings in generating more qualified leads?**

By presenting users with catalog options for a product.

By dynamically using negative keywords, based on a user's website content.

By attracting users with creative assets.

**By providing users with relevant information up-front**

103. **Singh's marketing company has created an enticing ad that receives many clicks. What effect will the ad likely have on the Google Ads auction?**

The quality of the ad will ensure the ad's cost-per-click will be reduced by at least 40%.

**The higher expected click-through rate will lead to a higher Ad Rank.**

The ad will lead to a higher cost-per-click for the advertiser.

The advertiser will receive more bids in the auction.

104. **Siona needs to make sure her ads are getting a minimum number of impressions on the top of the page. What type of automated bidding strategy is Siona using?**

Maximize clicks

**Target impression share**

Target return on ad spend (tROAS)

Target cost-per-acquisition (tCPA)

105. **Steven is an advertising executive at a large auto parts company. He uses his Google Ads Recommendations page to help him with strategies to optimize his Google Search Ads campaigns. One reason Steven values the optimization score is because it makes it possible for him to do what?**

**Easily prioritize across the different optimization opportunities**

Receive tailor-made auction insights

Receive information on general trends

Receive daily updates on average position

106. **Swee Yin's fashion-apparel department store runs a popular biannual sale on men's hats, with large discounts and surprise bonus items. She wants to tailor her Google Search campaign to highlight this sale. How can Google Search campaigns be tailored to promote her company's sales event? (Choose two.)**

By choosing "leads" as the campaign goal.

**By creating a new ad group for the sale.**

By adding coupon alerts to people nearby the store.

By targeting specific device operating systems.

**By setting campaign start/end dates.**



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107. **Tara is using Search Audiences to reach her most valuable customers. Which direct benefit might she obtain by using Search Audience?**

Learning granular insights regarding her search network performance

Receiving automatically-generated keyword and ad content suggestions

**Delivering a customized message to the right user at the correct bid**

Getting suggestions on the best automated bid strategies for her campaigns

108. **Theo is looking to improve his Google Search Ads campaign. On his Google Ads Recommendations page, he notices that his Google Search campaign has an optimization score of 75%. What does this mean?**

The campaign is performing better than 75% of all search campaigns.

The campaign score has 75% headroom to improve.

The campaign is performing 25% under budget.

**The campaign score has 25% headroom to improve.**

109. **Tomacz wants to use a Google Search Ads campaign to capture the attention of customers searching for camping equipment online. What's a key benefit of a well-managed Google Search Ads campaign?**

**Displayed ads are relevant to a potential customer's Google search.**

Potential customers can search the ads for specific products.

Ads appear intermixed with organic search results.

Ads send follow-up information to the potential customer.

110. **Trevor owns a manufacturing business that makes specialized hiking and rock-climbing gear. He's a small player in the market, but he's ready to scale up his business. Which Google Ads campaign type should Trevor use to increase his brand's exposure and reach audiences interested in hiking and rock climbing across the web?**

**Display**

Search

Shopping

Video

111. **Trina is using automated bidding as part of her Google Ads Search bidding strategy. Why might she prefer automated bidding?**

Location targeting is not decided by machine learning.

Machine learning will choose an ad schedule for campaigns without her input.

Machine learning will choose the keywords used to serve her ads to users.

**Machine learning helps her set the appropriate bid for each and every auction.**

112. **Trina sells dolls and accessories, and doesn't have much time to update her Search campaigns with her ever-changing inventory. How can Dynamic Search Ads help Trina?**

Lower bid rates can be utilized, based on inventory levels.

**Keyword lists can be automatically created based on website offerings.**

The inventory update dates can be manually set.

Additional web crawlers can be employed to review her inventory.





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113. **Using the Performance Planner on a monthly basis allows you to optimize which two aspects of an account? (Choose two.)**

- Ad extensions
- Keywords
- Bids**
- Ads
- Budgets**

114. **Wendy is setting up a Customer Match strategy to reach a list of prospective customers. What must she provide?**

- A linked Google Analytics account
- Conversion tracking
- Customer relationship management data**
- A Google remarketing tag

115. **What ad extension is only available as a full automated ad extension?**

- Message extension
- App extension
- Price extension
- Seller ratings extension**

116. **What are two main benefits of using Search Audience solutions? (Choose two.)**

- Making the right bids when certain groups of people are searching for your product or services**
- Identifying the most effective ad schedules to get the best results from your budget
- Reaching different audience segments with unique messaging that is highly relevant to them**
- Reviewing missed opportunities with regards to ad extensions and ad variations
- Getting detailed insights into which bid strategies can work best for your search network campaigns

117. **What are two ways Dynamic Search Ads brings value to an advertising campaign?**

- It allows for greater control over keywords.
- It promotes advertising on social media platforms.
- It creates new ads automatically.**
- It finds traffic an advertiser might miss.**
- It reduces the needed advertising budget.

118. **What are two ways that Performance Planner can help reveal the possibilities across all your Google Ads campaigns? (Choose two.)**

- Distribution
- Validation**
- Simulation**
- Instrumentation
- Differentiation



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**119. What can the Performance Planner assist you with?**

To create an optimized copy of your existing campaign, so that it can be tested with the drafts and experiments tool

To determine which Google Ads features should be enabled to get the best performance from your campaigns

To analyze the search term report and add both keywords and negative keywords, depending on historical performance

**To improve return on investment so you can drive more conversions within your target CPA (cost-per-acquisition)**

**120. What can the Performance Planner recommend?**

**Campaign-level Target CPA (cost-per-acquisition)**

Applying bid adjustments to specific locations

Including or excluding “Google search partners”

Using “Target impression share” as an automated bid strategy

**121. What content could be used for a structured snippet extension?**

Free shipping

Contact our team

**Berlin, London, Paris, Singapore**

Text an expert now

**122. What does adding callout extensions to your Google Search ads enable you to do?**

**Highlight information about value-adding attributes of your business, products, or services.**

Extend ads with a phone number, allowing mobile users to directly call your business.

Gives you the option of driving traffic to your website or to the app store from a single text ad.

Direct users to specific pages of your website.

**123. What does layering an Affinity audience with a broad keyword targeting campaign help you do?**

Reach people based on specific demographics such as marital and education status

Reach people who have been identified as being in the mindset to buy

**Ensure your ads are only seen by people who have demonstrated a qualified interest in your service and/or product(s)**

Find new customers that share the behaviors and characteristics of your marketing audience segments

**124. What does Performance Planner automatically do?**

Uses machine learning to target new demographics

Sets your ad budget for maximum growth

**Forecasts how your current campaigns will perform in the future**

Recommends the perfect ad structure for your budget



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125. **What is a main benefit of using Search Audience solutions?**

**They can help send the right message to the right customer with the right bid.**

They automatically generate new keyword and ad content suggestions.

They get detailed analytical insights about search network performance.

They identify ad extension opportunities to improve average click-through rates.

126. **What is a valid recommendation that the Performance Planner can provide?**

Create alternative versions of best performing ad variations

Apply specific bid adjustments to device and location targeting

Add a themed group of negative keywords

**Set a specific target CPA (cost-per-acquisition)**

127. **What is one of the reasons why an advertiser should consider using Performance Planner on a monthly basis?**

A / B testing

Google Ads are updated automatically

Click-through rate averages require planning

**Auctions fluctuate all the time**

128. **What is one way that Performance Planner helps businesses increase sales?**

By choosing ad types that your target demographic finds most appealing

By relying on customer feedback for optimal ad placement

**By maximizing the number of conversions for a spend scenario**

By providing a discount on all ads after purchasing a license

129. **What is the minimum number of users a remarketing list must have before being used with a Remarketing List for Search Ads campaign?**

10,000 users

**1,000 users**

500 users

100 users

130. **What Search Network text ad component provides up to three fields of 30 characters each?**

**The headline component**

The website URL component

The conversion component

The description component



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131. **What two ad extension types can also be served as automated ad extensions? (Choose two.)**

- Location extension
- Promotion extension
- Call extension
- Sitelink extension**
- Callout extension**

132. **What's a key objective in delivering ad extensions?**

**Providing the right users with the right information at the right moment.**

- Opening up additional ad space to extend character limits.
- Making ads more appealing with the use of image and video assets.
- Giving users control over the types of ads that they see.

133. **What's an accurate description of callout extensions?**

- Extends ads with a phone number, allowing mobile users to directly call a business.
- A mobile-only format that enables users to contact a business via text messages.
- Additional links that direct users to specific pages of a website.
- Short, specific snippets of text that highlight value-adding attributes.**

134. **What's an example of an effective callout extension?**

- Contact our team
- Send us a text for more information
- Learn more about us
- Free returns**

135. **What's the maximum number of ad extensions that can show for a particular query or device at any given time?**

- 2
- 3
- 1
- 4**

136. **What's the primary benefit of using structured snippet extensions in your ads?**

**Gives users specific information about what you're offering, before they visit your website.**

- Lets you show your business address, phone number, and a map marker alongside your ad text.
- Allows potential customers to navigate to specific pages of your website directly from the ad.
- Lets you quickly display information about your promotions without having to update every ad.



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**137. When are automated extensions, such as Seller Ratings, shown?**

When an account is white-listed for them.

**When Google predicts they'll improve ad performance.**

When an automated extension campaign is created.

When an advertiser manually opts in to receive them.

**138. When creating a text ad for the Search Network, advertisers will need to include three distinct components. These include the headline and the URL. What else must the advertiser include?**

The landing page

The site tag

The analytics

**The description**

**139. When creating an ad, how does Greg know what it will look like to his potential customers?**

Greg can see previews of all his ads by logging into his Google My Business account and choosing the Preview tab.

Greg must type in the specific keywords he's targeting once his ad has been approved, then view it in a browser.

Google provides examples of desktop ads using the keywords selected in the campaign to create a generic preview.

**As he types in his URL, headline, and description, a preview of the mobile and desktop versions of his ad will appear.**

**140. When running Remarketing Lists for Search Ads campaigns, some audience lists have higher potential to convert leads than others. Order the audience lists from highest to lowest potential. (The highest potential should be on top.)**

**Reached the checkout page but did not complete the purchase.**

**Added an item to the shopping basket but then abandoned it.**

**Visited the website in the past 7 days but did not convert.**

**Visited the website in the past 28 days but did not convert.**

**141. When should you use Remarketing Lists for Search Ads?**

To identify loyal customers and expand the reach to those that resemble your customers

To reach out to new customers that share the behaviors and characteristics of your remarketing audience segments

To reach people, based on advanced demographic criteria

**To reach people who have already engaged with your website in the past**



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142. **When visibility is the campaign goal, which bidding strategy should an advertiser choose?**

- Enhanced cost-per-click (eCPC)
- Maximize Conversions
- Target impression share**
- Maximize clicks

143. **Which Dynamic Search Ads option allows an advertiser to group web pages under custom labels?**

- URL filtering
- Categories
- Landing pages
- Page feeds**

144. **Which is required for an ad to be served to a user?**

- The keywords must be relevant to the search term.**
- The search terms must be unique to a company.
- The keywords must be unique to only one campaign.
- The keywords must be listed in all ad groups for a company.

145. **Which Search Audience solution would assist you in finding new customers that share the behaviors and characteristics of your remarketing audience segments?**

- In-Market Audiences
- Affinity Audiences
- Customer Match
- Similar Audiences for Search**

146. **Which statement is true about serving relevant ad extensions?**

- They prevent all irrelevant traffic from clicking on your ads.
- They encourage users to make more informed decisions and take action.**
- They provide advertisers with additional insights within the search term report.
- They generate new creative suggestions for both keywords and ads.

147. **Which user data can be uploaded when creating a Customer Match strategy? (Choose two.)**

- Employment status
- Highest level of education
- Age
- E-mail address**
- Mailing address**

148. **Which user type would the Google Ads system closely match as an Affinity audience?**

- A student who is looking for loan advice
- A parent who is caring for their toddler
- An individual who is interested in purchasing a car



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**Someone who has demonstrated a qualified interest in movies**

**149. While managing a successful Google Ads campaign, why would you choose automated bidding instead of manual bidding?**

Because bid automation is a standard capability in the market that allows a lesser degree of precision, based on the conversion opportunity of each auction.

**Because given the dynamic nature of Google's auctions, the appropriate bid can often be a moving target that is challenging to reach at scale when using manual bidding**

Because users' intent and their likelihood to complete valuable actions for your business hardly vary based on location, time, or device

Because cross-referencing data with context to establish intent and set the appropriate bid is a more simple, direct task.

**150. While managing a successful Google Ads campaign, why would you choose automated bidding instead of manual bidding?**

Because bid automation is a standard capability in the market that allows a lesser degree of precision, based on the conversion opportunity of each auction.

Because cross-referencing data with context to establish intent and set the appropriate bid is a more simple, direct task.

**Because given the dynamic nature of Google's auctions, the appropriate bid can often be a moving target that's challenging to reach at scale when using manual bidding.**

Because users' intent and their likelihood to complete valuable actions for your business hardly vary based on location, time, or device.

**151. Why does automating your bid vs. using manual bidding contribute to a successful Google Ads campaign?**

**If you don't bid efficiently, you could miss valuable conversions.**

The customer journey has become more complex and therefore bids should be based on general user behavior.

The appropriate bid can often be a static target that's challenging to reach.

User intent and likelihood to complete valuable actions for your business don't vary based on location, time, or device.

**152. Why is using the performance targets feature after utilizing the Performance Planner recommended?**

This practice allows you to receive detailed insights from Google Analytics with regards to how website behavior is impacted after applying Performance planner recommendations.

**This practice allows you to monitor targets set in the Performance Planner and to receive alerts and recommendations when a campaign is not on track.**

This practice allows you to ensure seasonality and budget reallocation are accounted for future periods so you can prevent your campaigns from becoming "Limited by Budget".

This practice allows you to fully automate all aspects of account management to improve the likelihood of meeting performance targets.



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**153. Why should campaigns with different marketing objectives be separated into different Performance Planner plans?**

**So that spend is not reallocated between two different marketing objectives**

To avoid any potential keyword duplicates between different marketing objectives

So that seasonal trends can be better identified for each individual marketing objective

To prevent campaigns from becoming “Limited by Budget”

**154. Why should your business use Performance Planner?**

It validates budgets against other vendors in the same market.

It is the only ad budgeting software on the market.

**It makes recommendations that are validated using machine learning.**

It helps businesses determine a go-to-market strategy.

**155. With Dynamic Search Ads, what does the advertiser provide?**

A list of search terms

**A list of web pages**

A headline

A machine-learning algorithm

**156. With Similar Audiences, which Google product is included when finding new people with similar profiles?**

Messages

**YouTube**

Google Drive

Gmail

**157. Yan is working on a Remarketing List for Search Ads campaign. Which user could be added to a valid Remarketing audience list to ensure optimal results?**

Someone who has heard of his company’s business but never visited the company’s website

**Someone who has added items to a shopping basket on his company’s website but then abandoned it**

Someone who has seen his company’s ads but never clicked on them

Someone who has visited numerous similar websites

**158. Yan wants to attract customers specifically searching on Google for Time-B-Gone, his company’s unique office-support product. His marketing consultant suggests using Dynamic Search Ads, and knows Yan will need to start with a simple approach. For vendors like Yan, what’s the simplest method for using Dynamic Search Ads?**

**Landing pages from standard ad groups**

Page feeds

URL filtering

Categories from dynamic search engines





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159. **You can leverage Google Ads' automated bidding strategy to help get the most from your advertising budget. What are two benefits of using automated bidding? (Choose two.)**

Manual control

**Machine learning**

Bidding suggestions

Sitelink extensions

**Auction-time bidding**

160. **You manage marketing for a small business on a tight budget, yet you need to reach as many people as possible. How can Google Ads help?**

With Google Ads you always pay using cost-per-reach, predetermined by your budget.

Google Ads saves you time by deciding what your budget will be on a daily basis.

With Google Ads, your ads will show on every available search engine.

**With Google Ads, you can choose a maximum amount to spend per month.**

161. **You want to improve the relevance of an ad with a particular set of keywords. The goal is to increase the ad rank of the ad so it gets more exposure. What action should improve the ad relevance?**

**Adding more negative keywords.**

Highlighting product uniqueness.

Focusing on connecting to a wider audience.

Improving the navigation of the landing page.

162. **You want to increase the relevance of a Google Search Ad so it's more meaningful to potential customers and provides value-added information to their searches. What two actions might improve the relevance of your ad? (Choose two.)**

Changing the ad's call-to-action statement.

Posting transparency statements on the website.

**Selecting only relevant languages in campaign setup.**

**Selecting distinct geographic areas.**

Rewriting the landing page for clarity.

163. **You'd like to improve an ad's perceived quality during an ad auction. What aspect of the ad will be most beneficial for you to work on?**

Removing an extension from the ad.

**Improving the navigability of the landing page.**

Increasing the bid amount of the ad.

Determining the location of users.



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164. **Your client, Vince’s Veggies, wants to increase downloads of their popular recipe printouts. You suggest they create ad groups based on the cooking categories that appear on their website. What will they need to create in their first Google Search Ad group? (Choose two.)**

- Delivery times
- Device types
- Keyword list**
- Country targets
- Default bid amount**

165. **Your company provides home-maintenance services, and you want to reach more potential customers. You have a limited budget to work with. Why is Google Ads right for you?**

- Your ads will be placed on all search engines.
- With Google Ads, you always pay using cost-per-reach, predetermined by your budget.
- You can set your own budget and can change it at any time.**
- Machine models automatically determine your advertising budget.

166. **An algorithm that looks across key aspects of your accounts calculates your Google Search Ads optimization score. This score helps give you recommendations on how to optimize your Search Ads campaigns. What are two of the data sources that are used to calculate optimization recommendations? (Choose two.)**

- Industry data**
- Account executives
- User generated scenarios
- Company sales figures
- Campaign settings**

167. **Your Google Search text ad has three main components. The first is a headline, and the second is a description. What’s the third component?**

- The URL displaying your website address.**
- The promotion behind your advertisement.
- The phone number of your business.
- The location of your business.

168. **You’re trying to improve an ad’s perceived quality so it performs better during an ad auction. What change would have the least-positive impact to an ad’s quality?**

- Creating ads that pertain to the keywords.
- Raising the bid amount.**
- Creating ads likely to get clicks.
- Having a clear and simple landing page.



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169. **You're working on a Google Search Ad that's not performing as expected. You specifically want more users to click on the ad. What action might improve the click-through rate on your ad?**

- Increasing the trustworthiness of the website.
- Modifying the ad's landing page to load faster.
- Changing the call-to-action message of the ad.**
- Reducing the bid rate on the ad.

170. **You've been tasked with marketing a new line of plumbing services, but you have a set budget you can't exceed. Why is Google Ads a viable option?**

- Google Ads guarantees phone calls to your business.
- Google Ads allows you to cap the number of ads you pay for, based on your business.
- Google Ads gives you control over your budget.**
- Google Ads offers separate auctions for low budgets.

171. **You've seen great results from your Google Search campaigns when using Remarketing Lists for Search Ads. How might you amplify those results?**

- Removing Similar Audiences from Remarketing campaigns
- Use Similar Audiences to re-connect with past visitors to your site
- Increase the size of your remarketing lists by decreasing the size of your Similar Audiences lists
- Use Similar Audiences to find new visitors for your site**

172. **You are working to improve the quality score of a Google Search ad by increasing your eCTR. Your goal is to have more users click on the ad and ultimately visit your website. What might increase the number of clicks your ad receives?**

- Adding more specifics to the ad.**
- Tweaking the speed of your website.
- Decreasing the bid for the ad.
- Cloning the ad multiple times.

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