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QUESTION: 213
Terry wants to create a YouTube ad for her company, but she wants to use location-based targeting the ad based on location. In YouTube, what term is assigned to such targeting?

A. Geo-targeting
B. Nation targeting
C. Geo-caching
D. Demographics

Answer: A

QUESTION: 214
You are considering a YouTube standard autoplay ad for your client's ad campaign. The YouTube standard autoplay ad is a 300x60 ad, and allows 30 seconds of playtime. What limitation does YouTube place on this ad type that you must inform your client about?

A. The video ad must have a companion file that will load when the user clicks the autoplay ad. The companion file loads a 950x500 video.
B. The ad will only play if the user clicks on the ad.
C. The first 30 seconds of the video will automatically play, but without sound.
D. The video length cannot be more than 2 minutes total when the user clicks the ad.

Answer: C

QUESTION: 215
You are helping a client create a YouTube advertisement and you tell them that they should use their TV assets online in YouTube through pre-roll, mid-roll, and post-roll placements. The client does not understand what you mean by TV assets. What is a TV asset?

A. Digital video that is television and Web-ready
B. TV commercials
C. Televisions show

D. TV budget for advertisements

Answer: B

QUESTION: 216
Mary wants to participate in a reservation campaign on YouTube for her company. She has been working with some designers to create ads, videos, and other content for the campaign. YouTube offers four types of reservations; which one of the following is NOT one of the reserved media placements available on YouTube?

A. AdWords Auction
B. Partner Watch Pages
C. YouTube Run-of-Site
D. YouTube Homepage

Answer: A

QUESTION: 217
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 "Networks" tab.
B. Allen will select "Relevant pages across the entire network" in the "Network Settings" section on his "Settings" 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: B

QUESTION: 218
Fannie is interested in purchasing a YouTube homepage masthead for an ad campaign. She has hired you to help her choose the best ad type for the campaign. You tell her that there are three ad formats for the masthead on YouTube. Which one of the following is NOT one of the three masthead types?

A. Expandable
B. Cooperative
C. Standard
D. Tandem

Answer: A

QUESTION: 219
Howard is a Google AdWords consultant for the HKQ Company. He is reviewing the videos the HKQ Company has loaded to YouTube through YouTube Insights with Hal, his contact at the HKQ Company. Howard and Hal want to review the videos performance to create a strategy to refine the videos for better performance. YouTube Insight offers several different reporting features for a YouTube account. Which one of the following is NOT one of the reporting features that YouTube Insight offers for review?

A. Discovery
B. Views
C. Referrers
D. Community

Answer: C

QUESTION: 220
You have created an ad campaign for your company that sells business cards online. You want to target specific types of Websites in the Google Content Network. How can you choose what types of Websites your business card advertisement will appear on?

A. The keywords you select for your ad will determine where your advertisement will appear within the Google Content Network.
B. Google uses automatic placements for all Content Network, but you can ad negative keywords to avoid certain Website content.
C. You can choose where you ad will appear by using the managed placement options for the Google Content Network.
D. The Google Content Network does not allow you to choose the sites your ad will appear. All placements are automatic.

Answer: C

QUESTION: 221
Lily has created a display campaign to help support her consulting business. She wants to find the best keywords based on the site content. Which of the following Google AdWords tools should she use to accomplish the task?

A. Keyword tools
B. Conversion optimizer
C. My Change History tool
D. Display ad builder

Answer: A

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