



Up-to-date Questions and Answers from authentic resources to improve knowledge and pass the exam at very first attempt. ---- Guaranteed.



Google-AMA Dumps  
Google-AMA Braindumps  
Google-AMA Real Questions  
Google-AMA Practice Test  
Google-AMA Actual Questions



[killexams.com](http://killexams.com)

Google

# Google-AMA

Google AdWords Mobile Advertising

ORDER FULL VERSION

<https://killexams.com/pass4sure/exam-detail/Google-AMA>



Question: 77

You can use the Mobile App Overview report to do which of the following?

- A. Assess the general health of your app and follow data trends in key reporting areas
- B. Review the code for your app and SDKs
- C. Review data about your user's names, addresses, and income brackets
- D. Gain insight into your competitor's strategies

Answer: A

Question: 78

Which of the following is a way for an advertiser to monetize their app?

- A. Charging for app downloads from the Apple iTunes or Google Play store
- B. All of the listed answers are correct
- C. In-app purchases
- D. In-app ads

Answer: B

Question: 79

Question #79 Topic 1 Target cost-per-acquisition (CPA), which factors in auction-time signals including device, location, time of day, remarketing list, language, and operating system, automatically optimizes bids across:

- A. Search inventory to help advertisers reach their desired cost-per-install goal
- B. Search and display inventory to help advertisers reach their desired cost-per-install goal
- C. Search and display inventory to help advertisers reach their desired cost-per-impression goal
- D. Search and display inventory to help advertisers reach their desired cost-per-click (CPC) goal

Answer: B

Question: 80

Assuming Google forwarding numbers are available in your country, what do you need before you can set up conversion tracking for calls from an ad or website?

- A. B. sales team and operating phone bank
- B. A sales team and operating phone bank
- C. An active call extension or call-only ad
- D. An app published in the Google Play store

Answer: C

Question: 81

The Mobile App Behavior reports give you data about:

- A. Details about how users interact with other users of your app
- B. Interactions such as screen views, exits, and crashes
- C. How many downloads were referrals from friends
- D. In-app user satisfaction ratings

Answer: B

Question: 82

Which automated bid strategy might help improve the chances that your ad gets to the top of the page?

- A. Target outranking share
- B. Target cost-per-acquisition (CPA)
- C. Target search page location
- D. Target return on ad spend (ROAS)

Answer: C

Question: 83

To show an ad, which is eligible to appear on search partner sites, on the mobile version of Google Maps, you should use:

- A. Product extensions
- B. Location extensions
- C. Mobile extensions
- D. Store visit extensions

Answer: B

Question: 84

True or false: Firebase can reduce complication for advertisers by providing them with only one SDK to track all traffic sources, including ad networks.

- A. True
- B. False

Answer: A

Question: 85

If you value mobile traffic over desktop, which bid adjustment should you set?

- A. Increase bid adjustment for mobile
- B. Increase bid adjustment for tablets
- C. Increase bid adjustment for desktop
- D. Increase bid adjustment for mobile and desktop

Answer: A

Question: 86

An app advertiser would want to use a third-party tracking company to:

- A. Have a single SDK to add to your app instead of one from each ad network
- B. Receive reporting on basic usage analytics
- C. Have more control when communicating with each ad network
- D. See which of an app's new users came from recent advertising clicks or views

Answer: A

# SAMPLE QUESTIONS



*These questions are for demo purpose only. **Full version** is up to date and contains actual questions and answers.*

*Killexams.com is an online platform that offers a wide range of services related to certification exam preparation. The platform provides actual questions, exam dumps, and practice tests to help individuals prepare for various certification exams with confidence. Here are some key features and services offered by Killexams.com:*



**Actual Exam Questions:** *Killexams.com provides actual exam questions that are experienced in test centers. These questions are updated regularly to ensure they are up-to-date and relevant to the latest exam syllabus. By studying these actual questions, candidates can familiarize themselves with the content and format of the real exam.*

**Exam Dumps:** *Killexams.com offers exam dumps in PDF format. These dumps contain a comprehensive collection of questions and answers that cover the exam topics. By using these dumps, candidates can enhance their knowledge and improve their chances of success in the certification exam.*

**Practice Tests:** *Killexams.com provides practice tests through their desktop VCE exam simulator and online test engine. These practice tests simulate the real exam environment and help candidates assess their readiness for the actual exam. The practice tests cover a wide range of questions and enable candidates to identify their strengths and weaknesses.*

**Guaranteed Success:** *Killexams.com offers a success guarantee with their exam dumps. They claim that by using their materials, candidates will pass their exams on the first attempt or they will refund the purchase price. This guarantee provides assurance and confidence to individuals preparing for certification exams.*

**Updated Content:** *Killexams.com regularly updates its question bank and exam dumps to ensure that they are current and reflect the latest changes in the exam syllabus. This helps candidates stay up-to-date with the exam content and increases their chances of success.*

**Technical Support:** *Killexams.com provides free 24x7 technical support to assist candidates with any queries or issues they may encounter while using their services. Their certified experts are available to provide guidance and help candidates throughout their exam preparation journey.*

For More exams visit <https://killexams.com/vendors-exam-list>  
*Kill your exam at First Attempt....Guaranteed!*