

# Adwords-Display

## Google

### Display Advertising Advanced Exam

Visit: <http://www.pass4sureofficial.com/exams.asp?examcode=Adwords-Display>

Pass4sureofficial.com is a reputable IT certification examination guide, study guides and audio exam provider, we not only ensure that you pass your Adwords-Display exam in first attempt, but also you can get a high score to acquire Google certification.

If you use pass4sureofficial Adwords-Display Certification questions and answers, you will experience actual Adwords-Display exam questions/answers. We know exactly what is needed and have all the exam preparation material required to pass the exam. Our Google exam prep covers over 95% of the questions and answers that may be appeared in your Adwords-Display exam. Every point from pass4sure Adwords-Display PDF, Adwords-Display review will help you take Google Adwords-Display exam much easier and become Google certified. All the Questions/Answers are taken from real exams.

Here's what you can expect from the Pass4sureOfficial Google Adwords-Display course:

- \* Up-to-Date Google Adwords-Display questions taken from the real exam.
- \* 100% correct Google Adwords-Display answers you simply can't find in other Adwords-Display courses.
- \* All of our tests are easy to download. Your file will be saved as a Adwords-Display PDF.
- \* Google Adwords-Display brain dump free content featuring the real Adwords-Display test questions.

Google Adwords-Display certification exam is of core importance both in your Professional life and Google certification path. With Google certification you can get a good job easily in the market and get on your path for success. Professionals who passed Google Adwords-Display exam training are an absolute favorite in the industry. You will pass Google Adwords-Display certification test and career opportunities will be open for you.



<b>Exam Name:</b>	<b>Display Advertising Advanced Exam</b>		
<b>Exam Type:</b>	<b>Google</b>	<b>Exam Code:</b>	<b>Adwords-Display</b>
<b>Certification:</b>	<b>Google Adwords Certification Program (GCP)</b>	<b>Total Questions:</b>	<b>219</b>

**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 View through 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 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 "Settings" tab.

<b>Exam Name:</b>	<b>Display Advertising Advanced Exam</b>		
<b>Exam Type:</b>	<b>Google</b>	<b>Exam Code:</b>	<b>Adwords-Display</b>
<b>Certification:</b>	<b>Google Adwords Certification Program (GCP)</b>	<b>Total Questions:</b>	<b>219</b>

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

**Answer: A**

**Question: 6**

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

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. He 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.

<b>Exam Name:</b>	<b>Display Advertising Advanced Exam</b>		
<b>Exam Type:</b>	<b>Google</b>	<b>Exam Code:</b>	<b>Adwords-Display</b>
<b>Certification:</b>	<b>Google Adwords Certification Program (GCP)</b>	<b>Total Questions:</b>	<b>219</b>

D. The contextual targeting allows the business owner to insert ads into a series of related Web sites.

**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**

**Question: 11**

Jeffrey has an online store that caters to collectors of antique pins based on comic book characters. His audience is small, but dedicated. If you were advising Jeffrey about his online advertising sales, which of the following would be the best strategy considering Jeffrey's audience?

- A. Use the Google Content Network for niche placements.
- B. Use the Google Content Network with automatic placements based on hundreds of comic-book based keywords.
- C. Use Google AdWords for search marketing.
- D. Use Google AdWords with hundreds of comic-book based keywords.

**Answer: A**

**Question: 12**

You are managing a Google AdWords campaign for a company. You launch a new display campaign. In the first week of the campaign launch, you noticed a large number of clicks but no conversions. Which of the following actions can you perform to resolve the issue? Each correct answer represents a complete solution. Choose two.

- A. Increase bidding for successful sites.
- B. Verify that your conversion code is set up correctly.
- C. Evaluate performance of campaign regularly.
- D. Check the ad creative and the landing page to make sure they are well matched.

**Answer: B,D**

**Question: 13**

Amy is managing a Google AdWords campaign for her company. Her manager has asked Amy to create a performance report for the overall campaign performance. What steps will Amy take to generate this performance report?

- A. Amy will click Campaigns, then Reports, then Create New Report for All Campaigns, and then she'll select the Campaign Performance option.
- B. Amy will click Reporting, then Reports, then Create New Report, and then she'll select the Campaign Performance option.
- C. Amy will click Campaigns, then Reports, then Create New Report, and then she'll select the

## Pass4SureOfficial.com Lifetime Membership Features;

- Pass4SureOfficial Lifetime Membership Package includes over **2500** Exams.
- **All** exams Questions and Answers are included in package.
- **All** Audio Guides are included **free** in package.
- **All** Study Guides are included **free** in package.
- **Lifetime** login access.
- Unlimited download, no account expiry, no hidden charges, just one time \$99 payment.
- **Free updates** for Lifetime.
- **Free Download Access** to All new exams added in future.
- Accurate answers with explanations (If applicable).
- Verified answers researched by industry experts.
- Study Material **updated** on regular basis.
- Questions, Answers and Study Guides are downloadable in **PDF** format.
- Audio Exams are downloadable in **MP3** format.
- **No authorization** code required to open exam.
- **Portable** anywhere.
- 100% success **Guarantee**.
- **Fast**, helpful support 24x7.

View list of All exams (Q&A) downloads

<http://www.pass4sureofficial.com/allexams.asp>

View list of All Study Guides (SG) downloads

<http://www.pass4sureofficial.com/study-guides.asp>

View list of All Audio Exams (AE) downloads

<http://www.pass4sureofficial.com/audio-exams.asp>

Download All Exams Samples

<http://www.pass4sureofficial.com/samples.asp>

To purchase \$99 Lifetime Full Access Membership click here

<http://www.pass4sureofficial.com/purchase.asp>

3COM	CompTIA	Filemaker	IBM	LPI	OMG	Sun
ADOBE	ComputerAssociates	Fortinet	IISFA	McAfee	Oracle	Sybase
APC	CWNP	Foundry	Intel	McData	PMI	Symantec
Apple	DELL	Fujitsu	ISACA	Microsoft	Polycom	TeraData
BEA	ECCouncil	GuidanceSoftware	ISC2	Mile2	RedHat	TIA
BICSI	EMC	HDI	ISEB	NetworkAppliance	Sair	Tibco
CheckPoint	Enterasys	Hitachi	ISM	Network-General	SASInstitute	TruSecure
Cisco	ExamExpress	HP	Juniper	Nokia	SCP	Veritas
Citrix	Exin	Huawei	Legato	Nortel	See-Beyond	Vmware
CIW	ExtremeNetworks	Hyperion	Lotus	Novell	SNIA	

