

Google Adwords Advance Search Advertising Exam Questions & Answers

Use for revision and practice in preparation for Google Advance Search Exam

Exam taken - June 2016

Score – 87%

<http://www.seoatbest.com/>

1. According to Google data, after seeing an ad on their smartphone, more than half of people:
 - a. do a mobile search
 - b. go to a store and buy the product
 - c. **go to the company's website and buy the product**
 - d. Send a text

2. A client wants to get more clicks on his ad and also raise his Quality Score. Which of these actions may get him more clicks but won't raise his Quality Score?
 - a. Reduce prices on his inventory
 - b. Using the Shopping ad format
 - c. **Adding an extension**
 - d. Improving a lower-level page on his website

3. If you want to prioritize downloads of your mobile app instead of visits to your mobile site, you should:
 - a. **include the word "install" in the ad text**
 - b. add a sitelink extension
 - c. add a call extension
 - d. run an app install ad

4. How does target cost-per-acquisition (CPA) bidding determine the optimal cost-per-click (CPC) bid?
 - a. **It uses conversion history to set higher bids when a conversion is more likely**
 - b. It bids a static CPC value based on the current maximum CPC settings
 - c. It sets CPC bids as one-tenth of the current CPA bid setting
 - d. It adjusts CPC bids based on existing bid adjustments

5. Your client's campaign is getting a lot of clicks, but the conversion rate is low. Which approach could help improve your client's conversion rate?
 - a. Target Bid Simulator
 - b. Target CPA Planner
 - c. **Target CPA Simulator**
 - d. Keyword Simulator

6. Hannah is having a sale. In her ads, she wants to include the amount of time left in the sale. What's the best way to do this?
 - a. Note the sale end date in the text
 - b. Insert the Adwords clock icon in each ad
 - c. Use the "Sale duration" function
 - d. **Use the "Countdown" function**

7. You client's product costs US\$50 to produce, and it sells for US\$150. She's sold 10 units and spend US\$700 on her Adwords campaign. How would you calculate her return on investment (ROI) to help her understand the benefits of using Adwords?
- [US\$1500 (revenue) – 10 (number of products sold) / US\$1200 (cost + Adwords spend)
 - [US\$150 (sales price) – US\$1500 (Cost)] / US\$700 (Adwords spend)
 - [US\$1500 (revenue) – US \$1200 (Cost + Adwords spend)] / US\$1200 (cost + Adwords spend)
 - [**US\$1500 (revenue) / US\$1200 (cost + Adwords spend)**]
8. If an advertiser has the same keyword in 2 different ad groups, the one entered in a given auction will have the:
- highest maximum cost-per-click (max. CPC) bid
 - lowest maximum CPC bid
 - highest Ad rank**
 - highest cost-per-acquisition (CPA) bid
9. Which is a best practice for writing an effective text ad?
- Make sure the headline wraps to two lines
 - Capitalize the first letter of each word in the headline**
 - Use all capital letters in the headline
 - End the headline with an exclamation point
10. You can use the Adwords Application Programming Interface (API) to :
- integrate Adwords data with your inventory system**
 - override Adwords functions you don't need
 - integrate Adwords data with multiple manager accounts
 - integrate data about competitors into your account
11. To create a customer experience that's relevant and useful at every touchpoint, a search advertiser should focus on:
- carrying over the theme of her traditional ad campaign to her online campaign
 - running ads only on mobile devices
 - launching a cross-device campaign
 - addressing consumers' needs**
12. Which lets you change the keywords, campaigns, ads, ad groups, and product groups?

- a. category editor
 - b. revision tool
 - c. campaign editor
 - d. **Buk edits**
13. After searching for shoes, Sean clicks on an ad promoting a sale on sneakers, which has several pop-ups. What should the advertiser do to improve Sean's experience?
- a. Ensure that the pop-ups relate to the search
 - b. **Remove the pop-ups**
 - c. Remove all but one of the pop-ups
 - d. Ensure that the pop-ups get Sean's attention
14. An advertiser who uses ad scheduling has a custom bid adjustment for 9 p.m. to 12a.m. on weeknights. The normal bid is US\$0.40 and the bid multiplier is -25%. How much is the advertiser bidding for that time period?
- a. **US\$0.30**
 - b. US\$0.32
 - c. US\$0.31
 - d. US\$0.03
15. Executives at a small e-commerce company are debating Adwords performance metrics. If the budget is unlimited as long as return on investment (ROI) is positive, which recommendation best position the company for maximum profit?
- a. Ad spend should always be 7% of revenue, which should be used as the target ROI
 - b. **Determine whether the campaigns are profitable, then test different target cost-per-acquisition (CPA) bid increases to see which maximizes total profit**
 - c. The company's email campaigns are the most profitable, with a cost-per-acquisition of US\$15, so it should use that as a benchmark when setting target cost-per-acquisition (CPA) bids
 - d. Decrease the target cost-per-acquisition (CPA) of the campaigns from US\$15 to US\$10 to drive an increase in profit per customer
16. A new client wants to promote his 3 Indian restaurants, in different areas of London, to people searching for places to eat. How might you organise his account?
- a. **Create 1 campaign with an ad group for each restaurant location**
 - b. Create several campaign with 2 ad groups each: dine in and takeout
 - c. Create 1 campaign with an ad group for each menu item
 - d. Create 1 campaign with an ad group for all restaurant locations
17. You own a bed and breakfast in southern France and want to target English-speaking tourist looking for accommodations after they've arrived in France. What language and location

should you target?

a. **English; southern France**

b. English; the 25-mile radius around the bed and breakfast

c. English; the United States

d. French and English; the 5-mile radius around the bed and breakfast

18. Which conversion metric can give you more insight into how your ads drive conversions on mobile phones, computers and tablets?

a. **Cross – device conversions**

b. Cross – OS conversions

c. Cross-through conversions

d. Click-through conversions

19. You sell chocolate and want to tailor your text ads so they more directly match people's search terms like "dark chocolate". You use keyword insertion code "We sell {Keyword:Chocolate}". Your headline could look like this:

a. We Sell dark chocolate

b. **We sell Dark Chocolate**

c. We sell dark chocolate

d. We Sell chocolate

20. With call extensions, a customer who searches for Thai food on her mobile phone can see an ad for a Thai restaurant, along with a phone number, and make the call with one click. How is that priced?

a. Negotiated in advance, with bulk discounts

b. Flat fee, based on the caller's phone model

c. **The same as when someone clicks on an ad**

d. By the minute, based on the length of the call

21. An advertiser makes edits to an ad and notices that its position is then lower than that of the previous version. What's the most likely cause?

a. The advertiser's landing page is down for maintenance

b. The advertiser's budget has been depleted

c. **The edited ad is less relevant to the keywords in the ad group**

d. The edited ad has a lower conversion rate

22. True or false: Shopping ads use Merchant Center product data to decide how and where to show ads?

a. False

b. True

23. Jonathan, who has a Bay Area sailing excursion business, notices that his text ads show below a competitor's in search results when people enter keywords like "sailing excursions on San Francisco Bay." Which automated bid strategy could help him attain the top position?
- a. Target return on ad spend (ROAS)
 - b. Maximize clicks
 - c. Enhanced cost-per-click (ECPC)
 - d. **Target outranking share**
24. You have maximum cost-per-click (max. CPC) bid of US\$2 for a keyword. To determine the prospective impact of raising this bid to US\$3 you could use:
- a. Portfolio Simulator
 - b. CPC Simulator
 - c. Keyword Simulator
 - d. **Bid Simulator**
25. You're reviewing the campaigns of a new client who wants to better promote his child daycare facility to parents researching childcare on their mobile devices. Currently, his ads include generic text about childcare. To optimize his ads for mobile, you might create ad with:
- a. the mobile version of the facility's website as the landing page, and uses an interactive video showing current students and teachers reading together
 - b. a headline and description text that includes a customer testimonial, and uses the previous visits automated ad extension to let people see when they last visited the clients website
 - c. **a headline and description text that encourages people to sign up for a tour, and uses location extensions so they know where the clients business is located**
 - d. the computer version of the facility's website as the landing page, and a headline and description text that encourages people to sign up for the facility's newsletter
26. You're using target search page location bidding. You know it's working because you see your ad:
- a. repeatedly mixed in with the organic search results
 - b. at the bottom of the every page of search results
 - c. **on the first page of Google search results or in the top positions**
 - d. on the second page of Google search results or in the second positions
27. "Mobile app engagement" campaigns can be used to:
- a. **re-engage people who've downloaded an app**
 - b. encourage people to download a new app
 - c. increase in-store call conversions

- d. encourages people to rate an app in the app store
28. Jose has a limited AdWords budget, and his ads aren't showing as often as he wants. How might he improve results without spending more money on the campaigns limited by budget?
- a. Slightly lower bids
 - b. Replace his 3 most expensive keywords with lower priced keywords
 - c. **Choose accelerated instead of standard delivery**
 - d. Slightly raise bids
29. Megan enabled target cost-per-acquisition (CPA) bidding in all 6 of her campaigns. How can she tell if it's improving her campaign performance?
- a. install a new conversion tracking code
 - b. Enable and disable target CPA bidding every other day to observe differences
 - c. Monitor overall changes in clicks received
 - d. **Compare average CPA and conversion rate before and after using target CPA bidding**
30. You can add a "+" modifier in front of the words in a broad match keywords to:
- a. indicate that this keywords should be dynamically inserted in your ad text
 - b. override a negative keyword with a positive one
 - c. specify that certain words and their close variants be prioritized
 - d. **specify that someone's search must include certain words or their close variations**
31. You're tracking conversions in a budget-constrained campaign. If you raised cost-per-click (CPC) bids within the budget constraint, which result is most likely?
- a. Receive more conversions while paying more on average per conversion
 - b. **Receive fewer conversions while paying more on average per conversion**
 - c. Receive fewer conversions while paying less on average per conversion
 - d. Receive more conversions while paying less on average per conversion
32. Which statement is true?
- a. **Call-only ads only get people call the business**
 - b. Ads with call extensions only let call the business
 - c. Call extensions send people to a landing page with a phone number
 - d. Call-only ads are available exclusively on the Display Network
33. One factor that Adwords system uses to calculate an ad's actual cost-per-click (CPC) is the:
- a. **maximum CPC bid of the ad showing one position lower on the page**
 - b. location targeting of the ad showing one position lower on the page
 - c. cost-per-thousand impressions (CPM) of the ad showing one position lower on the page

- d. maximum CPC bid of the ad showing in the #1 position on the page
34. If you want to target ads to only people who speak Spanish, you can:
- a. in your ad text, make a reference to Spanish speakers
 - b. have Google translate your ad and keywords into Spanish
 - c. write your ad and keywords in Spanish and Target the Spanish Language
 - d. **write your ad and keywords in English and target the Spanish language**
35. Search terms report data shows that people who click on ads promoting your prescription glasses were searching for terms like “wine glasses” and “drinking glasses”. Which might you add as negative keywords to prevent your ads from showing on such searches?
- a. **“Wine” and “drinking”**
 - b. “prescription” and “glasses”
 - c. “glasses” and “wine”
 - d. “drinking” and “glasses”
36. Which statement about ad extensions isn’t true?
- a. They show additional information about a business
 - b. They tend to improve an ad’s visibility
 - c. They can help improve clickthrough rate
 - d. **They often appear below the organic search results**
37. A client is asking you why he should evaluate the number of clicks on his search ads relative to the number of impressions received. What should you tell him?
- a. **He can better understand whether potential customers finds his ads appealing**
 - b. He can get an idea of how many people double clicked his ads
 - c. He can better understand what happens after potential customers click his ads
 - d. He can get an idea of how many people who’ve seen his ads actually became customers
38. How might you explain to an account manager why she should identify how much a conversion cost when setting up conversion tracking for a client’s Search Network campaign?
- a. Knowing the cost-per-conversion can help her better optimize the campaign’s keywords
 - b. Cost-per-conversion data can indicate whether whether her profit will increase
 - c. Cost-per-conversion data can be compared with competitors’ cost-per-conversion data
 - d. **Knowing the cost-per-conversion can help her better optimize the campaign’s bid and budgets**
39. An advertiser who sells designer dresses is selecting a landing page to pair with ads for a collection of spring dresses. A good landing page would show:

- a. **Spring dresses in several colors**
 - b. a single best-selling dress
 - c. a catalog of spring and summer dresses
 - d. top-selling dresses for all seasons
40. You have an online electronics business and you've set up an ad group for digital cameras. What keywords could make this ad group as effective as possible?
- a. Brand names of your top competitors' cameras
 - b. Words in your ad text, like model names of digital cameras
 - c. **General phrases related to photography, like "camera lens" and "camera base"**
 - d. Words from headlines on your website, like "electronics" and "sale on cameras"
41. According to Google data, 70% of mobile searchers who've recently made a purchase have:?
- a. visited a business's website from the search results page
 - b. called a similar business from their phone
 - c. **clicked to call a business from the search results page**
 - d. saved a business as a contact on their phone
42. The owners of a coffeehouse would like to run an "afternoon espresso" promotion to increase sales on weekdays. Which Adwords feature would be most effective for preventing their search ads from appearing at night and on weekends?
- a. **Custom ad scheduling**
 - b. Automatic bidding
 - c. Managed placements
 - d. Keyword Planner
43. According to Google data, among consumers who conduct a local search on their smartphone, how many then visit a store within a day?
- a. About 20%
 - b. Nearly everyone who's ready to buy
 - c. **About 50%**
 - d. About 10%
44. Someone searches on "laptop computers" and clicks an ad. Which landing page would be most relevant?
- a. A page showing both laptops and desktops
 - b. A computer store homepage
 - c. **A page showing laptops**

- d. A page showing a tablet
45. The format of a Shopping ad is different from that of a standard text ad in that it includes:
- a. **a product image, title, and price**
 - b. a product image, title, price, and merchant name
 - c. a product image, title, price, and extension
 - d. a product image, background color, and price
46. An advertiser attempts to enable target cost-per-acquisition (CPA) bidding but the options isn't available. The most likely reason is that the advertiser:
- a. Is using Google Analytics
 - b. is using another automated bid strategy
 - c. has fewer than 5 conversions in the last 15 days
 - d. **has fewer than 15 conversions in the last 30 days**
47. You manage the campaigns for a baby stroller manufacturer that sells its products online and through large retailers. To calculate the total profits from these campaigns, you should:
- a. estimate revenue based on the value of an Adwords customer, factor out gross margins, and subtract Adwords costs.
 - b. **estimate revenue based on online sales, factor out gross margins, and subtract Adwords costs**
 - c. estimate revenue based on the value of a click, factor out gross margins, subtract Adwords costs
 - d. estimate revenue based on in store sales, factor out gross margin, and subtract Adwords costs
48. What information does a target cost-per-acquisition (CPA) bid strategy need in order to find the optimal cost-per-click (CPC) bid for an ad each time it's eligible to appear?
- a. Forecast data
 - b. **Historical conversion data**
 - c. Test conversions
 - d. Manual bid changes
49. Which is a best practice for optimizing a landing page for Adwords?
- a. Several links to related websites
 - b. **Easy-to-navigate content**
 - c. The same programming language across the whole site
 - d. Prominent headlines in several font styles and sizes

50. Which report and metric should you analyse to see how often your client's ads are showing above search results in comparison with other advertisers?
- Average position metric from the top movers report
 - Ad group data that you customize with the Report Editor
 - Ad average position metric from the paid & organic report
 - Top of page rate metric from the Auction insights report**
51. Which is a best practice for writing an effective text ad?
- Make the text different from what's on your landing page
 - Use a passive verb in the headline
 - Write several ads and see which one performs the best**
 - Talk about yourself and your business
52. How would you explain the importance of ad impressions to a client who's concerned that her Search Network campaign is generating impressions but no clicks?
- They can give her an idea of how often someone clicked on her ad
 - They can help her evaluate how engaging her ad is to potential customers
 - They can give her an idea of how often her ad is shown to potential customers**
 - They can help her calculate how often someone clicked on her ad and then converted
53. Small-business owner Marcos set up his Adwords campaign by thinking of "obvious" keywords off of the top of his head. What's one way he might improve them?
- See the suggestions on the Keywords tab
 - See the suggestions on the opportunity tab**
 - Stick with the current keywords for 2 months to collect enough viable data
 - Click the "Automatic keyword refresh" button
54. Data shows that your client's ad that appears to people in San Francisco gets 120 conversions at a cost of US\$1200 and cost-per-acquisition (CPA) of US\$10, while ads showing in Houston get 70 conversions at a cost of US\$1400 and CPA of US\$20. If you have a CPA goal of US\$12, what bid adjustment would you set for each location?
- +20% for San Francisco, -20% for Houston
 - +20% for San Francisco, -40% for Houston**
 - +40% for San Francisco, -20% for Houston
 - +40% for San Francisco, -40% for Houston
55. An ad group contains the phrase-matched keyword "underwater camera." Which search query may trigger an ad in this ad group to be shown?
- Underwater lens camera

- b. Camera for use under water
 - c. underwater digital camera
 - d. **underwater camera case**
56. Keyword Planner can do all of these things except:
- a. suggest keywords and ad groups that may not have occurred to you
 - b. multiply keyword lists together
 - c. provide historical statistics on search volume
 - d. **provide Quality score estimates and validate keywords**
57. High quality ratings for an ad can:
- a. **improve its position**
 - b. be achieved with an increase in bid
 - c. increase how often people click on it
 - d. increase its average cost-per-click (avg.CPC) bid
58. What can you learn from attribution reports?
- a. The series of steps customers take before completing a conversion, including information on ads, clicks, and other elements of a campaign
 - b. **The series of steps customers take after completing a conversion, including information on ads, clicks and other elements of a campaign**
 - c. The number of conversions the same customer completes after clicking an ad
 - d. Budget usage for all search campaigns, including limitations and opportunities for more traffic
59. Based on Adwords editorial and professional requirements, which headline is most likely to generate clicks?
- a. "We sell custom t-shirts!"
 - b. "Free shipping on CuStOm Ts"
 - c. "Custom Tees, Click Here"
 - d. **"Design Your Own T-shirt"**
60. An advertiser wants to improve the position of ads on Google but isn't willing to raise bids. What else could increase Ad rank?
- a. Review impression share data to identify missed opportunities
 - b. **Make changes to improve the components of Quality Score**
 - c. Change keyword match types from exact match to phrase match
 - d. Lower bids on keywords with a low clickthrough rate (CTR)

61. You can use target cost-per-acquisition (CPA) bidding to help:
- a. **get as many conversions as possible within your budget**
 - b. get as many conversions as possible within a flexible budget range
 - c. get as many clicks as possible within your budget
 - d. generate more clicks than manual bidding would generate
62. The strategic use of different marketing channels affects:
- a. target-customer demographics
 - b. payment methods
 - c. the average amount of each sale
 - d. **online purchase decisions**
63. According to 2015 Google Trends data, which term would consumers on mobile phones be most likely to type in a search engine?
- a. Great shoe stores
 - b. Shoe store sales
 - c. Shoe store addresses
 - d. **Shoe stores near me**
64. Which is a best practice for creating a mobile-preferred ad?
- a. Integrate mobile flash video ads
 - b. Use the same format and content as you'd use for a laptop ad
 - c. Put your most important information in the second line of ad text
 - d. **Use a mobile-optimized landing page**
65. Sarah manages 2 Adwords accounts for a client. Which tool would she use to search and replace a group of keywords across several ad groups?
- a. Keyword Planner
 - b. Adwords API
 - c. **Adwords Editor**
 - d. Bid Simulator
66. Customers who want to increase app downloads should use which campaign type?
- a. **Mobile app installs**
 - b. Call only
 - c. Ads in mobile apps
 - d. Mobile app engagement

67. Adwords Editor lets users do all of these things except:
- a. view statistics for all campaigns
 - b. **simultaneously make edits to multiple accounts online**
 - c. Keep working while offline
 - d. export and import files
68. You manage the campaigns for a client that runs a wine tour business in Florence. The ads have stopped showing on Google. If the budget is limited, what might help make sure the ads show?
- a. Use target outranking share bidding
 - b. **improve the quality of the campaigns' keyword by making sure they're relevant to the ads' text and landing pages**
 - c. Raise the target cost-per-acquisition (CPA) bid
 - d. Use accelerated delivery to show the ads throughout the day to make sure that the entire budget isn't spent in the morning
69. Drew is selling math textbooks and using cost-per-click (CPC) bidding for his campaign. What's the final cost each time his ad is clicked?
- a. **The minimum amount needed to maintain a higher rank than the rank held by the next-highest bidder in the auction**
 - b. The average amount needed to make the ad appear somewhere on the page
 - c. The projected maximum cost-per-click (Max. CPC)
 - d. The average amount charged each time someone clicks on his ad
70. Dustin wants to write a great text ad that will get people's attention when they're searching on Google. What should he do to generate the most clicks?
- a. Put special characters in the ad headline
 - b. Put the ad headline in all capital letters
 - c. **include his keywords in the ad text**
 - d. include his business address in the ad text
71. If you're currently using text, display, and video ads but also want to more specifically control spending on ads that appear when someone searches on Google, which additional campaign type would you choose?
- a. **Search Network with Display Select**
 - b. Search Network only
 - c. Display Network, advanced
 - d. Display Network only

72. True or False: Adding an extension to a text ad improves an advertiser's Quality Score
- TRUE**
 - FALSE
73. Your client sells gardening supplies online. You suggest she use sitelinks because they can:
- take people to blogs about gardening
 - be used with Shopping campaigns
 - take people to subpages on her site about gloves, tools, and fertilizer**
 - bring people to her site from blogs about gardening
74. If your campaign's daily budget is US\$20, how much of your budget can be spent to show your ads on certain days, based on fluctuations in traffic?
- Up to US\$20
 - Up to US\$24**
 - Up to US\$21
 - Up to US\$30
75. In order to differentiate ads from those of competitors, advertisers should:
- Use special characters, such as asterisks or hashtags
 - include prices and promotions**
 - mention competitors offers and prices
 - use exclamation points words in all capital letters
76. You want to use Adwords to promote your dog-sitting service. What kind of campaign might you create to reach dog owners, whether they're searching on Google or surfing a pet-supply website?
- Display Network, advanced
 - Display Network with Search Select
 - Search Network with Display Select**
 - Search Network, advanced
77. To optimize a client's campaign to get the most out of her mobile advertising, you can:
- set a mobile bid adjustment for the campaign based on insights from estimated cross-device conversion and total estimated conversion data**
 - edit the campaign's ad text include information about how customers can purchase her product on their computers
 - use the minimize clicks flexible bidding strategy to increase the number of clicks her ads get from users viewing her ads on mobile devices
 - set shorter conversion windows to capture users who convert after researching on multiple

devices

78. You have a food truck and want to reach people who are nearby on their mobile phones. Your maximum cost-per-click (max. CPC) bid is US\$1. You set a mobile bid adjustment of +20% and a location bid adjustment of +50%. What's the final bid amount?
- a. US\$2
 - b. **US\$1.80**
 - c. US\$ 1.70
 - d. US\$2.80
79. You might analyze exact match impression share data to get an idea of:
- a. **the percentage of eligible impressions you received for searches that exactly matched your keywords**
 - b. the number of times your ads were shown on the Search Network
 - c. the number of eligible impressions your broad match keywords received
 - d. the percentage of eligible impressions you received for searches that exactly matched content on your landing page
80. True or False: If you'd prefer to reach as many people as possible, use exact match or phrase match keywords?
- a. True
 - b. **False**
81. Heather has a mobile app she wants people to keep using once they've downloaded it. How can she make it more engaging?
- a. Customize the app for each format (phone, tablet, computer)
 - b. **Use the bid strategy "Maximize engagement"**
 - c. Set up custom deep links
 - d. Add some large, memory-intensive graphics
82. Roxanne's online estate-jewelry sales are lagging despite running a great text ad. What else might she do to drive sales?
- a. Increase her maximum cost-per-click (max. CPC) bid
 - b. Add a location extension to her ad
 - c. Increase the number of keywords in each ad group
 - d. **Use the shopping ad format**
83. The majority of consumers want ads customized to their?
- a. age group
 - b. country or nationality

- c. interest and hobbies
- d. city, zip code, or immediate surroundings

84. Nick sells 5 flavours of gourmet popcorn. Why is he bundling ads for his best-selling flavour, “Sweet & spicy coconut”, with related keywords like “coconut snacks” in a single ad group?

- a. To show ads promoting all the flavors to people searching for “gourmet popcorn”
- b. It’s most efficient to have a single ad group
- c. **To show ads promoting “Sweet & spicy coconut” to people searching for that flavor**
- d. To make sure “Sweet & spicy coconut” continues to be the bestseller.

85.

You own a pet-supply store with various category pages on your website, and you’ve set up a tracking template so you can manage tracking and redirect information. Your final URL for the keyword “dog treats” could be something like:

- <http://www.3rdpartytracker.com/rd?keyword=751123&ad={creative}&url=http%3A%2F%2Fwww.example.com%2Ftreats%3Fstyle%3Ddog>
- <http://www.2ndpartytracker.com/keyword=751123&ad={creative}dogtreats>
- www.trackingkeyworddestinationURL=12345678987654321%dogtreatsredirect
- <http://www.dogtreatseasytrackingdestinationURL.com>

86. Why would the data for Search Network campaign show conversion but no view-through conversions?

- a. A view through conversion is counted when someone clicks on an image or rich media ad on the display Network and converts on the site
- b. A view-through conversion is counted when someone sees an ad in Google Search and calls the business
- c. **A view-through conversion is counted when someone sees an image or rich media ad on the Display Network but doesn’t click, and later converts on the site.**
- d. A view-through conversion is counted when someone clicks on an ad in Google Search and converts on the site.

87. You’re the account manager for a client who wants to license reservations at her boutique hotel. You’ve been manually managing the bids for her campaigns, and you’re looking for ways to save time and optimize. How can you most effectively do this?

- a. Create 2 separate campaigns that include a mix of brand keywords and highly targeted

keywords, and apply maximize click bidding to each campaign

b. Create 1 campaign and apply target search page location bidding to drive visibility and reservations

c. **Apply target cost-per-acquisition (CPA) bidding to drive conversions at her desired CPA**

d. Continue to manually set the bids to focus on driving clicks to the site in order to drive conversions

88. Which best describes the relationship between maximum cost-per-click (max. CPC) bids and Ad rank?

a. An increased CPC bid leads directly to large increase in Ad rank

b. An increased CPC bid leads directly to a small increase in Ad rank

c. A CPC bid only affects Ad rank on the Search Network

d. **A CPC bid is one factor that affects Ad rank**

89. Each of these are benefits you'd expect from Shopping ads except :

a. better-qualified leads

b. **free listings**

c. ease of targeting without needing keywords

d. more traffic and leads

90. A florist is advertising 5 types of bouquets, including those with roses, Which landing page is more likely to convert to a sale when someone searches on "roses"?

a. **The page showing rose bouquets**

b. The home page, showing 5 types of bouquets that include roses

c. The "Contact us" page

d. The page on which people can sign up for coupons

91. The Adwords Application Programming Interface (API) allows developers to use applications that:

a. can be uploaded into the Ad gallery

b. **interact directly with the AdWords server**

c. can appear throughout the Google Search Network

d. are accessible only through Adwords Editor

92. Maria would like to target people who've already browsed her online clothing boutique by offering them a 10% discount on their first purchase. What tool should she use to reach these people on the Search Network?

a. Retargeting lists for text ads

b. Flexible bidding

c. **Remarketing lists for search ads**

- d. Dynamic search ads
93. How would you determine the clickthrough rate (CTR) for a client's search ads?
- Evaluate the number of clicks the ad accrues per day
 - Divide the number of impressions the ad gets by its average position
 - Divide the number of clicks the ad gets by the number of impressions it gets**
 - Divide the number of impressions the ad gets by the number of click it gets
94. Blake is selling baseball caps and using conversion tracking. What information might he learn from the conversion tracking data?
- Lots of his site visitors are 49ers fans"
 - Most of his customers are watching a ballgame when they visit his site
 - Lots of his site visitors are signing up for his baseball trivia newsletter**
 - Most people clicking on his ad already own at least 1 baseball cap
95. An advertiser targeting only France determines that clicks have been received from people in Switzerland. Why might this happen?
- Swiss people are searching on Google for information about Switzerland
 - People located in Switzerland are searching using France-related words, like "hotels in Paris"**
 - People located in France are using Swiss-related words like "hotels in Switzerland"
 - French people visiting Switzerland are searching on Google for information about Switzerland
96. Chanara, a senior account manager at a large digital agency, likes having an Adwords manager account. What can she do with a manager account that she can't do with an individual account?
- Upgrade each individual Adwords account
 - Upgrade multiple manager accounts
 - Access the Adwords Application Programming Interface (API)
 - Use a single sign-in for all accounts**
97. An advertiser enables target cost-per-acquisition (CPA) bidding and notices that conversions decrease. What might cause this?
- The conversion tracking code snippet was not added to the site
 - The target CPA bid was higher than the recommended amount**
 - The cost-per-click (CPC) bid was lower than the recommended amount
 - The target CPA bid was lower than the recommended amount
98. Daley is managing multiple Adwords accounts for a grocery store chain and using conversion tracking. What might make her daily Adwords tasks simpler:

- a. Combining the accounts for streamlined reporting
 - b. using multiple conversion code snippets with single-account conversion tracking
 - c. Setting up automated conversion rules for both accounts
 - d. **using 1 conversion code snippet with cross-account conversion tracking**
99. Return on investment (ROI) information can help you manage a client's campaign by helping you determine how to:
- a. adjust your client's budget
 - b. optimize your client's ad text
 - c. **All of the listed answers are correct**
 - d. optimize your client's keywords
100. If you choose a target cost-per-acquisition (CPA) of US\$15, Adwords will automatically adjust your bids to try to get as many conversions at what amount, on average?
- a. US\$18
 - b. US\$30
 - c. US\$45
 - d. **US\$15**