

ADWORDS-FUNDAMENTALS^{Q&As}

Google AdWords: Fundamentals

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QUESTION 1

Jim's restaurant is launching a new campaign and would like greater exposure on mobile devices to attract users on the go. How can this be done?

- A. Use the same bids across all devices.
- B. Create a dedicated campaign for each mobile device targeted.
- C. Enable a bid adjustment to bid more aggressively on mobile devices.
- D. Enable a bid adjustment to bid less aggressively on mobile devices.

Correct Answer: C

QUESTION 2

If the cost-per-thousand impressions (CPM) option is not available for a campaign, the most likely reason is that the campaign:

- A. Has used CPM pricing before.
- B. Is only opted into Google search and the Search Network.
- C. Only opted into the Google Display Network.
- D. Has never used CPM pricing before.

Correct Answer: B

QUESTION 3

Which is a best practice for optimizing a display ad campaign?

- A. Create multiple display ads with different colors and font
- B. Create new display ads that clash with the publisher's site for emphasis
- C. Stick with the same template and let it run for at least three months
- D. Blend the call to action into the rest of the image

Correct Answer: A

QUESTION 4

Which potential factor does Google use to calculate a search campaigns recommended daily budget?

- A. Conversions

- B. Impressions
- C. Transactions
- D. Placements

Correct Answer: A

QUESTION 5

Amy, a new account manager at Bob's agency, will be working with three specific accounts underneath a My Client Center (MCC) account. Which is the best way for Bob to limit her access to only those accounts?

- A. Invite Amy as a read-only user on the MCC level, so she can view reports for the accounts she needs to see.
- B. Combine the campaigns from each account into a single AdWords account. Grant Amy access to that single account so she can manage all campaigns from one place.
- C. Create a new MCC account linked to the original MCC account, and then move the three accounts into that MCC. Grant Amy access to that sub-MCC only.
- D. Set up direct login emails to each of the three accounts, so Amy will log in to each account individually without gaining access to the other accounts linked to the MCC.

Correct Answer: C

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