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Google Display Advertising Advanced Exam (Adwords Display)

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1. Display ads are effective in capturing your customers' attention. They are non-text ads that use images, video, _____ or other technologies.

- Flash
- HTML5
- animated PNGs
- JQuery animations

Answer : Option 1

They are non-text ads that use images, video, (Adobe) Flash or other technologies.

2. To reach consumers who are actively searching for a product or service you provide:

- search advertising is a better choice than display advertising
- display advertising is a better choice than search advertising
- display advertising is equally as effective as search advertising
- display advertising will only be effective if you have a large budget

Answer : Option 1

Display advertising tends to be better for reaching potential customers who are not yet actively searching for your product or brand.

3. On which of the following can display network ads appear?

- In video, beside publisher content, beside video
- On websites that are not opted in to AdSense or DoubleClick networks
- Beside video, beside publisher content and Google search results
- YouTube, beside publisher content and Google search results

Answer : Option 1

Display ads can appear on any site in the Google display Network (which includes YouTube and sites that are opted in to AdSense or DoubleClick), and can appear in video or beside all manners of publisher content.

Google state-

Video ads provide users with a rich and engaging advertising experience. They supplement a web video's content, or advertise a product or service that is relevant to users watching video content. This results in enhanced online branding and cross-promotional advertising campaigns.

Click-to-play video: If you have a product demo or existing TV commercial, you can broadcast it throughout the Google Display Network using this video formats. These ads begin playing when clicked on by an interested user.

In-video: If you would like to promote your product or service directly within the video player that a user is watching, you can use either of the following:

- Overlay: An ad that covers the bottom section of the video.
- In-stream: A video ad that plays at the beginning, during, or end of video content.

4. The Google display network consists of:

- Google properties like Gmail, Youtube, and Google search sites
- Google properties like Gmail, Youtube, and hundreds of thousand of partner sites
- Google properties like Gmail and Youtube
- Youtube

Answer : Option 2

It consists of Google properties and hundreds of thousands of partner sites. If you have a web site that display AdSense ads on it then you are part of the Google display network.

5. The Google display network gives measurable performance for:

- offline and online advertisers
- product search and brand search
- branding and direct response clients
- direct marketing clients

Answer : Option 3

It gives measurable performance for 'branding' and 'direct' clients. Google like to refer to 2 different types of clients 'brand advertisers' who are interested in promoting their brand awareness and 'direct response advertisers' who are interested in conversions / return on investment.

6. Brand advertisers are typically concerned with:

- conversions and return on investment
- target audience, CPM
- reaching a global audience
- getting a good coverage on YouTube

Answer : Option 2

Brand advertisers tend to be concerned with target audience, CPM, maintaining control of where their brand appears.

7. Direct response advertisers on the display network are typically concerned with:

- high volume of conversions at low prices
- target audience, cost per impression
- reaching a global audience
- high volume of conversions

Answer : Option 1

Direct response advertisers tend to be concerned with driving a high volume of conversions at low prices.

8. From which of the following sources can the Google display network inventory come?

- AdSense
- Search partners and AdSense
- DoubleClick

DoubleClick and AdSense

Answer : Option 4

The display network consists of all AdSense and DoubleClick Ad Exchange sites.

Google state-

"Display inventory on the Google Display Network can come from one of two sources: AdSense or the DoubleClick Ad Exchange.

- **AdSense:** AdSense publishers are the primary source of inventory on the Google Display Network, serving text, display, and video ads from AdWords on their sites. Publishers determine the type and size of ads they want to allow on their site, and then Google delivers ads that are relevant to their content through either contextual or placement targeting.
- **DoubleClick Ad Exchange:** Select inventory from the DoubleClick Ad Exchange is also part of the Google Display Network. All advertisers who are opted in to the Display Network [limited to certain regions] have access to DoubleClick Ad Exchange inventory. This allows your ads to appear on numerous DoubleClick Ad Exchange publisher sites in addition to those available through Google AdSense."

9. Which of the following ad types are eligible to show on the Google display network?

- Animated .jpeg ads
- Text ads
- Third party network ads
- AdCenter ads

Answer : Option 2

Text ads are eligible to appear on the display network even though it is pointed out in the learning materials that 'display ads' are 'non-text ads'.

Animated .jpeg is not an acceptable format, Image ad policy states that .jpeg files can only be used for non animated image ads.

Further information about this can be found at "[Image ads - advertising policies](#)"



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and many others.. See complete list [Here](#)

