

# ADWORDS-FUNDAMENTALS<sup>Q&As</sup>

Google AdWords: Fundamentals

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#### QUESTION 1

An advertiser is new to display advertising and wary about having their ads appear on social network and gaming is most effective in preventing their ads from serving on these types of websites?

- A. Conversion Optimizer
- B. IP Address Exclusion Tool
- C. Location targeting
- D. Site and Category Exclusion Tool

Correct Answer: D

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#### QUESTION 2

You would choose to advertise on the Search Network if you wanted to:

- A. reach customers while there's searching for your products or services
- B. choose the types of websites where you want your ads to show
- C. choose from a range of ad formats, like video and image ads
- D. reach customers browsing websites related to your business

Correct Answer: A

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#### QUESTION 3

Which best describes the way keywords and placements work together in an ad group to determine where ads are shown?

- A. Using keywords enables bid management on placements.
- B. Keyword match types further refine placement targeting.
- C. Ads are contextual targeted across the selected placements
- D. Placements will only display ads if keywords are added

Correct Answer: C

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#### QUESTION 4

Which is a benefit of Manager Defined Spend (MDS)?

- A. Control over managed account budgets for My Client Center (MCC) account-users

- B. Advanced permissions control for billing preferences in multi-user accounts
- C. Automatic bidding adjustments for Conversion Optimizer users
- D. Payment flexibility for accounts currently on prepay billing

Correct Answer: A

Reference: <http://searchengineland.com/google-adwords-manager-defined-spend-mds-12599>

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#### QUESTION 5

The Opportunities tab with AdWords can be used to:

- A. See an overview of how your campaigns are performing
- B. Find keyword, bid, and budget ideas that can help improve your campaign performance
- C. Find account reporting tools that will help you manage your daily budget
- D. Create and edit campaigns, ads, keywords, and campaign settings

Correct Answer: B

Reference: <https://support.google.com/adwords/answer/1704390?hl=en>

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