

ADWORDS-FUNDAMENTALS^{Q&As}

Google AdWords: Fundamentals

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QUESTION 1

Which campaign type would an advertiser use to target users searching on Google.com?

- A. "Video campaign"
- B. "Search Network with Display opt-in"
- C. "Search Network"
- D. "Display Network"

Correct Answer: C

QUESTION 2

Ads often show on Google with a fifth line of ad text, which includes the city or region targeted by a campaign. One reason this occurs is because:

- A. One of the keywords in the campaign is the name of that country.
- B. The language preferences of the user assume a location.
- C. The Internet Protocol (IP) address of the user is located in the city targeted by the campaign.
- D. The search query included the name of the city.

Correct Answer: C

QUESTION 3

When setting up a Search Network campaign for a client, you want her ad to get as many clicks as possible within her budget. Which bid strategy should you use to achieve this goal?

- A. Cost-per-thousand impressions (CPM)
- B. Cost-per-acquisition (CPA)
- C. Maximize Clicks
- D. Manual cost-per-click (CPC)

Correct Answer: C

QUESTION 4

What type of bidding method is used to manage Image ads on the Google Display Network?

- A. CPA

- B. CPM and/or CPC
- C. CPC only
- D. CPM only

Correct Answer: D

QUESTION 5

When resetting a password in AdWords, what should a user keep in mind?

- A. The new password is now required to access all other Google products with the affected Google Account login.
- B. The password will need to be reset separately on other Google products that share the Google Account log-in.
- C. The new password will work for AdWords and the old password will work for other Google products.
- D. The user will need to enable 2-factor authentication in order to access their account from any location.

Correct Answer: A

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