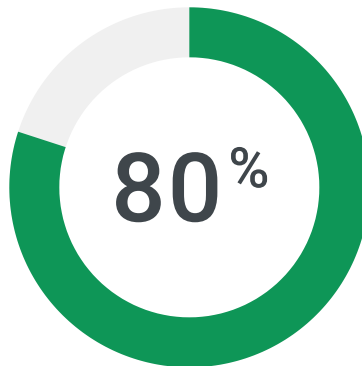




completed: Aug 15 - 7:29 PM
ch rozy



Assessment Passed

Congrats! If you've passed with an 80% score or higher, you can proceed to the certification. Please click on the "X" located on the top left corner to return back to the learning path.

Total Points: 17/21 **Correct Answers:** 17/21

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Incorrect Responses

Question 1 of 21

Arrange the items below in order of hierarchy, beginning with the top level. 9007692

Account
Ad
Campaign
Ad group

Question 2 of 21

Advertising with Google Ads starts with creating campaigns based on your business objectives. Which campaign type would you pick for each of the following scenarios? 9007692

1. These ads promote your products by giving users detailed information about what you're selling. They appear on Google Shopping and next to search results	Search
2. These ads drive engagement, app installs, and in-app purchases. They appear across the Google Search and Display Networks, as well as on Google Play and YouTube	Shopping

3. These ads appear on their own or within other streaming video content on YouTube and across the Google Display Network

Universal App

4. These ads show up next to Google search results and on other Google partner sites, like YouTube, when people search for products or services you offer

Video

Question 3 of 21

Match each autobidding strategy to the right campaign goal. 9007692

1. Revenue

Target ROAS

2. Visibility

Target impression share

3. Traffic

Target CPA

4. Conversions

Maximize clicks

Question 4 of 21

Match the marketing goal to the correct ad extension. 9007692

1. You operate many retail stores and want potential customers to see the

Call extension

distance from their location to your stores

2. You want to describe the features of a specific product your business offers before customers click on the ad

Location extension

3. You're focused on driving phone calls to your business

Sitelink extension

4. You're interested in directing people to specific pages on your website

Structured snippets