

Congratulations! You passed!
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To pass 75% or higher
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1. In Google Ads, why is it useful to select metrics to display?

1 / 1 point

- ☒ It is useful when you want to view metrics at different stages of the marketing funnel.
 - ☐ It is useful when you need to establish your campaign goal.
 - ☐ It is useful when you want to fully automate your ad campaign.
 - ☐ It is useful when you need to design the initial ads for your campaign.
- ☒ Correct
On the Campaigns page, you can select which metrics to display. This ensures you can review the most relevant metrics at different stages of the marketing funnel.

2. What metrics would you monitor in the awareness stage of the marketing funnel?
Select all that apply.

0.5 / 1 point

- ☒ Click-through-rate
 - ☒ Clicks
 - ☒ Interaction rate
 - ☒ Impressions
- ☐ This should not be selected
In the awareness stage, you would monitor the number of clicks and impressions for a campaign. You would monitor the click-through-rate in the consideration stage. You can select these individual metrics in the Campaigns page in Google Ads.
- ☐ This should not be selected
In the awareness stage, you would monitor the number of clicks and impressions for a campaign. In the Campaigns page in Google Ads, the clicks reflect the number of clicks for a campaign; the impressions reflect the number of times potential customers saw the ads in a campaign.
- ☐ Correct
In the awareness stage, you would monitor the number of clicks and impressions for a campaign. In the Campaigns page in Google Ads, the clicks reflect the number of clicks for a campaign; the impressions reflect the number of times potential customers saw the ads in a campaign.

3. In addition to the number of conversions, what metrics would you monitor in the conversion stage of the marketing funnel? Select all that apply.

0.75 / 1 point

☒ Cost

☒ Correct
Cost is the investment made on campaign ads. You would also monitor conversion rate and conversion value per cost. You can select these metrics in the Performance section of the Campaigns tab in Google Ads.

☒ Conversion value per cost

☒ Correct
Conversion value per cost estimates the return on investment. You would also monitor cost and conversion rate. You can select these metrics in the Performance section of the Campaigns tab in Google Ads.

☒ Conversion rate

☒ Correct
Conversion rate is the average number of conversions per ad interaction. You would also monitor cost and conversion value per cost. You can select these metrics in the Performance section of the Campaigns tab in Google Ads.

☒ Interaction rate

☐ This should not be selected
You would monitor the interaction rate in the consideration stage. In the conversion stage, you would monitor cost, conversion value per cost, and conversion rate. You can select these metrics in the Performance section of the Campaigns tab in Google Ads.

4. Fill in the blank: To set up a new Google Ads account, you first need to determine a campaign goal that ____.

1 / 1 point

- ☐ is in the most suitable ad group
- ☐ is known to have low conversion value per cost
- ☐ is based on performance metrics data
- ☒ is the primary objective for the campaign

☒ Correct
The campaign goal is the primary objective. For example, if your main objective is to increase the number of people visiting your site, you would select website traffic as the goal. You then need to choose the campaign type and configure campaign settings and features.