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1. A business owner searches for a cost-effective advertising solution that will allow them to reach a global audience. Their goal is to reach customers quickly by using an easy-to-produce method. What form of marketing should they consider? 1 / 1 point
- ☒ Online advertising
  - ☐ Smart bidding
  - ☐ Traditional campaigns
  - ☐ Print marketing
- ☒ Correct
2. A small to medium-sized company aims to reach a global audience. They are searching for a method that does not cost millions of dollars or require extensive research. What should they do? 1 / 1 point
- ☐ Print and distribute marketing materials in stores
  - ☐ Reach customers through traditional community forums
  - ☐ Rely on traditional media such as radio and television
  - ☒ Advertise their products or services online
- ☒ Correct
3. Fill in the blank: \_\_\_\_\_ offer a variety of campaign types to help digital marketers craft specific messaging in their online ads to attract and engage potential customers. 1 / 1 point
- ☐ Digital strategists
  - ☐ Social media platforms
  - ☐ Web browsers
  - ☒ Google Ads
- ☒ Correct
4. Fill in the blank: Commonly used in e-commerce, \_\_\_\_\_ have a limited time to make an impression on potential customers and are placed before, during, or after ads. 1 / 1 point
- ☐ Media campaigns

- ☒ Video campaigns
- ☐ Search campaigns
- ☐ Shopping campaigns

☒ Correct

5. What type of campaign provides a simpler business marketing experience by combining Search and Display campaigns and allows Google to control most of the campaign's management?

1 / 1 point

- ☐ Diverse campaigns
- ☐ Automated campaigns
- ☐ Media-generated campaigns
- ☒ Smart campaigns

☒ Correct

6. An e-commerce marketer creates an ad campaign that uses real-time signals like user queries, time of day, and devices to show products to customers. What is a benefit of choosing a Smart Shopping campaign to reach customers at the right time?

1 / 1 point

- ☐ It uses technology to choose the best budget strategies and targets shoppers at the same time
- ☐ It uses the time shoppers spend viewing a product to encourage shoppers to complete a purchase
- ☒ It uses technology to optimize for sales and reaches shoppers across Google's sites and networks
- ☐ It controls the keyword search and conversion metrics that drive shopper traffic to a website

☒ Correct

7. What default does a Smart Shopping campaign set when choosing an average daily budget?

1 / 1 point

- ☒ Bids that maximize the value of the conversions within the provided average daily budget
- ☐ Bids that maximize the customer experience within the provided average daily budget
- ☐ Bids that maximize the lead generation within the provided average daily budget
- ☐ Bids that maximize the views per customer within the provided average daily budget

☒ Correct

8. As an e-commerce marketer, you create a marketing strategy for when customers are much more likely to buy products due to related weather variables or special events. What season does this refer to? 1 / 1 point
- ☐ Off-season
  - ☐ Holidays
  - ☒ On-season
  - ☐ Warmer months
- ☒ Correct
9. Consider the following scenario: 1 / 1 point
- An e-commerce specialist measures efficiency frequently. In the off-season, they revisit their goals and demand trends. Based on their review, they realize that they need to determine their company's bidding strategy for the on-season, consider new customer acquisitions, and start using Google's Ads' Performance Planner. Based on the actions the e-commerce specialist needs to take, what are they planning for?
- ☒ Seasonality
  - ☐ Conversion value
  - ☐ Budget changes
  - ☐ Profitability
- ☒ Correct
10. Fill in the blank: When optimizing your e-commerce strategy, consider adjusting certain product prices so that they match or are \_\_\_\_\_. 1 / 1 point
- ☐ lower than seasonal prices
  - ☐ higher than seasonal prices
  - ☒ lower than your competitors
  - ☐ higher than your competitors
- ☒ Correct