



✓ **Congratulations! You passed!**
TO PASS 75% or higher

Keep Learning

GRADE
100%

Graded Quiz: Final Assignment

LATEST SUBMISSION GRADE

100%

1. Where do Google search ads show up?

1 / 1 point

- ☐ Google Analytics homepage
- ☐ Gmail inbox
- ☒ Google search engine results page

✓ **Correct**
Correct!

Google search ads show up when searchers search for products and services like the ones that you offer.

2. Which of the following settings determine the ad placement?

1 / 1 point

- ☐ Goal
- ☒ Campaign type
- ☐ Conversion tracking

✓ **Correct**
Correct!

Campaign types determine where customers see your ads (search, display, smart) and the settings and options available to you.

3. Which ad extensions take people to specific pages on your website?

1 / 1 point

- ☒ Sitelink extensions
- ☐ App extensions
- ☐ Call extensions

✓ **Correct**
Correct!

Sitelink extensions take people to specific pages on your site (for example, a specific product or store hours). When someone clicks or taps on your links, they go directly to what they want to know or buy.

4. Which keyword match type has the highest relevance, but the lowest reach?

1 / 1 point

- ☒ Exact match
- ☐ Broad match
- ☐ Phrase match

✓ **Correct**
Correct!

When you choose 'exact match', your ad will only show to customers who are searching for your exact keyword, or a close variant.

5. What is the maximum number of descriptions that you can include in text ads?

4 / 4 point

5. What is the maximum number of descriptions that you can include in text ads?

1 / 1 point

- ☒ 2
- ☐ 3
- ☐ 5

✓ **Correct**
Correct!

Google allows up to 2 descriptions in text ads, each can be 90 characters long.

6. Can you change campaign settings after the campaign is launched?

1 / 1 point

- ☐ No
- ☒ Yes

✓ **Correct**
Correct!

7. What is the maximum membership duration for remarketing audience lists?

1 / 1 point

- ☐ 360 days
- ☒ 540 days
- ☐ 180 days

✓ **Correct**
Correct!

Membership duration is the length of time you want a visitor to stay on your remarketing list. The maximum membership duration is 540 days.

8. Which of the following are correct about Negative Keywords? (Select all that apply)

1 / 1 point

- ☐ You cannot use the search terms report to get negative keyword ideas.
- ☒ They enable better targeting.

✓ **Correct**
Correct!

- ☒ They help you focus on only the keywords that matter to your customers.

✓ **Correct**
Correct!