



# ADWORDS-FUNDAMENTALS<sup>Q&As</sup>

Google AdWords: Fundamentals

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### QUESTION 1

In order for cost-per-click (CPC) ads and cost per thousand impressions (CPM) ads compete with each other in the same auction on the Google Display Network, AdWords system converts the CPC ad's bid to:

- A. A CPM
- B. A CPM conversion
- C. An effective CPM conversion
- D. An effective CPM

Correct Answer: D

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### QUESTION 2

One common reason an advertiser may optimize a campaign is to: A. Ensure conversion tracking is working properly.

- B. Improve return on investment (ROI) of the campaign.
- C. Improve the quality of landing pages that receive traffic from the campaign.
- D. Appear in both the natural search results and sponsored listings.

Correct Answer: B

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### QUESTION 3

Quality Score and Ad Rank are calculated:

- A. Every time you change your CPCs within your account.
- B. Every time someone does a search that triggers your ad.
- C. A few times a day, based on your ad scheduling settings.
- D. Every time your ad is eligible to serve on a Display Network page.

Correct Answer: B

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### QUESTION 4

Which might negatively affect the performance of a video ad on the Google Display Network?

- A. Content with a non-commercial look and feel
- B. A clear call-to-action in the opening static image



- C. Content in the form of a running list of statistics about the company
- D. A video that captures users' attention within the first 10 seconds of play

Correct Answer: B

#### QUESTION 5

If you'd like your ads to show on certain sites across the Internet, you can add these websites as:

- A. Topics
- B. Keywords
- C. Audiences
- D. Placements

Correct Answer: D

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