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QUESTION 1

An advertiser wants to achieve the top position in paid search results. Which recommendations would improve the likelihood ad position?

- A. Decrease cost-per-click (CPC) and increase daily budget
- B. Improve Quality Score and decrease cost-per-click (CPC)
- C. Improve Quality Score and increase cost-per-click (CPC)
- D. Decrease cost-per-click (CPC) and decrease daily budget

Correct Answer: C

QUESTION 2

Which is a benefit that advertisers receive specifically from using managed placements?

- A. The option to run ads across the entire Google Display Network.
- B. The ability to set unique bids for particular placements.
- C. The opportunity to advertise on websites outside of the Google Display Network it.
- D. The capability to run a report with screen shots of ads placed on relevant pages.

Correct Answer: B

Reference: <https://adwords.google.com/support/aw/bin/answer.py?hl=en&answer=99502>

QUESTION 3

Which are the required components of an ad group running on the Search Network?

- A. Default bid, position preference, placements
- B. Placements, keywords, network targeting
- C. Text ad, keywords, default bid
- D. Frequency capping, daily budget, ad scheduling

Correct Answer: B

QUESTION 4

An advertiser wants to target people on the Search Network who have previously visited their website. What should they do?



- A. They should use device targeting
- B. They should create remarketing lists for search ads
- C. They should use location targeting
- D. They should use placement targeting

Correct Answer: B

QUESTION 5

Your client wants to increase the number of people visiting his website. When analyzing the data for his Search campaign, which metric do you most want to improve?

- A. Clickthrough rate (CTR)
- B. Conversion rate
- C. Clicks
- D. Impressions

Correct Answer: A

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