

Multiple-choice questions written for the Google Partners certification exam:

To create a customer experience that's relevant and useful at every touchpoint, a search advertiser should focus on:

- A. balancing traditional advertising with search advertising
- B. delivering on a consumer's needs in the moment
- C. Running ads only on mobile devices
- D. Running ads 24/7

Online search results have been found to:

- A. drive people mainly to e-commerce sites
- B. entice people spend more than they intended to
- C. motivate people to spend less than they intended to
- D. drive people to shop at brick-and-mortar stores

Data shows that the audience for a client's running shoe store is women ages 35 to 50. How can you optimize this client's Display Network campaign based on your research?

- A. Include age-related and gender-related keywords like "midlife woman" and "middle-age women"
- B. Set up a remarketing list to show ads to women who've previously visited your client's website
- C. Add demographic and age targeting
- D. Use frequency capping to limit exposure to just the target group

Which functionality applies to HTML5 ads?

- A. They can't be viewed on mobile devices
- B. They're easy to update but require plug-ins
- C. They're easy to update and don't require plug-ins
- D. They can't be viewed on PCs

Jonathan, who has a Bay Area sailing excursion business, notices that his text ads show below a competitor's in search results when people enter keywords like "sailing excursions on San Francisco Bay." Which automated bid strategy could help him attain the top position?

- A. Target return on ad spend (ROAS)
- B. Target outranking share
- C. Maximize clicks
- D. Enhanced cost-per-click (ECPC)

Yoon, who sells designer jeans, has a mobile app to help women determine what leg style looks best on their body type. What could she do to bring in more prospective customers?

- A. Use the “Ads on mobile devices” campaign type
- B. Include a link to her mobile website in her ad
- C. Add a mobile-app extension to her ad
- D. Add a call-only extension to her ad

Your client has a Mexican restaurant and wants to increase brand awareness in the local community. What type of ad would you create to help reach your client's goal?

- A. A text ad with a call extension on the Search Network
- B. An interactive Lightbox display ad on the Display Network that's focused on the restaurant's most popular menu items
- C. A text ad with keywords describing the most popular menu items, like “fish tacos,” on the Google Search Network
- D. An image ad featuring a drawing of the restaurant on the Display Network