

ADWORDS-FUNDAMENTALS^{Q&As}

Google AdWords: Fundamentals

Pass Google ADWORDS-FUNDAMENTALS Exam with 100% Guarantee

Free Download Real Questions & Answers **PDF** and **VCE** file from:

<https://www.pass2lead.com/adwords-fundamentals.html>

100% Passing Guarantee
100% Money Back Assurance

Following Questions and Answers are all new published by Google
Official Exam Center

- ⚙️ **Instant Download** After Purchase
- ⚙️ **100% Money Back** Guarantee
- ⚙️ **365 Days** Free Update
- ⚙️ **800,000+** Satisfied Customers



QUESTION 1

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 2

If your ad serving option is set to "optimize" and there are multiple variations of your text ads within the same ad group. AdWords will:

- A. Automatically increase your quality score based on the average CTR of the ad group.
- B. Automatically try to show the best performing ad more often.
- C. Automatically lower your bids according to your CPA goal.
- D. Automatically serve the ad with the highest maximum CPC the most often.

Correct Answer: B

QUESTION 3

A conversion is:

- A. An action defined as valuable to your business that someone takes after clicking on your ad
- B. When someone reaches your landing page after clicking on your ad or video
- C. By definition when someone makes a purchase after clicking on your ad
- D. Any interaction with your ad that can be measured, like watching a video for a certain length of time

Correct Answer: A

QUESTION 4

What changes can you make to the Display Network campaign of a client who wants to drive awareness of her natural beauty brand?

- A. Add affinity audiences targeting people interested in green living and beauty
- B. Use a balanced combination of broad-, exact-, and phrase-matched keywords
- C. Increase the daily budget and add text ads with clear call-to-actions like "Buy now"
- D. Target large metropolitan areas where people are more likely to encounter her product

Correct Answer: A

QUESTION 5

Amy, a new account manager at Bob's agency, will be working with three specific accounts underneath a My Client Center (MCC) account. Which is the best way for Bob to limit her access to only those accounts?

- A. Invite Amy as a read-only user on the MCC level, so she can view reports for the accounts she needs to see.
- B. Combine the campaigns from each account into a single AdWords account. Grant Amy access to that single account so she can manage all campaigns from one place.
- C. Create a new MCC account linked to the original MCC account, and then move the three accounts into that MCC. Grant Amy access to that sub-MCC only.
- D. Set up direct login emails to each of the three accounts, so Amy will log in to each account individually without gaining access to the other accounts linked to the MCC.

Correct Answer: C

[ADWORDS-FUNDAMENTALS PDF Dumps](#)

[ADWORDS-FUNDAMENTALS VCE Dumps](#)

[ADWORDS-FUNDAMENTALS Practice Test](#)