Q&A

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Question: 81

Greta wants to make changes for several Shopping campaigns that she manages. She can use bulk changes to:

A. Replace an existing product group
B. Link product feeds across campaigns
C. Create general calls to actions
D. Alter custom parameters for subdivided product groups

Answer: A

Question: 82

Alex wants to promote hats and shirts from the same brand, and decides to subdivide his "All products" product group. He first uses the attribute brand to select products for the brand and then uses the attribute category to create separate product groups for hats and shirts. His next step is to:

A. Check the benchmark cost-per-click (CPC) of his hats and shirts to inform his bid strategy.
B. Check his conversion window settings and see if new product groups create changes.
C. Set bids for his new product groups to align with his sales strategy
D. Use the Bid Simulator, but only for "Everything else" in "All products"

Answer: C

Question: 83

Mindy is setting up her Google Merchant Center account and has to verify her website URL. Her website URL must:

A. Include IP address
B. Include Ports
C. Be as specific as possible (for e.g., http://www.example.com#top)
D. Begin with http:// or https://

Answer: D

Question: 84

Which products should you submit the identifier_exists attribute with a value of no for?

A. Used Electronics
B. Custom-made clothing
C. Bundles
D. New books for pre-order

Answer: B

Question: 85

Brian wants to know what would've happened if he'd selected different bid amounts in his Shopping campaign. He should:

A. Set up enhanced cost-per-click (ECPC) bidding.
B. Customize the statistics tables in the Campaign tab.
C. Use the priority setting in his Shopping campaign
D. Use the Bid Simulator

Answer: D

Question: 86

Anne wants to use her impression share metrics to optimize her shopping campaign. She should:

A. Run an Auction insights report to compare her impression shares to those of her competitors.
B. Set negative keywords in her campaign.
C. Increase her impression share by setting her bids lower on her campaign.
D. Set the delivery method on her campaign to standard.

Answer: A

Question: 87

What optimization recommendation might you make to a new client with Shopping Campaigns that don't include all of the products the company sells?

A. Create a separate campaign for all products and subdivide the inventory using custom label attributes, then bid by item ID for the items not included in other campaigns.
B. Create a separate campaign with low priority, and create 1 product group for all products and assign it a low bid.
C. Create a separate campaign with a high priority, and create 1 product group for all products and assign it a high bid.
D. Create a separate campaign for all products and subdivide the inventory based on products that are already being advertised, then assign these products a

Answer: B

Question: 88

Quincy wants to make sure that he meets the Google Shopping Policy to accurately represent his business or product. Which action should he take on his website to meet the policy?

A. Show clearly the payment model and full price that a person shopping online would be charged before and after the purchase.
B. Describe some of the conditions related to the purchase before and after the purchase.
C. Advertise products or promotional offers that aren't available to people shopping online
D. Claim credentials for his business that he hasn't finalized yet.

Answer: A

Question: 89

True or False: Shopping ads can appear at the same time as text ads, allowing shoppers to find the best match before clicking through to make a purchase.

A. True
B. False

Answer: A

Question: 90

After segmenting your client's conversion data for a Shopping campaign, you see that mobile is driving 10 percent of sales. What should you do to optimize the campaign for this client, a children's clothing retailer that sells its merchandise online and in stores?

A. Set a mobile bid adjustment that accounts for the amount in sales that mobile is driving.
B. Create separate shopping campaigns for desktop and mobile, budgeting the same amount for each campaign.
C. Create a separate Shopping Campaign for mobile targeted to locations where your client has a physical store.
D. Set a desktop bid adjustment that accounts for the amount in sales that mobile is driving.

Answer: A

Question: 91

True or False: If Viola signs up to run Shopping ads but doesn't post a refund policy on her website, she can't run ads.

A. True
B. False

Answer: A

SAMPLE QUESTIONS

*These questions are for demo purpose only. **Full version** is up to date and contains actual questions and answers.*

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