

ADWORDS-FUNDAMENTALS^{Q&As}

Google AdWords: Fundamentals

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QUESTION 1

Which is a benefit of Manager Defined Spend (MDS)?

- A. Control over managed account budgets for My Client Center (MCC) account-users
- B. Advanced permissions control for billing preferences in multi-user accounts
- C. Automatic bidding adjustments for Conversion Optimizer users
- D. Payment flexibility for accounts currently on prepay billing

Correct Answer: A

Reference: <http://searchengineland.com/google-adwords-manager-defined-spend-mds-12599>

QUESTION 2

An advertiser creates a new ad group in a campaign that is set to run on all relevant sites across the Google Display. If both keywords and placements are added to the ad group, they would work together to:

- A. Determine where on the Google Display Network the ads will run
- B. Impact search results and cost-per-click (CPC) on the Google Display Network
- C. Determine the target return on investment (ROI) for a given ad group
- D. Impact the time of ads that the impacts are eligible to show

Correct Answer: A

Reference:

QUESTION 3

A "first page bid estimate" is based on the keyword's Quality Score and the:

- A. Current search trends.
- B. Past average click through rate (CTR).
- C. Past average first page bid estimate.
- D. Current advertiser competition.

Correct Answer: D

Reference: <http://adwords.google.com/support/aw/bin/answer.py?hl=en&answer=105665>

QUESTION 4

When choosing a maximum cost-per-click (max. CPC) bid, you should consider the amount that you make from a purchase because you want to set a bid amount that\':

- A. 50% of how much your product is worth
- B. based on how much your product is worth
- C. the same amount as the revenue generated by your product
- D. the same amount as the profit generated by your product

Correct Answer: B

QUESTION 5

It is important to identify special offers like "free shipping" before building an AdWords campaign in order to:

- A. Choose effective language targeting.
- B. Create compelling ad text.
- C. Choose good negative keywords.
- D. Secure an effective daily budget.

Correct Answer: B

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