



ADWORDS-FUNDAMENTALS^{Q&As}

Google AdWords: Fundamentals

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QUESTION 1

The ad rotation setting "Optimize" means that multiple ads within the same ad group will rotate evenly.

- A. Every other day.
- B. Throughout the day.
- C. Until the ad with the better conversion rate starts to show more frequently.
- D. Until the ad with the better click through rate (CTR) starts to show more frequently.

Correct Answer: C

Reference: <http://adwords.google.com/support/aw/bin/answer.py?hl=en&answer=112876>

QUESTION 2

Which campaign type would an advertiser use to target users searching on Google.com?

- A. "Video campaign"
- B. "Search Network with Display opt-in"
- C. "Search Network"
- D. "Display Network"

Correct Answer: C

QUESTION 3

A client would like to see data in AdWords that includes clicks and impressions. Which is minimum account access level that can be granted that includes this information?

- A. Standard
- B. Email-only
- C. Read-only
- D. Account Management

Correct Answer: C

Reference: <http://adwords.google.com/support/aw/bin/answer.py?hl=en&answer=70619>

QUESTION 4



If you bid \$2 for a click and the next highest bid is \$1.25, how much will you pay?

- A. \$1.26
- B. \$1.24
- C. \$1
- D. \$2

Correct Answer: A

QUESTION 5

What's a benefit of having multiple ads in an ad group?

- A. Ads are only eligible to show at the top of the page if there's more than one ad in that ad group.
- B. AdWords will automatically match each ad to the keywords it's most relevant to.
- C. When using optimize for clicks, AdWords will automatically rotate your ads and give the best performing ones a better chance of showing more often.
- D. Ads are only eligible to show ad extensions if there's more than one ad in that ad group.

Correct Answer: C

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