

Google Answers

# Display Advertising

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The answers covers advanced concepts, including best practices for creating, managing and optimising Display campaigns.

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1. Where can you place a client's image and video ads?

- **On the Display Network only**
- On the Search Network only
- On the Search Network and YouTube
- On the Search and Display Networks

2. A Ready Lightbox ad can contain:

- **a video and images**
- adult-oriented content
- a 3-D game
- just text with no image

3. If you're considering a Display Network campaign and want to estimate the reach of different targeting options, you'd use:

- Keyword Planner
- Google Analytics
- Ad Preview and Diagnosis
- **Display Planner**

4. Which report is helpful when using Site and Category Exclusions?

- Campaign Report
- Ad Group Report
- **Placement Report**
- Keyword Report

5. Cost-per-thousand impressions (CPM) bidding is only available for:

- accounts that are using prepay billing
- **campaigns that target the Google Display Network**
- accounts using U.S. Dollars for billing currency
- campaigns that target search partner sites

6. An advertiser selling airline tickets has designed an image ad with drop-down menus for airport departure and arrival locations. Rather than programming the menu to show airports, the advertiser wants a click on the ad to go to his website. This ad will:

- perform well on the Display Network because it contains relevant information
- perform poorly on the Display Network because it will frustrate people
- be resized on the Display Network because it lacks animation elements
- **be disapproved because it mimics a function the ad can't perform**

7. Which practice would violate Google's editorial and professional requirements?

- **Showing a ValueTrack tag in the text**
- Including a question mark in the headline
- Directing people to a page other than the advertiser's homepage
- Including a border on the ad

8. Remarketing is targeting ads to people who've already visited:

- multiple websites on the Display Network
- your website after they've searched on Google
- competitors' websites multiple times
- **your website as they browse websites and use apps on the Display Network**

9. What's needed to create a "Display Network" campaign to start promoting an app in other apps and on mobile websites?

- Prior placement of an ad for the app on the Search Network
- The serial number of the promoted app
- **The app package name (Android) and/or app ID (iOS) of the promoted app**
- The selection of at least two mobile targeting options

10. If your client runs a car dealership and wants to increase brand awareness among auto enthusiasts, which bidding type would you suggest?

- Target cost-per-acquisition (CPA)
- **Viewable cost-per-thousand-impressions (vCPM)**
- Cost-per-view (CPV)
- Cost-per-day (CPD)

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11. How long should advertisers wait after creating a new display campaign before analyzing its performance?

- 1 month
- **2-3 weeks**
- 2-3 days
- 1 week

12. When an advertiser using viewable cost-per-thousand impressions (vCPM) bidding clicks on his own display ad, Quality Score:

- **is not affected because the click is automatically filtered out by Google's invalid click technology**
- improves for that placement because the vCPM bid decreases
- improves for that placement because the clickthrough rate (CTR) increases
- is not affected because clickthrough rate (CTR) is not a factor with vCPM bidding

13. View-through conversions are available to:

- advertisers that have implemented Conversion Optimizer
- **advertisers that have implemented Conversion Tracking**
- advertisers that have opted into the Search Network
- advertisers that are using AdWords for Video

14. Your client has a cupcake shop in a hard-to-find alley in San Francisco. She's advertising on the Display Network. What's the best way to help people find her?

- **Add a location extension to her ad**
- Advertise on the Search network as well as the Display Network
- Add a map showing her location to her ads
- Prominently feature her street address in bold text

15. Someone browsing the internet sees Google Adwords display ad for laptop computers on a Google Display Network site, but does not click on it. Two weeks later, the user is interested in buying a laptop computer and decides to visit the site from the ad. The user finds the site by performing a Google search, goes directly to the site, and purchases a laptop. Implementing view-through conversions would be valuable for the advertiser because it could:

- track the IP addresses of the users who saw the ad
- measure the number of conversions that are associated with ad impressions
- track the number of users who saw the ad but did not convert
- **measure the number of potential clicks that are associated with ad impressions**

16. Someone searches on “laptop computers” and clicks an ad. Which landing page would be most relevant?

- A computer store homepage
- A page showing a tablet
- **A page showing laptops**
- A page showing both laptops and desktops

17. Your client wants to reach customers who are browsing content relevant to the company’s keywords and highly likely to buy their products. You recommend using the Search Network with Display Select because the Display Option:

- **uses keywords to target web pages with relevant content and uses predictive models to determine which pages are most likely to result in conversions**
- optimizes keywords and applies affinity targeting conversion models to target ads
- uses dynamic placement to target web pages and applies predictive conversion models to target ads
- optimizes affinity targeting to place ads on all relevant web pages

18. What functionality applies to HTML5 ads?

- They use interactive content stored in containers and rendered in browsers
- They can’t be viewed on mobile devices
- **They’re easy to update and don’t require plug-ins**
- They’re easy to update but require plug-ins

19. Viewable cost-per-thousand impressions (vCPM):

- applies to all ads that appear in Google Search and on the Display Network
- **lets you pay only for the impressions that become viewable**
- lets you bid based on AdWords' projected views of your ad
- counts an ad as "viewable" when 75% of it is visible on the screen for 5 seconds or more

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

21. An advertiser who's had success with text ads on the Display Network wants to start using rich media ads. Why should she consider using Ad gallery compared with other tools?

- Ad gallery lets advertisers include as much text as the advertiser thinks is needed
- Ads built with Ad gallery tend to have lower cost-per-click (CPC) than ads built with other tools
- **Ad gallery lets advertisers easily create and change ad text**
- Ad gallery's template ensure that ads blend into the color scheme of any website

22. Targeting by topic is a good strategy if your client wants to:

- drive sales on his website
- **reach a specific audience**
- control where his ads appear on the Display Network
- actively manage his budget because he has strict cost-per-acquisition goals

23. Why is it beneficial to include a text ad in the same ad group as in image ad when advertising on the Google Display Network?

- Image ads do not perform as well on the Google Display Network
- It ensures one of the ad formats will win the auction and show on a publisher site
- **It ensures maximum coverage, as some publishers do not accept all ad formats**
- Text ads do not perform as well on the Google Display Network

24. An ad may not appear correctly on mobile phones if it:

- uses Flash or contains large images
- uses HTML5
- **isn't optimized for mobile**
- is in Lightbox format

25. Which feature applies to the Google Display Network but not the Search Network?

- Language targeting
- **Frequency capping**
- Location targeting
- Cost-per-click (CPC) bidding

26. Display inventory on the Display Network is published by AdSense or:

- Right Media
- AdWords
- Teracent
- **The DoubleClick Ad Exchange**

27. Your client Ali has a car dealership. She wants to reach people who are actively researching electric cars and ready to buy one. Which type of targeting would you recommend?

- Demographic targeting
- A broad affinity audience
- **In-market audiences**
- Dynamic remarketing



28. Your client who sells sports shoes might choose to target a custom affinity audience if he wants to:

- reach men, women and children of all ages who need any kind of athletic shoes
- **sell high-end running shoes to competitive marathon runners**
- increase brand awareness
- reach shoppers who are ready to buy right away

29. For an ad entering into an auction on the Google Display Network, the AdWords system will calculate the effective cost-per-thousand impressions (eCPM) when there are:

- both cost-per-click (CPC) and cost-per-acquisition (CPA) ads entering the auction
- only cost-per-click (CPC) ads entering the auction
- **only cost-per-thousand impressions (CPM) ads entering the auction**
- any cost-per-click (CPC) or cost-per-acquisition (CPA) ads entering the auction

30. If you're using remarketing to reach people who've used your mobile app, they see your ads:

- while browsing and using Google Maps
- each time they re-use your mobile app
- when they enter search terms for products like yours on a mobile device
- **while using other mobile apps on the same mobile or tablet device**

31. A custom Lightbox ad must have a format hosted in:

- **DoubleClick Studio**
- AdWords
- DoubleClick Campaign Manager
- DoubleClick Studio or AdWords

32. What's a best practice for creating an effective ad with Ad gallery?

- Create only one ad size for each distinct image
- **Use a color scheme that complements your image and brand**
- Choose one template and use it for all ads
- Use the same color for the foreground and background of the ad

33. Which feature could help advertisers determine if the clicks they are receiving on the Google Display Network are valuable?

- Position Preference
- IP Exclusion Tool
- **Conversion Tracking**
- Keyword diagnosis

34. Frequency capping gives advertisers the ability to specify a limit to the number of:

- clicks for all users
- impressions for all users
- **impressions for a unique user**
- clicks for a unique user

35. If a display ad has been disapproved, how do you submit a request for another review?

- Email [adwords-support@google.com](mailto:adwords-support@google.com) to find out why it wasn't approved
- **Edit your ad so it complies with Google policy and re-save it**
- Open and then resubmit the ad
- Click "Re-review display ad"

Advertisers using the Display Network can use the reporting table in the Placements section of the Display tab to determine the:

- Internet Protocol (IP) addresses of users who have seen their ad
- **the site URL where users have seen their ad**
- the frequency at which an ad is shown for a given user
- country of residence of users who have seen their ad

36. Which report should advertisers run to see which Google Display Network properties displayed their ads and view associated statistics?

- Reach and Frequency
- **Placement Performance**
- Ad Performance
- Impression Share

37. An advertiser notices that a display campaign is receiving a large number of conversions at certain times and days of the week. Which feature would help this advertiser maximize the number of conversions received at the campaign's current budget?

- Bid Optimizer
- Frequency Capping
- Ad Rotation
- **Ad Scheduling**

38. "Engagement" with a Lightbox ad on a mobile phone or tablet is achieved when someone:

- hovers their finger over the ad for at least 2 seconds
- watches the ad for at least 2 seconds
- **expands or interacts with the ad**
- watches the ad twice in a row

39. An advertiser who sells coffee beans has added the keyword 'Java' to an ad group. After two weeks, she runs a Placement Performance Report and notices that the ad is showing up on websites about JavaScript programming. What should she do to avoid appearing on these irrelevant sites?

- **Add "Java Beans" as a negative keyword**
- Add "Coffee Beans" as a topic
- Make it obvious in the ad copy that "java" refers to coffee, not JavaScript
- Exclude "Programming" as a topic

40. When creating a display ad, Ad gallery lets you:

- **automatically create a display ad from existing ad text**
- extend a Display campaign's reach to Google search partners
- choose from existing design templates
- automatically adjust image content based on campaign performance

41. Your client Kevin works for a retailer that sells eco-friendly products. He wants to attract an audience with an established interest in his message. What type of targeting would you recommend?

- Demographic targeting
- Contextual product targeting
- **The "Green Living Enthusiasts" affinity audience**

- Gender targeting

42. Why is it recommended to separate Display Network campaigns from Search Network campaigns?

- Separate campaigns allow for more accurate location targeting
- **Different campaigns settings may be more effective on different networks**
- Lower clickthrough rates (CTRs) on the Google Display Network can negatively affect Quality Score
- Higher bids required to be successful on the Google Display Network

43. Which bidding type is only available for ads on the Display Network?

- Target cost-per-acquisition (CPA)
- **Viewable cost-per-thousand impressions (vCPM)**
- Cost-per-view (CPV)
- Maximize clicks

44. When planning a campaign, the first thing an advertiser thinks about should be:

- **the advertiser's goals**
- the tools available to optimize the campaign
- the tools available to build a display ad
- the advertiser's daily budget

45. If a display ad appears "above the fold," this means that the ad:

- **can be viewed in the upper portion of the page without scrolling**
- will appear at the top of each page of the website
- takes up more than 20% of the webpage
- will appear anywhere on the front page of the website

46. What can you do by creating a separate campaign that's targeted only to the Display Network?

- Set a separate placement bid at the ad group level
- Exclude irrelevant placements and categories
- Set specific maximum cost-per-click (CPC) bids for automatic placements

- **Allocate budget and control spend more effectively across campaigns**

47. If one of your display ad groups isn't serving due to incorrect target and bid settings, what should you do?

- Set the targeting for the campaign to "Target all" and resubmit the ad
- Set the targeting for the ad group to "Target all"
- Set the targeting for the ad group to "Broad reach"
- **Set the targeting for the ad group to "Bid Only" and at least one targeting method to "Target and bid"**

48. Which targeting method allows an advertiser to reach people who have previously visited their website by showing them relevant ads when they visit other placements on the Google Display Network?

- Interest category
- **Remarketing**
- Topic
- Placement

49. Your client Christina wants to drive traffic to her site. She has return-on-investment goals and is already using AdWords conversion tracking. Which bidding strategy would you recommend?

- Cost-per-view (CPV)
- **Target return on ad spend (ROAS)**
- Viewable cost-per-thousand impressions (vCPM)
- Cost-per-day (CPD)

50. You have a friend who has a small business, and she wants to manage her own AdWords campaign. She has no experience with AdWords and would like to experiment with different options. Which campaign type would you recommend to start?

- Search Network only
- **Search Network with Display Select**
- Display Network with Search Select
- Display Network only

51. What's something you can do in Ad gallery to enhance a dynamic display ad?

- Add a flashing border
- Upload your own call-to-action button
- Make the call-to-action button blink
- **Customize your logo and colors**

52. When competing for the same ad unit, if the Ad Rank of a cost-per-thousand impressions (CPM), placement-targeted ad is higher than the combined Ad Rank of all competing keyword-targeted ads, then the:

- keyword-targeted ad will be the only ad to appear in the ad unit
- keyword-targeted ad will appear above the placement-targeted ad
- **placement-targeted ad will be the only ad to appear in the ad unit**
- placement-targeted ad will appear above the keyword-targeted ad

53. Which bidding option is best suited for an advertiser focused on direct response marketing goals?

- Cost-per-interaction (CPI)
- **Cost-per-click**
- Effective cost-per-thousand impressions (eCPM)
- cost-per-thousand impressions (CPM)

54. Haley's client wants to drive sales of her new cookbook that's about gluten-free desserts. If Hayley sets up a Display Network campaign that targets potential customers using keywords and topics and the "Target and bid" setting, her client's ads can show when:

- only the keywords match
- only the topics match
- the keywords and bid match
- **the keywords and topics match**

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55. When reviewing her display campaign, Gina sees that there are spikes in traffic to her site on weekdays from 10am to 1pm. With this data, which would help optimize her campaign?

- Ad Rotation
- IP Exclusion
- **Ad Scheduling or Bid Adjustment**
- Frequency Capping

56. Your client Alexa, who sells wedding accessories, is running a text ad on the Display Network. What might Google automatically include in her ads?

- A promotion from a related business, like a bakery
- A map showing her business location
- A quotation about falling in love
- **A photo of a bride**

57. In order to use remarketing with Google Analytics, you need to:

- have a goal conversion rate of 20%
- **have your Google Analytics and AdWords accounts linked**
- have at least one active AdWords account
- have a goal conversion rate of 30%

58. Which is a benefit of using a Lightbox ad?

- You can run it on both the Search and Display Networks
- **You can use any Display Network targeting method**
- There's no cost for engagement with the ad
- You can be charged only for click-throughs

59. Which of these metrics is especially important to clients who are running a branding campaign?

- Clickthrough rate (CTR)
- Average cost-per-click (avg. CPC)
- **Impressions**
- Phone call conversions



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60. An advertiser using viewable cost-per-thousand impressions (vCPM) bidding wants to maximize exposure on a specific set of sites selected for a new campaign. Which is a best practice when setting up the campaign?

- Create a campaign for each website
- Set bids at the ad group or campaign level
- Choose websites that represent a variety of themes
- **Set bids on individual placements**

61. Your client Anna wants to increase the reach and visibility of her ads. Which bidding strategy would you recommend?

- Cost-per-acquisition (CPA/CO)
- **Viewable cost-per-thousand impressions (vCPM)**
- Cost-per-view (CPV)
- Cost-per-click (CPC)

62. Your client wants to reach new parents with ads for organic baby food. What kind of targeting would you recommend?

- **In-market audiences using the “Infant & Toddler Feeding/Toddler Meals” category**
- Managed placements
- Similar audiences
- Dynamic remarketing

63. An advertiser who has conversion tracking enabled wants to optimize a campaign that contains display ads. In order to identify the websites that are generating sales, the advertiser should review:

- **the “conversions” column of the Placements tab reporting table**
- the Site Search report within Google Analytics
- their clickthrough rate (CTR) for each placement
- the average cost-per-conversion of the campaign

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64. A direct response advertiser is primarily interested in generating conversions from a display campaign. To get the best return on investment, this advertiser should use:

- Ad Scheduling
- cost-per-day (CPD)
- **Target CPA Bidding**
- cost-per-thousand impressions (CPM) bidding

65. Which automatically expands your reach based on your campaign's conversion history to help get as many conversions as possible for Display Network campaigns?

- **Aggressive targeting**
- Google Analytics
- Ad Preview and Diagnosis tool
- Display Planner

66. Which best practice is advisable when optimizing ad groups within a placement-targeted display campaign?

- **Group placements with similar themes into the same ad group**
- Move automatic and managed placements into separate ad groups
- Create a separate ad group for each placement
- Group all placements together into a single ad group

67. You might choose to use preferred layouts for dynamic display ads if your client:

- wants to choose the features but not the layouts
- doesn't care if AdWords chooses the layouts and features
- wants to choose the layouts but not the features
- **wants to choose the layouts and features**

68. Which is a benefit of using display advertising with Google to build brand awareness?

- Accurate forecasts of clicks and impressions
- Consistent performance from day-to-day
- Higher clickthrough rates (CTR) than on Google Search
- **Expansive network of diverse sites**

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69. The Ad Gallery allows advertisers to:

- download and edit display ads created by third party developers
- edit and manipulate images and video footage to be used in their display ads
- create display ads to be used in any online or offline format
- **use templates to create display ads at scale**

70. When using cost-per-acquisition (CPA) bidding, an advertiser bids using a maximum CPA and pays by:

- **Conversion**
- Click
- Viewthrough
- Impression

71. An advertiser purchasing display advertising through other ad networks can still benefit from using AdWords display ads because:

- The ad can appear multiple times on a page to reinforce the advertiser's message
- **She can fill in the gaps of niche and mass-marketed sites using AdWords targeting options**
- She can infinitely loop animated image ads
- The ad will show on all ad networks and will reinforce the advertiser's message

72. You're setting up a dynamic remarketing campaign for your client who sells educational products. Which best practice should you follow?

- Use a custom feed
- **Use the "Education" business type**
- Include "textbooks" and "study guides" as keywords
- Implement the remarketing tag after the body tag

73. Which bidding option is best suited for an advertiser focused on branding goals?

- Effective cost-per-thousand impressions (eCPM)
- Cost-per-click (CPC)
- Cost per acquisition (CPA)
- **Viewable cost-per-thousand impressions (vCPM)**

74. If an advertiser chooses to run ads in image formats, Google will:

- **display these ads on the Google Display Network**
- charge an additional fee to serve these ads
- display these ads on the Google Search Network
- require that cost-per-thousand impressions (CPM) bidding be used

75. Dynamic remarketing lets an advertiser:

- **Show prior visitors to his site ads that are based on products or services they saw on the site.**
- Engage visitors to the website by opening a chat session
- Re-run ad to increase the volume of people who will see it.
- Show an ad to someone on his mobile device 24 hours after visiting the website on desktop PC

76. Which is the best type of campaign for advertisers to target a set of specific sites they've chosen?

- Demographic targeting
- Keyword contextual targeting
- **Placement targeting**
- Category targeting

77. Which practice would be acceptable under Google's editorial and technical requirements?

- Including a generic phrase like "Buy products, click here"
- Linking to a site that's under construction
- Showing a URL that doesn't accurately indicate the landing page, such as "google.com" taking people to gmail.com
- **Promoting documented copyrighted content**

78. In order to use target cost-per-acquisition (CPA) bidding, an advertiser must:

- be opted in to the Search Network
- be using viewable cost-per-thousand impression (vCPM) bidding, with a certain number of viewable impressions in the previous 30 days
- be opted in to the Search Network and YouTube
- **have a certain number of conversions in the previous 30 days**

79. For advertisers bidding on maximum CPC basis, Quality Score on the Display Network is evaluated on the:

- Quality Score of all campaigns and regional targeting settings
- Quality Score of keywords across all campaigns and all ad groups
- click-through rate (CTR) of the ad and relevance of the ad text and keywords to the publisher's site
- **clickthrough rate (CTR) of all keywords across the account and the relevance of the ad text and keywords to the advertiser's landing page**

80. Which allows advertisers to see which sites referred visitors with the most time spent on site?

- Display Planner
- **Google Analytics**
- Ad Planner
- Keyword Planner

81. Which ad format is easiest to create, edit, and has the widest reach on the Google Display Network?

- Video ads
- Display Ads
- Rich media ads
- **Text ads**

82. Display inventory on the Display Network is published by AdSense or:

- Right Media
- AdWords
- Teracent
- **The DoubleClick Ad Exchange**

83. Which builds keyword lists that can be used to show your ads relevant webpages across the Google Display Network?

- Google Analytics
- Display Campaign Optimizer
- Keyword Planner
- **Display Planner**

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84. The dynamic remarketing tag collects data such as:

- affinity group characteristics
- **types of pages viewed**
- number of code snippets
- business ID numbers of visitors

85. An advertiser promoting the release of a film that's entirely in French with no subtitles wants to advertise on YouTube. He's advertising it heavily in France through a traditional ad campaign, but wants to ensure that online ads reach the most relevant YouTube audience. Which should he do?

- Change the AdWords account language setting to French during setup
- Change the managed placements to French
- **Set language targeting options for the campaign containing the ads for the film**
- Target specific YouTube localized domains

86. Managed placements allow advertisers to:

- give Google the ability to select placements for them and set industry appropriate bids
- **bid differently for specific placements on the Google Display Network**
- target relevant placements across the entire GoogleDisplay Network based on their keyword lists
- exclude a specific ad unit on a network page where there are multiple ad units

87. An advertiser who wants to target specific categories of video content on the Google Display Network should:

- add the keyword 'video' to the campaign
- target the Search Network
- **use video ad**
- use the AdWords for Video Tool

88. When optimizing for the Display Network, a clear call-to-action (CTA) in the ad text is important in order to:

- increase overall impressions for the ad
- identify the traffic to your website that was generated by AdWords ads
- improve the Quality Score of the ad on all Google properties
- **set expectations for customers who are in various stages of the buying cycle**

89. A direct response advertiser would like to promote a new line of non-stick cookware that is being sold on an E-commerce site with a display ad. This advertiser should choose a landing page for the ad that features:

- **the entire new line of non-stick cookware**
- all non-stick cookware sold on the site
- all cookware sold on the site
- a specific pan within the new line

90. An advertiser would benefit from using affinity audience targeting if they want to reach people:

- regardless of their particular interests
- who've already visited their website
- **with a very specific interest, for example, avid marathon runners**
- with a particular broad interest, for example, sports fans

91. Frequency capping limits the number of times

- your ads appear to the same person on the Search network
- **your ads appear to the same person on the Display network**
- your ads appear to users with the same IP address
- your ads appear during the designated days and hours that you set

92. How does an extension work on a Display ad?

- **It adds extra information, like a location or phone number**
- It extends the ad below the fold
- It adds a testimonial
- It extends the length of the ad placement

93. Your client wants to place image and video ads on a wide variety of websites so people will see them while browsing those sites. Which types of AdWords campaign would be best for that?

- **Display Network only**
- Search Network with YouTube Select
- Search Network with Display Select
- Search Network only

94. Which is a method for evaluating performance of engagement ads created with the Ad gallery?

- Funnel Visualization report
- AdSense reports in Google Analytics
- Transaction rate
- **Mouseover Rate**

95. An advertiser purchasing display advertising through other ad networks can still benefit from using AdWords display ads because:

- The ad can appear multiple times on a page to reinforce the advertiser's message
- **She can fill in the gaps of niche and mass-marketed sites using AdWords targeting options**
- She can infinitely loop animated image ads
- The ad will show on all ad networks and will reinforce the advertiser's message

96. In-market audience targeting consists of people:

- **who are currently researching options and actively considering buying a product or service like yours**
- who are in your overall target demographic group
- whom you've reached through remarketing
- who are interacting with contextually relevant content

97. What's a best practice for creating an effective ad with Ad gallery?

- Create only one ad size for each distinct image
- **Use a color scheme that complements your image and brand**
- Choose one template and use it for all ads
- Use the same color for the foreground and background of the ad



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98. Jackie is an advertiser who wants to reach people by using both remarketing and Product Listing Ads. What's the best targeting strategy for her?

- Create one ad group targeted to both remarketing and Shopping
- **Create separate remarketing and Shopping campaigns**
- Create a combined remarketing and Shopping campaign
- Create two ad groups: one targeted to remarketing and the other to Shopping

99. Which tool works best to help advertisers automatically find and bid on relevant placements?

- Targeting optimization
- Keyword Planner
- **Display Planner**
- Conversion Optimizer

100. To raise awareness of what you're advertising without limiting who might see your ads, you should:

- add multiple targeting methods and use the "Target and bid" setting
- set a topic bid adjustment to show your ads on multiple pages about a specific topic
- set a mobile bid adjustment to reach more customers on mobile devices
- **add multiple targeting methods and use the "Bid only" setting**