

Congratulations! You have now completed the Display Ad Builder expert trainings and exam.

Now you can put your knowledge to work by creating and optimizing Display Ad Builder ads in your AdWords account. Get started at www.AdWords.Google.com!

Below are the correct answers to the exam:

1. Where are Display Ad Builder ads eligible to appear?

- a) Content Network (partner websites)
- b) Search Network
- c) Google.com
- d) Everywhere: Google.com, Search Network, and Content Network

Any image-based and Display Ad Builder ads are only eligible to appear on the Content Network.

2. What is the Google Content Network?

- a) A network of a few thousand mass media sites that host Google ads
- b) A network of Google-owned content sites like Picassa, Google Finance, YouTube, and Blogspot, that host Google ads.
- c) A network of hundreds of thousands of web sites, in the U.S., across all industries, from large, well-known sites to niche sites.
- d) A global network of hundreds of thousands of web sites across all industries, from large, well-known sites to niche sites.

The Google content network reaches 80% of global internet users -- making it the world's #1 ad network. Thousands of advertisers use Google to reach users on hundreds of thousands of web sites across all industries, from large, well-known sites to niche sites and audiences. With an audience larger than any other ad network or single web property (even Google.com), on the Google content network your message will reach more of your target audience, in more places, more often.

3. What type of structure can be used to create a content network campaign?

- a) Contextual Targeting (use themed keywords)
- b) Placement Targeting (choose the websites)
- c) Enhanced Online Campaign (use a combination of keywords and placements)
- d) All of the above

You can structure your Content Network campaign to include only keywords, only placements, or you can use a combination of both keywords and placements to further target your audience.

4. If the campaign or ad group is currently contextually targeted, which report is available in order to see on which web site the ads are appearing?

- a) Placement Performance Report
- b) Ad Performance Report
- c) Campaign Report
- d) Search Query Performance Report

You can use a Placement Performance Report to see where your Display Ad Builder ads appeared.

5. What kind of additional tracking is available for Display ad builder ads in order to see how your users are interacting with your ads?

- a) Interaction rate
- b) Mouseover rate
- c) Both A & B**
- d) There is no additional tracking available for Display ad builder ads

You'll automatically see a reporting column, "Mouseover rate" appear in your reports, which shows the percentage of impressions where a user moused over your ad for one or more consecutive seconds. In addition, some rich media and video templates will track unique interactions, like the play rate for video ads; these will be displayed in a new "Interaction Rate" column. The actual interaction being tracked will vary based on the template you've chosen.

6. True or False: Display ads are more costly than text ads and should be used for only brand awareness marketing.

False

Display ads often result in a lower cost per acquisition on the content network and are often used to drive sales and conversions, not just brand awareness.

7. What type of Display Ad Builder templates does Google Offer?

- a) Rich media and video
- b) Industry-specific
- c) General
- d) Text only
- e) All of the above**

Display Ad Builder templates allow you to create rich media and video, industry-specific, general, and text only ads.

8. With the Display Ad Builder Tool, it is possible to customize the following:

- a) The font style and color
- b) The text
- c) The background colors
- d) The images and logo I use
- e) All of the above**

You can customize the font style and color, text, background colors, and images and logos using the Display Ad Builder tool. Customization options will vary depending on the template that you choose.

9. True or False: Once you have filled in the Display Ad Builder template to create a new ad, Google will automatically create your ad in most of the standard IAB ad sizes.

True

Content publishers for sites across the Google content network choose what ad formats and sizes they'll allow on their content pages. Due to the different placement options and inventory available across publisher sites we'll automatically create your ad in most of the standard IAB ad sizes.

10. True or False: Every time you create or edit your ad, you'll be creating and editing all size variations at the same time. This means that when editing the ad, all your edits will apply to all size variations selected on the page, and this will overwrite all previous selections. If there are size variations you do not want to create with

the Display Ad Builder tool, you also have the option to de-select any ad size you do not want the tool to create.

True

Every time you create or edit your ad, you'll be creating and editing all size variations at the same time.

11. True or False: What works for text ads works for display ads - Use a compelling call to action, include details like prices, delivery details, and relevant special offers. Make sure your ads lead to a relevant landing page, promote a sense of urgency to capture a user's attention and push them to take action with phrases like "hurry!" and "special offer," and keep it simple yet descriptive.

True

It's important to apply the same best practices to your Display Ad Builder ads as you do your text ads.

12. True or False: Within an ad group, you can you set separate CPC bids for Display Ad Builder ads and text ads.

False

On the ad group level, text ads and Display Ad Builder ads (or any other type of ad) default to the same CPC. If you want to bid more aggressively or have different CPC for your Display Ad Builder ads vs. your text ads, we recommend creating separate ad groups for your display ads and text ads.