

Google Adwords Answer Sheet



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This is the answer sheet with explanation of all Google Adwords Advance Search Exam. Google keep changes questions periodically. I can avail you exam taking service at \$50 to reduce the risk.

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Google Adwords Advance Search Exam Answers with Explanations

1. Which allows advertisers to automate AdWords reporting and campaign management?
 - Execution of repetitive Data Mining Extensions (DMX) queries
 - **Use of an AdWords Application Programming Interface (API) web service**
 - Use of Structured Query Language (SQL) server reporting services
 - Execution of multiple reporting tasks from multiple computers

Explanation: The Google AdWords API lets developers build applications that interact directly with the Google AdWords server. With these applications, advertisers and third parties can more efficiently and creatively manage their large or complex AdWords accounts and campaigns.

The API is flexible and functional -- you can use it to build an application that meets your needs. Using the API, you can:

- Automatically generate keywords, ad text, landing pages, and custom reports.
- Integrate AdWords data with your inventory system to manage campaigns based on stock.
- Develop additional tools and applications to help you manage accounts.

URL: <https://support.google.com/adwords/answer/2375503?hl=en>

2. Assuming default cookie expiration timing, a conversion (1-per-click) is recorded when:
 - a user clicks on an AdWords ad.
 - multiple conversions result from a single AdWords ad click.
 - **a single conversion is made within 30 days following an AdWords ad click.**
 - a user visits a website within 30 days of clicking on an AdWords ad.

Explanation: The number of days after a click during which a conversion will be recorded.

- If you pick 30 days, then conversions that happen within 30 days after a click are tracked.
- A shorter conversion window will reduce the number of conversions your account records.
- Adjust the conversion window for any conversion by signing into your AdWords account, clicking the Tools tab, selecting Conversions, and then clicking on the "Conversion window" column. It can also be changed in the settings for a given conversion.

URL: <https://support.google.com/partners/answer/3046555?hl=en>

3. The purpose of a developer or authentication token is to track:
 - AdWords applications.
 - Application Programming Interface (API) access by application.
 - AdWords usage.
 - **Application Programming Interface (API) usage.**

Explanation: Once you've registered as a developer, you can access the AdWords API Center to manage your token and budget settings. Your developer token is a unique combination of letters, numbers, and characters that identifies your AdWords API activity. It's your key to talking to the AdWords server and your clients' AdWords accounts.

URL: <https://support.google.com/adwords/answer/2375503?hl=en>

4. The IP Exclusion tool allows advertisers to:
 - Obtain IP addresses for valuable website visitors.
 - Determine which IP addresses have seen ads.
 - Discover IP addresses of competitors.
 - **Prevent specific IP addresses from seeing their ads.**

Explanation: You can exclude Internet Protocol (IP) addresses by campaign so that all ads in that campaign are blocked from computers and networks associated with those addresses. IP addresses can appear in different versions, so make sure you use all versions of the IP address you'd like to exclude

URL: <https://support.google.com/adwords/answer/2456098?hl=en>

5. Exact Match Impression Share metrics:
 - are only available at the account level.
 - summarize impression share statistics for all keywords currently set to exact match.
 - **calculate impression share as if all keywords were set to exact match.**
 - are available for both Search and Display Network campaigns.

Explanation: Exact match impression share is the percentage of impressions that your campaign received for searches that exactly matched your keyword, divided by the estimated number of exact match impressions you were eligible to receive.

URL: <https://support.google.com/adwords/answer/2497703?hl=en>