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# Google Advertising Fundamentals Exam Practice Test

Question 1 **WRONG**

When reviewing Client's Search Network campaign, you notice that the ads in one of the ad groups have low average position. Which flexible bid strategy should you use to help improve the position of these ads?

- X

Maximize clicks
- B

Enhanced cost-per-click
- C

Target return on ad spend (ROAS)
- ✓

Target search page location

**Question 1 Explanation:**  
Here are the different types of strategies:

Maximize clicks: Automatically sets your bids to help you get the most clicks within a target spend amount that you choose.

Target search page location: Automatically adjusts your bids to help you get your ads to the top of the page or the first page of search results.

Target cost-per-acquisition (CPA): Automatically sets your bids to help you get as many conversions as possible, while reaching an average cost-per-acquisition goal that you set.

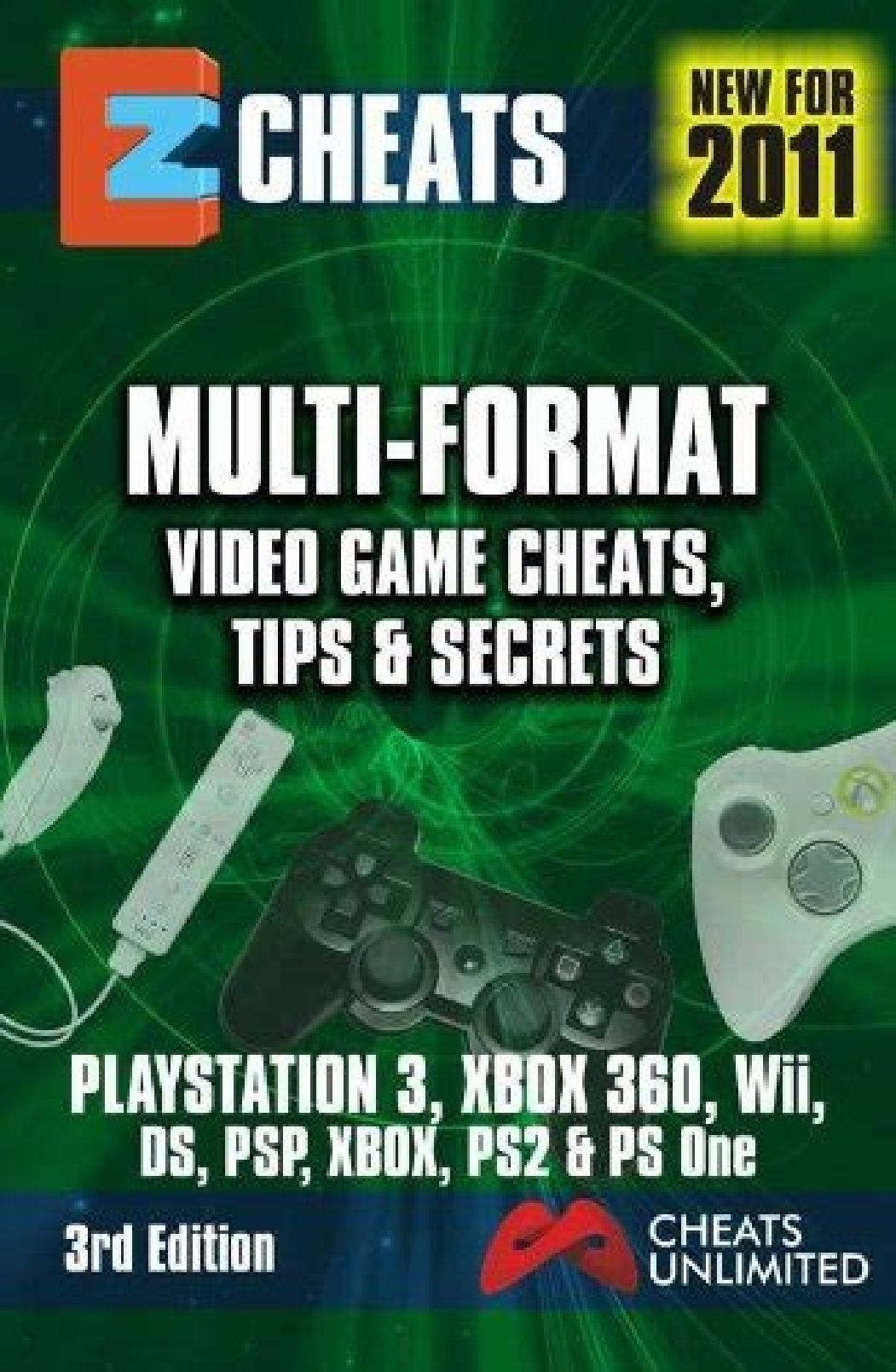
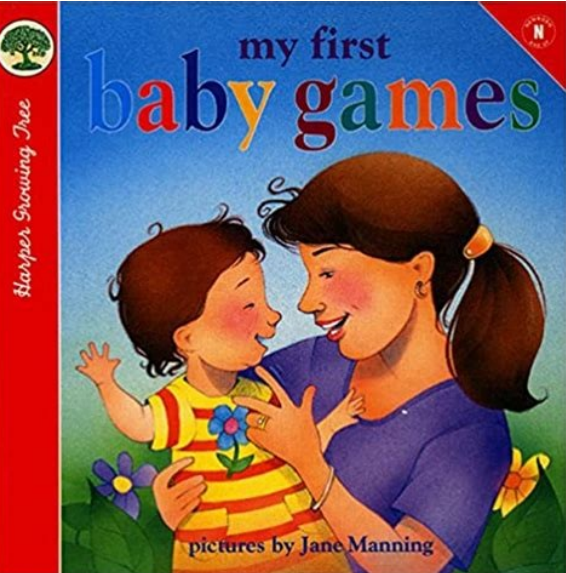
Enhanced cost-per-click (ECPC): Automatically adjusts your manual CPC bid up or down based on each click's likelihood to result in a conversion.

Target return on ad spend (ROAS): Automatically sets your bids to maximize your conversion value, while trying to reach an average return on ad spend.

Target outranking share: Automatically raises or lowers your bids to help your ads outrank ads from another domain.

You have completed 1/50 questions .  
Your score is 0%.

List





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