

Google Ads Apps Certification Practice Exam (Sample)

Study Guide



Everything you need from our exam experts!

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Introduction

Preparing for a certification exam can feel overwhelming, but with the right tools, it becomes an opportunity to build confidence, sharpen your skills, and move one step closer to your goals. At Examzify, we believe that effective exam preparation isn't just about memorization, it's about understanding the material, identifying knowledge gaps, and building the test-taking strategies that lead to success.

This guide was designed to help you do exactly that.

Whether you're preparing for a licensing exam, professional certification, or entry-level qualification, this book offers structured practice to reinforce key concepts. You'll find a wide range of multiple-choice questions, each followed by clear explanations to help you understand not just the right answer, but why it's correct.

The content in this guide is based on real-world exam objectives and aligned with the types of questions and topics commonly found on official tests. It's ideal for learners who want to:

- Practice answering questions under realistic conditions,
- Improve accuracy and speed,
- Review explanations to strengthen weak areas, and
- Approach the exam with greater confidence.

We recommend using this book not as a stand-alone study tool, but alongside other resources like flashcards, textbooks, or hands-on training. For best results, we recommend working through each question, reflecting on the explanation provided, and revisiting the topics that challenge you most.

Remember: successful test preparation isn't about getting every question right the first time, it's about learning from your mistakes and improving over time. Stay focused, trust the process, and know that every page you turn brings you closer to success.

Let's begin.

How to Use This Guide

This guide is designed to help you study more effectively and approach your exam with confidence. Whether you're reviewing for the first time or doing a final refresh, here's how to get the most out of your Examzify study guide:

1. Start with a Diagnostic Review

Skim through the questions to get a sense of what you know and what you need to focus on. Your goal is to identify knowledge gaps early.

2. Study in Short, Focused Sessions

Break your study time into manageable blocks (e.g. 30 - 45 minutes). Review a handful of questions, reflect on the explanations.

3. Learn from the Explanations

After answering a question, always read the explanation, even if you got it right. It reinforces key points, corrects misunderstandings, and teaches subtle distinctions between similar answers.

4. Track Your Progress

Use bookmarks or notes (if reading digitally) to mark difficult questions. Revisit these regularly and track improvements over time.

5. Simulate the Real Exam

Once you're comfortable, try taking a full set of questions without pausing. Set a timer and simulate test-day conditions to build confidence and time management skills.

6. Repeat and Review

Don't just study once, repetition builds retention. Re-attempt questions after a few days and revisit explanations to reinforce learning. Pair this guide with other Examzify tools like flashcards, and digital practice tests to strengthen your preparation across formats.

There's no single right way to study, but consistent, thoughtful effort always wins. Use this guide flexibly, adapt the tips above to fit your pace and learning style. You've got this!

Questions

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- 1. Which action is recommended to help reach 100,000 app installs quickly?**
 - A. Spend time up front setting up the campaign thoroughly and diligently, then step back and let it run without making further adjustments.**
 - B. Set up the campaign quickly, then make adjustments as needed as soon as it launches.**
 - C. Set the campaign's daily budget slightly higher than originally planned.**
 - D. Set the campaign's daily budget slightly lower than originally planned.**

- 2. How many unique user-completed conversion events over a 30-day period are recommended for a campaign to run well?**
 - A. 100**
 - B. 200**
 - C. 300**
 - D. 400**

- 3. Which question is essential when determining how your app fits into your overall marketing strategy?**
 - A. What unique utility does the app provide to consumers?**
 - B. How many employees work on the app?**
 - C. What color is the app icon?**
 - D. What programming language is used?**

- 4. Are VTCs reported separately from click-through conversions?**
 - A. Yes**
 - B. No**
 - C. Sometimes**
 - D. Only for video**

- 5. During the pre-launch phase, which objective is emphasized?**
 - A. User volume**
 - B. Monetization**
 - C. Retention**
 - D. Market localization**

- 6. Which of the following is listed as an industry-specific event for education apps?**
- A. Checkout initiated**
 - B. Coupon redemption**
 - C. Used FAQ feature**
 - D. Add to cart**
- 7. If your target CPI is \$2, what is the minimum multiplier for the daily budget (times CPI)?**
- A. 25**
 - B. 50**
 - C. 100**
 - D. 200**
- 8. What plays a key role in helping users find an app among the Google Play Store catalog?**
- A. Design**
 - B. Customer support**
 - C. Performance**
 - D. Marketing**
- 9. What is the aspect ratio for landscape video?**
- A. 16:9**
 - B. 9:16**
 - C. 1:1**
 - D. 2:3**
- 10. Within install volume, which two user groups are available to target?**
- A. All users**
 - B. Users likely to perform an in-app action**
 - C. Both All users and Users likely to perform a designated in-app action**
 - D. None of the above**

Answers

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1. A
2. C
3. A
4. A
5. A
6. C
7. B
8. D
9. A
10. C

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Explanations

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1. Which action is recommended to help reach 100,000 app installs quickly?

- A. Spend time up front setting up the campaign thoroughly and diligently, then step back and let it run without making further adjustments.**
- B. Set up the campaign quickly, then make adjustments as needed as soon as it launches.**
- C. Set the campaign's daily budget slightly higher than originally planned.**
- D. Set the campaign's daily budget slightly lower than originally planned.**

Spreading the work up front to build a solid setup gives the automation the clean data and signals it needs to optimize quickly. In an app install campaign, you want accurate conversion tracking so installs are counted correctly, clear goals and targeting signals, compelling creatives, and a bidding and budget plan that matches your install targets. When all of these elements are well in place, the system can learn from real user behavior and start delivering installs efficiently. Waiting to tune the campaign while it's learning can muddy the signals. Adjusting immediately after launch or making frequent bets on budget changes can destabilize the learning process, slowing down scale and making it harder to reach a high install volume quickly. By establishing a thorough setup and then letting the campaign run, you give the algorithm the best chance to optimize toward your install goal without unnecessary interruptions.

2. How many unique user-completed conversion events over a 30-day period are recommended for a campaign to run well?

- A. 100**
- B. 200**
- C. 300**
- D. 400**

The main idea is that automated bidding learns best when you have a solid amount of conversion data. About 300 unique user conversions in a 30-day period gives the learning algorithm enough real-world examples across different users, devices, times, and contexts to stabilize bids and produce reliable CPA/ROAS estimates. With around 300 conversions, the signal is strong enough for the model to distinguish genuine effects from random fluctuations, making optimization more effective. Fewer conversions, like 100 or 200, leave the data noisy and slow to converge, while having more than 300 is fine but not necessary as the minimum; 300 is the practical target. Counting unique users helps ensure the data reflects distinct user paths rather than multiple conversions from the same person, which supports better learning.

3. Which question is essential when determining how your app fits into your overall marketing strategy?

- A. What unique utility does the app provide to consumers?**
- B. How many employees work on the app?**
- C. What color is the app icon?**
- D. What programming language is used?**

Focusing on the value the app delivers to users is the starting point for fitting it into your overall marketing plan. Knowing the unique utility helps you define the position of the app in the market, shape the messaging that resonates with the right audience, and determine which channels will most effectively reach people who will benefit from it. When you can articulate the specific problem the app solves or the distinct benefit it offers, you can build a cohesive marketing strategy around that value—covering messaging, positioning, onboarding, and even product decisions that reinforce that promise. Details like how many people work on the app, the color of the app icon, or the programming language used don't inform the strategic fit. They're operational or cosmetic aspects—important for execution or branding aesthetics, but not the core driver of how the app should be marketed or positioned.

4. Are VTCs reported separately from click-through conversions?

- A. Yes**
- B. No**
- C. Sometimes**
- D. Only for video**

View-through conversions measure what happens when someone sees an ad and later converts without clicking it. Google Ads reports these separately from click-through conversions so you can see the influence of ad impressions on conversions, independent of clicks. You'll find a distinct view-through conversions metric alongside the click-through conversions metric, and depending on your attribution settings, they can be combined into total conversions or analyzed separately.

5. During the pre-launch phase, which objective is emphasized?

- A. User volume**
- B. Monetization**
- C. Retention**
- D. Market localization**

In the pre-launch phase, the focus is on building a large audience of potential users. The goal is to maximize signups or early interest so you can gauge demand, gather feedback, and create momentum for the launch. A big pre-launch audience helps you test messaging and creatives, validate your product-market fit, and set up a strong start when the app officially goes live. Monetization isn't the priority yet because revenue relies on actual launches and ongoing engagement, which come after signups. Retention matters for after people start using the app, and localization becomes important when expanding to specific markets, but the immediate objective before launch is to maximize user volume.

6. Which of the following is listed as an industry-specific event for education apps?

- A. Checkout initiated**
- B. Coupon redemption**
- C. Used FAQ feature**
- D. Add to cart**

Industry-specific events are meant to capture actions that truly reflect how users interact within a particular app category. For education apps, engaging with built-in help or learning resources is a common, meaningful signal. The event that records a user using the FAQ feature directly shows interaction with informational content designed to assist learning, study, or navigation, which is exactly the kind of education-focused engagement these apps track. It demonstrates how learners seek quick answers and guidance, a behavior that matters for optimizing educational experiences and ad objectives in this category. The other options describe shopping-related actions—like starting a checkout, redeeming a coupon, or adding items to a cart—events that don't align with education app usage patterns and wouldn't be considered industry-specific for education.

7. If your target CPI is \$2, what is the minimum multiplier for the daily budget (times CPI)?

- A. 25**
- B. 50**
- C. 100**
- D. 200**

In this context, the daily budget multiplier shows how much daily spend you allocate relative to your target cost per install (CPI). The system benefits from a healthy amount of daily spend to learn, optimize, and gather enough data across placements and users, so a higher minimum multiplier helps stabilize performance. The commonly recommended minimum is 50 times the target CPI, which means your daily budget should be at least $50 \times$ the target CPI. So with a target CPI of \$2, the daily budget should be at least \$100 per day ($50 \times \2). The other options would set smaller or larger budgets (\$50, \$200, or \$400), but 50 is the minimum that meets the guideline.

8. What plays a key role in helping users find an app among the Google Play Store catalog?

- A. Design
- B. Customer support
- C. Performance
- D. Marketing**

Marketing drives visibility and reach, which directly affects how often an app surfaces in the Play Store's catalog. When an app is promoted effectively and its store listing is optimized—using a clear title, compelling short and full descriptions, strong visuals, and positive ratings—the listing earns more impressions and higher click-through rates. Those factors influence how the app appears in search results, browse streams, and suggested sections, helping users find it more easily. Design matters for converting those visits into installs once the listing is found, but it's marketing that primarily boosts discovery. Performance and customer support influence ratings and reviews, which affect trust and retention, but they're less about helping new users discover the app in the catalog.

9. What is the aspect ratio for landscape video?

- A. 16:9**
- B. 9:16
- C. 1:1
- D. 2:3

Aspect ratio describes how wide a video is compared to its height. For landscape video, the width is greater than the height, and the widely used standard is 16:9, meaning 16 units wide for every 9 units tall. This matches most screens and playback platforms, from TVs to computer monitors and YouTube, giving a true landscape frame. The other ratios aren't aligned with landscape orientation: 9:16 is tall and meant for portrait viewing; 1:1 is square; 2:3 is a common photo ratio and not the standard for landscape video. So 16:9 is the best choice because it reflects the typical widescreen landscape format used for video content.

10. Within install volume, which two user groups are available to target?

- A. All users
- B. Users likely to perform an in-app action
- C. Both All users and Users likely to perform a designated in-app action**
- D. None of the above

Install volume in Google Ads gives you two audience options to focus on: a broad reach with all users, or a more selective group of people who are forecast to perform a designated in-app action after installing. Both groups are available, letting you choose to maximize reach or optimize for users most likely to take a specific action. This flexibility helps you tailor campaigns to either volume or quality, depending on your goals. For example, you could target all users to drive more installs, or target users likely to complete a desired action (like signing up or making a purchase) to boost post-install value.

Next Steps

Congratulations on reaching the final section of this guide. You've taken a meaningful step toward passing your certification exam and advancing your career.

As you continue preparing, remember that consistent practice, review, and self-reflection are key to success. Make time to revisit difficult topics, simulate exam conditions, and track your progress along the way.

If you need help, have suggestions, or want to share feedback, we'd love to hear from you. Reach out to our team at hello@examzify.com.

Or visit your dedicated course page for more study tools and resources:

<https://googleadsappscert.examzify.com>

We wish you the very best on your exam journey. You've got this!

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