



Bing

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Questions & Answers PDF

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Question: 1

Coho Winery wants their ad to display for the keyword "white wines" when a customer's search query is either "white wines" or "wines white." Which keyword match option should they select?

- A. Broad match
- B. Phrase match
- C. Exact match
- D. Negative keyword

Answer: A

Question: 2

With Bing Ads, you can export which kinds of campaigns?

- A. Entire account
- B. Individual campaigns
- C. Specific ad groups
- D. All of the above

Answer: D

Question: 3

Keywords can be analyzed by what factors?

- A. Traffic
- B. Keyword Categories
- C. Age Group and Gender
- D. Keyword performance
- E. All of the above

Answer: E

Question: 4

You want to track your search advertising budget and spend. Which report group should you select?

- A. Billing and budget

- B. Targeting
- C. Delivery
- D. Editorial

Answer: A

Question: 5

Which attributes can you use to choose which products you want to include in a product group?

- A. Item ID
- B. Brand
- C. Condition
- D. Category
- E. All of the above

Answer: E

Question: 6

Which visitor behavior is considered a conversion? (Select two)

- A. Clicking an ad
- B. Browsing to the About Us page
- C. Signing up for an e-mail newsletter
- D. Adding an item to a shopping cart

Answer: C,D

Question: 7

Synchronization operations are only applied to the accounts and campaigns you've downloaded to the Bing Ads Editor. True or false?

- A. True
- B. False

Answer: A

Question: 8

For whom might you create a remarketing list?

- A. Anyone that has made a purchase
- B. Anyone that has visited a specific category page by defining that the URL contains the product.
- C. Anyone that has visited your loyalty website
- D. All of the above

Answer: D

Question: 9

Alpine Ski House is promoting weekend getaways for retired couples who live near Denver. What are the best targeting options for this customer?

- A. Age and time of day
- B. Age and geographical
- C. Gender and geographical
- D. Age and gender

Answer: B

Question: 10

Which is not a part of a product ad?

- A. Product image
- B. Ad text
- C. Pricing
- D. Promotional text

Answer: B

Question: 11

You want to improve the relevance of your ad and landing page. First, you include dynamic text in your ad. What else can you do?

- A. Apply a keyword level destination URL using dynamic text
- B. Increase your keyword bids
- C. Increase your incremental bids
- D. All of the above

Answer: A

Question: 12

What are two ways to import a file? (Select two)

- A. Excel
- B. CSV file
- C. Google AdWords
- D. Default settings

Answer: A,B

Question: 13

Trey Research sells vegetable seeds and does not want its ad to display when a customer searches for flower seeds. To avoid displaying an ad when a customer searches for flower seeds, which Bing Ads option should they select?

- A. Broad match
- B. Phrase match
- C. Exact match
- D. Negative keyword

Answer: D

Question: 14

You run a pizza delivery service in the greater New York area, delivering to Brooklyn, the Bronx, and Queens. How would you target the ads to optimize your campaign?

- A. Target the ads by location to the delivery areas.
- B. Target the ads by New York City.
- C. Target the ads incrementally.
- D. Target the ads by age and gender.

Answer: A



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