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Display & Video 360 Certification Exam

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Google Marketing Platform Product Certifications identify qualified users who demonstrate the ability to perform critical tasks and workflows with Platform products. The certification exams are designed for users with real-world, hands-on experience using Google Marketing Platform products and test specific predetermined criteria aligned with critical job tasks. The certification exams are not recommended for users who don't have direct product experience.

About this exam

The Display & Video 360 Certification exam covers programmatic and direct deal campaign setup, including assigning inventory, goals, budgets, targeting, and creatives. The exam also tests on critical tasks and workflows for troubleshooting, measuring performance, and optimization.

The knowledge tested in this exam typically aligns with the following roles:

Agency Traders
Programmatic Media Managers

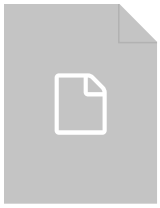
ISSUED ON

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