

MODULE-4 ASSIGNMENT

Q-1 What are the main factors that can affect PPC bidding?

ANS- PPC (Pay-Per-Click) bidding is influenced by several factors determining advertising campaigns' cost and effectiveness. Some of the main factors include:

1. **Competition Keyword:** The level of competition for specific keywords can significantly impact bidding costs. High-demand keywords often have higher costs per click (CPC) due to increased competition among advertisers.
2. **Quality Score:** Search engines like Google use quality scores to assess the relevance and quality of ads, keywords, and landing pages. Higher quality scores can lead to lower CPCs and better ad placements.
3. **Bid Amount:** The maximum bid amount set by advertisers directly affects their ad's position in search engine results pages (SERPs) and social media feeds. Higher bids increase the likelihood of winning ad placements but also increase overall campaign costs.
4. **Ad Relevance:** The relevance of ads to search queries and user intent impacts their performance and cost-effectiveness. Well-targeted and highly relevant ads tend to achieve higher click-through rates (CTR) and lower CPCs.
5. **Ad Format:** Different ad formats, such as text ads, display ads, video ads, and shopping ads, may have varying costs and performance metrics. Advertisers should consider the most suitable ad formats for their campaign goals and target audience.
6. **Geographic Targeting:** Targeting specific geographic locations can affect PPC bidding costs due to varying levels of competition and market demand across regions.
7. **Device Targeting:** Bidding strategies may differ based on the devices targeted, such as desktops, mobile devices, or tablets. CPCs may vary depending on user behavior and conversion rates on different devices.

8. **Time of Day and Day of Week:** Ad performance can fluctuate based on the time of day and day of the week. Advertisers may adjust bidding strategies to capitalize on peak times of user activity and conversion opportunities.

Q-2 How does a search engine calculate actual CPC?

ANS-

The actual CPC (Cost Per Click) in a search engine advertising campaign is determined by a combination of factors, including bid amount, ad quality, ad rank, and competition. Here's how it's typically calculated:

Bid Amount: Advertisers participating in search engine advertising auctions submit bids indicating the maximum amount they are willing to pay for a click on their ad. This bid represents the highest amount they are willing to pay for their ad to be displayed.

Quality Score: Search engines evaluate the quality and relevance of ads and landing pages using a metric called Quality Score. Quality Score is based on factors such as ad relevance, expected click-through rate (CTR), and landing page experience. Higher Quality Scores can lead to lower CPCs and better ad placements.

Ad Rank: Ad Rank is a metric used by search engines to determine the position of ads on search engine results pages (SERPs). It is calculated by multiplying the bid amount by the Quality Score. The ad with the highest Ad Rank typically appears in the top position on the SERP, followed by other ads in descending order of Ad Rank.

Ad Auction: When a user enters a search query, the search engine conducts an auction to determine which ads to display and in what order. The auction takes into account factors such as bid amount, Quality Score, and relevance to the search query. The actual CPC paid by an advertiser is often determined by the bid of the advertiser with the next highest Ad Rank divided by their own Quality Score, plus a small increment.

Final CPC: The actual CPC paid by an advertiser is typically slightly higher than the minimum amount needed to maintain their ad's position on the SERP. It is calculated based on the Ad Rank of the advertiser below them and their own Quality Score. Advertisers are charged only when their ad is clicked.

Q-3 What is a quality score and why it is important for Ads?

ANS- Quality Score is a metric used by search engines, primarily Google Ads, to measure the relevance and quality of advertisements and their corresponding landing pages. It is scored on a scale of 1 to 10, with 10 being the highest score.

Quality Score is important for ads because:

Google Ads

Search for a page or campaign

Your account cannot show ads - To start running your ads, enter your billing information.

What products or services are you advertising in this campaign?

- Recipes X
- Cooking X
- Dine-in X
- Takeout X
- Delivery X
- Cooking Classes X
- Happy Hour X
- Live Music or Entertainment X
- Reservations X
- Loyalty rewards program X
- Seasonal or themed menus and events X
- Special menus for dietary restrictions (e.g., vegetarian, gluten-free) X
- Fine dining experience X
- Private dining or event hosting X
- Catering for events and parties X
- List product and services that should appear X

15/20

What makes your products or services unique?

At our restaurant, we don't just serve food; we craft experiences. From the moment you step through our doors, you're greeted with an atmosphere that's warm, inviting, and filled with the aroma of culinary delights. What sets us apart is our commitment to using only the freshest, locally sourced ingredients in every dish we create. Our menu is a fusion of flavors from around the world, expertly crafted by our talented chefs to tantalize your taste buds and ignite your senses. But it's not just about the food; it's about the entire dining experience. From our attentive service to our cozy ambiance, every detail is designed to ensure that your visit with us is nothing short of exceptional. Whether you're joining us for a romantic dinner for two or a lively gathering with friends and family, our restaurant is the perfect destination for creating cherished memories that will last a lifetime. Come and experience the difference at ChiefArya.

93.7%

Campaign optimization score

Weekly estimates

Weekly spend	Cost/L. Conv.
38.4	₹2,777.55
Weekly cost	₹106,657.77

Google Ads interface showing campaign settings for "Performance Max". The account status is "Your account cannot show ads - To start running your ads, enter your billing information." The campaign optimization score is 97.8%.

Final URL: <https://chiefarya.blogspot.com/>

Headline 15/15:

- Restaurant Near You (Required: 19 / 30)
- Find A Restaurant (Required: 17 / 30)
- Welcome to a Restaurant (Required: 23 / 30)
- Online Food Delivery (Required: 20 / 30)
- Delicious foods for everyone

Weekly estimates:

Weekly score	Cost/L Cost
54.5	₹404.01
Weekly cost	₹22,018.70

Google Ads interface showing campaign settings for "Performance Max". The account status is "Your account cannot show ads - To start running your ads, enter your billing information." The campaign optimization score is 97.8%.

Headline 15/15:

- Customized Menu Planning (Required: 24 / 30)
- Brunch Service (Required: 14 / 30)
- Specialized Menus for Dietary (Required: 29 / 30)
- Outdoor Dining & Patio Seating (Required: 30 / 30)
- Loyalty Program & Rewards (Required: 25 / 30)
- Live Entertainment-music,dance (Required: 30 / 30)
- Event Hosting or Venue Rental (Required: 29 / 30)

Weekly estimates:

Weekly score	Cost/L Cost
54.5	₹404.01
Weekly cost	₹22,018.70

Google Ads interface showing campaign settings for Performance Max. The account status is "Your account cannot show ads - To start running your ads, enter your billing information." The campaign optimization score is 97.8%.

Long headlines 5/5

- our friendly staff is here to make your dining experience unforg...
- From the moment you step inside, you're in an ambiance that e...
- memorable dining experiences. From our friendly staff to our fl...
- Our atmosphere, friendly staff & mouthwatering dishes make e...
- Our chefs work tirelessly to create delicious dishes using the fr...

Weekly estimates

Based on your daily budget and bid settings	
Weekly spend	Cost/L Conv.
54.5	₹404.01
Weekly cost	
₹22,018.70	

Google Ads interface showing campaign settings for Performance Max. The account status is "Your account cannot show ads - To start running your ads, enter your billing information." The campaign optimization score is 97.8%.

Descriptions 5/5

- our restaurant offers a gastronomic journey like no other.
- Our team, led by talented chef passionate about their craft eac...
- Our great compliment is commitment to being a family-friendly
- Our dedicated staff goes above and beyond to accommodate f...
- we're a place where families come together to create cherished

Weekly estimates

Based on your daily budget and bid settings	
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Weekly estimates
Based on your daily budget and bid settings

Weekly score	Cost/L.Cost.
54.5	₹404.01
Weekly cost	₹22,018.70

Assets

- Images 20/20
- Logos 5/5
- Business name
- Videos 5/5

Ad strength Good

Headlines Good

Descriptions Good

Display local ad (300x250)

Restaurant Near You
our restaurant offers a gastronomic journey like no other.

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Weekly estimates
Based on your daily budget and bid settings

Weekly score	Cost/L.Cost.
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Assets

- Logos 5/5
- Business name
- Videos 5/5

Ad strength Good

Headlines Good

Descriptions Good

Display local ad (320x480)

Restaurant Near You
our restaurant offers a gastronomic journey like no other.

Google Ads interface showing campaign settings for Performance Max. The left sidebar lists options: Performance Max, Bidding, Campaign settings, Asset generation, Asset group, Budget, and Summary. The main area displays the 'Add 1 square video for better performance' section, including 'Ad strength' (Good), 'Images', 'Videos', 'Headlines', and 'Descriptions'. A 'Call to action' dropdown is set to 'Contact us'. Below, 'More asset types (0/7)' are listed: Sitelinks (Add 4 or more to maximize performance) and Contact Us, About Us, Feed back, and 1 more. A preview of a 'Maps ad' is shown on the right. The right sidebar shows a 'Campaign optimization score' of 97.8% and 'Weekly estimates' based on daily budget and bid settings.

Weekly estimates table:

Weekly score	Cost/L Cost
54.5	₹404.01
Weekly cost	₹22,018.70

Google Ads interface showing campaign settings for Performance Max. The left sidebar lists options: Performance Max, Bidding, Campaign settings, Asset generation, Asset group, Budget, and Summary. The main area displays the 'What are some words or phrases people use when searching for your products or services?' section, including 'Add search themes (25 of 25)' and a list of themes: delicious, family-owned, hospitality, inviting, atmosphere, fresh, ingredients, excellence, memorable, dining experience, celebration, loved ones, comfort, community, seasonal, specials, chef-inspired, menu, options, friendly, service, events, gatherings, online ordering, and enjoyment. Below, the 'Audience signal' section is visible, showing 'Your data' and 'First-party data can help us reach your customers'. The right sidebar shows a 'Campaign optimization score' of 97.8% and 'Weekly estimates' based on daily budget and bid settings.

Weekly estimates table:

Weekly score	Cost/L Cost
54.5	₹404.01
Weekly cost	₹22,018.70