

MODULE - 4

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

ANSWER :-

Main factors affecting PPC bidding :

- Competition
- Quality Score
- Keyword choice
- Target audience (location, device, demographics)
- Budget
- Time & seasonality
- Ad Rank
- Industry trends

2. How does a search engine calculate actual CPC?

ANSWER:-

- A search engine calculates Actual CPC (Cost Per Click) using this formula:
- $\text{Actual CPC} = (\text{Ad Rank of the advertiser below you} \div \text{Your Quality Score}) + ₹1 \text{ (or } \0.01)

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

ANSWER :-

Quality Score is a rating (1–10) given by Google that measures how relevant and useful your ad, keyword, and landing page are to the user.

It is based on:

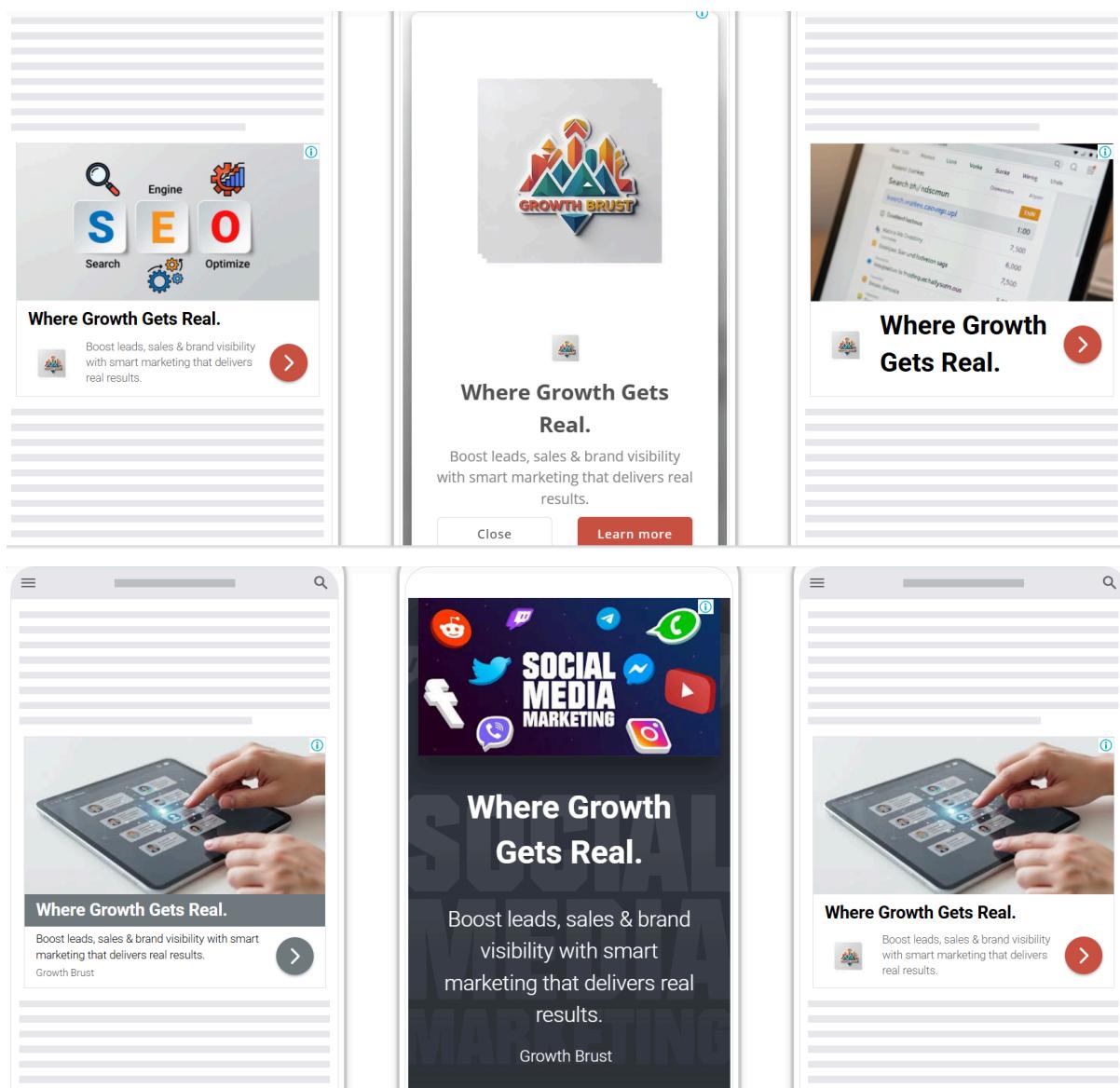
1. Expected CTR (Click-Through Rate)
2. Ad Relevance
3. Landing Page Experience

Why is it important?

- Lower CPC: A higher Quality Score reduces your cost per click.
- Higher Ad Rank: Helps your ads appear in better positions.
- Better Performance: Relevant ads get more clicks and conversions.
- Budget Efficiency: You get better results without increasing your budget.

4. Create an ad for your website/ blog in Google Ads that display on the display network with the properly targeted audience.

ANSWER :-



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Boost leads, sales & brand visibility with smart marketing that delivers real results.

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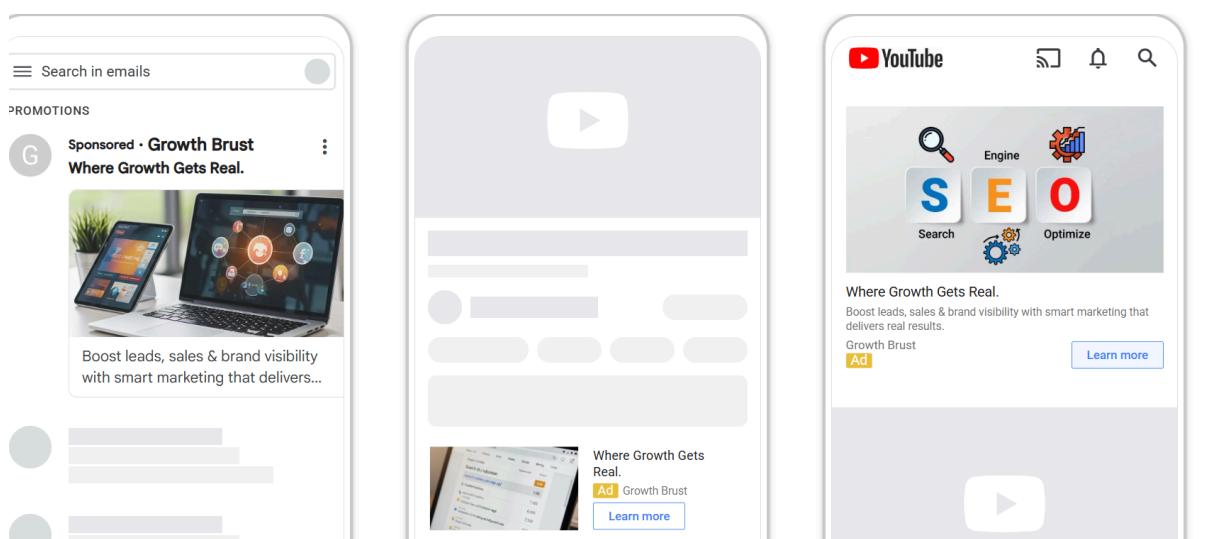
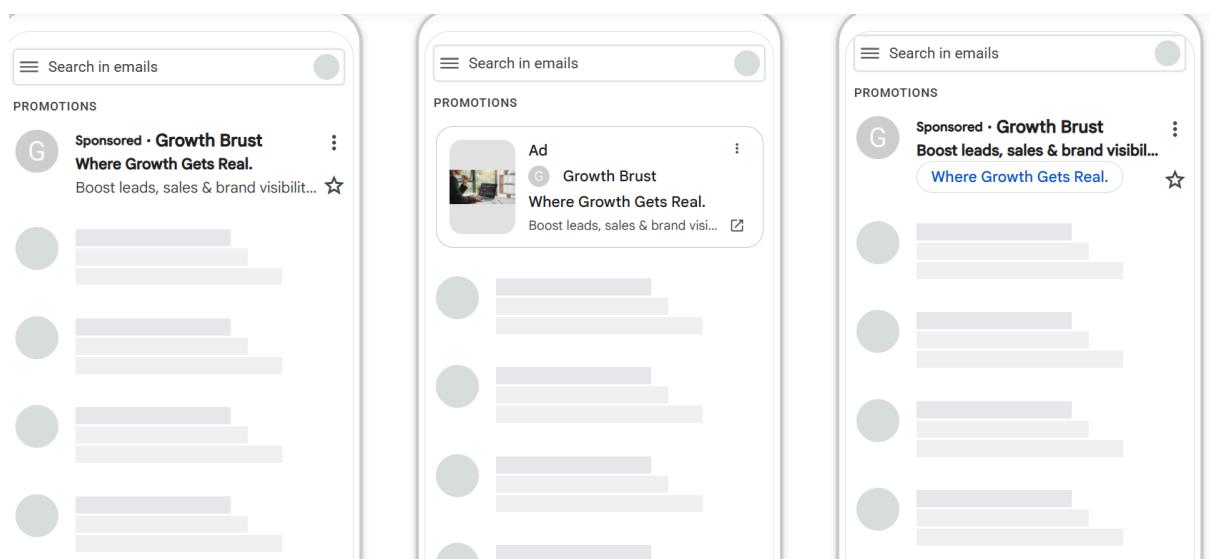
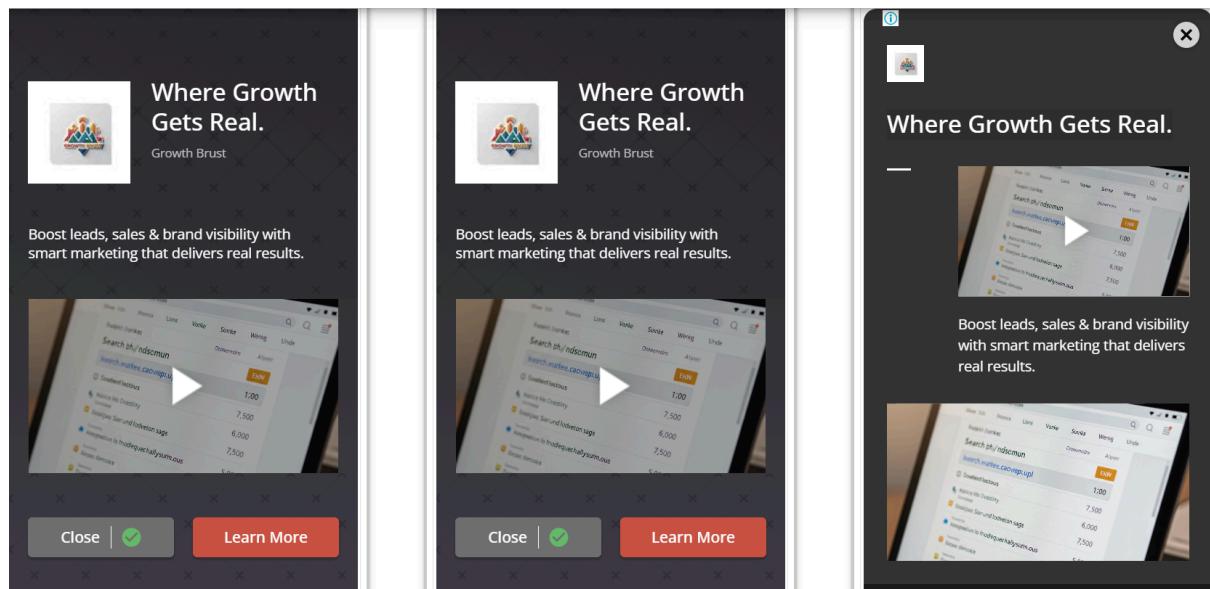
Ad **Growth Brust** [Learn more](#)

The image displays a 4x3 grid of mobile phone screenshots illustrating a sequence of social media ad creative development. Each screen shows a search results page with a specific ad highlighted.

- Row 1:** Shows three versions of a standard text-based ad. The first ad includes a small thumbnail image of a person at a desk. The second ad adds a 'SOCIAL MEDIA MARKETING' icon above the text. The third ad includes a larger screenshot of a dashboard.
- Row 2:** Shows three versions of an ad featuring a large, stylized logo at the top. The first ad has a 'Learn More' button at the bottom. The second ad has the text 'Growth Brust' below the logo. The third ad has the text 'Where Growth Gets Real.' in a large, bold font.
- Row 3:** Shows three versions of an ad with a dark background. The first ad has a large 'Where Growth Gets Real.' title. The second ad includes a screenshot of a smartphone displaying a search interface. The third ad also includes a screenshot of a smartphone displaying a search interface.
- Row 4:** Shows three versions of an ad with a dark background. The first ad has a large 'Where Growth Gets Real.' title. The second ad includes a screenshot of a smartphone displaying a search interface. The third ad includes a screenshot of a smartphone displaying a search interface.

Ad Details:

- Title:** Where Growth Gets Real.
- Description:** Boost leads, sales & brand visibility with smart marketing that delivers real results.
- Advertiser:** Growth Brust
- Call-to-Action:** Learn more (varies by ad version)



5. Create an ad for www.tops-int.com to get the maximum Clicks.

- Create an ad for www.tops-int.com
- Create an ad for the display network.
- Choose a proper Target audience.
- Expected conversion: need maximum user engagement within the budget.
- Budget: 5000

