Module-4

Q1. What are the main factors that can affect PPC bidding?

The main factors that can affect **PPC (Pay-Per-Click) bidding** include a mix of platform rules, competition, and campaign performance signals:

1. Competition for keywords
2. Quality Score (CTR, ad relevance, landing page)
3. Keyword relevance & match type
4. Budget and campaign goals
5. Audience targeting
6. Device, location & time of day
7. Ad format & placement
8. Conversion performance

Q2. How does a search engine calculate actual CPC?

A search engine calculates **actual CPC** using an ad auction formula:

Actual CPC = (Ad Rank of the competitor below you ÷ Your Quality Score) + $0.01

In short, you don’t pay your maximum bid—you pay just enough to beat the next advertiser, adjusted by your Quality Score.

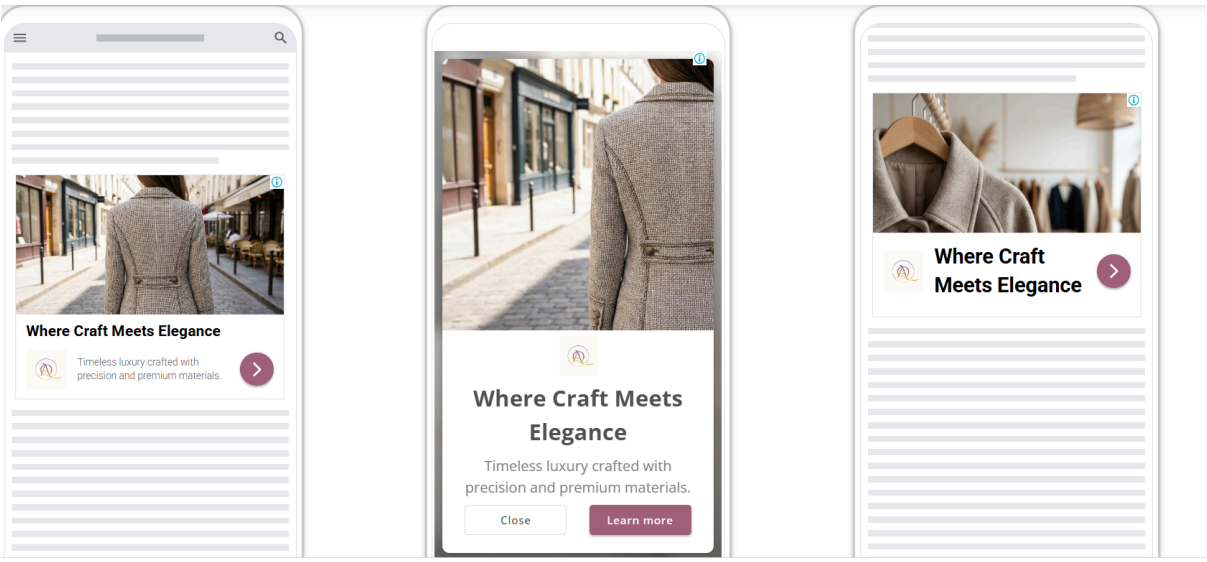
Q3. What is a quality score and why it is important for Ads?

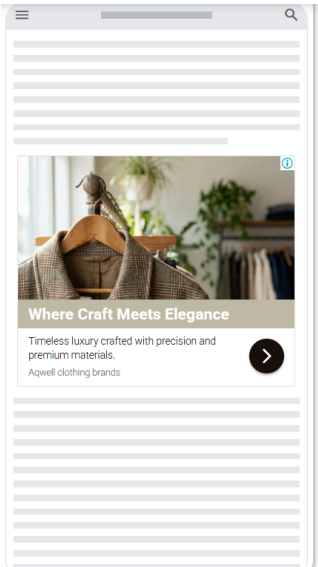
Quality Score is a metric used by ad platforms (like Google Ads) that measures how relevant and useful your ad is to users.

Why it's important:

- Affects ad position (Ad Rank)
- Lowers cost per click (CPC)
- Improves ad visibility
- Rewards relevant ads over higher bids

Q4. • Create an ad for your website/ blog in Google Ads that display on the display network with the properly targeted audience

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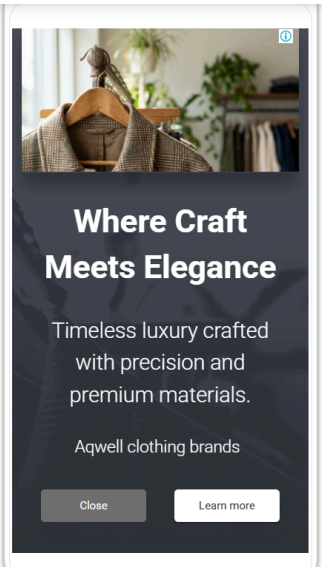
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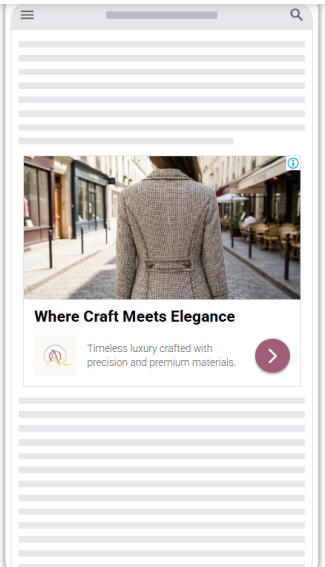
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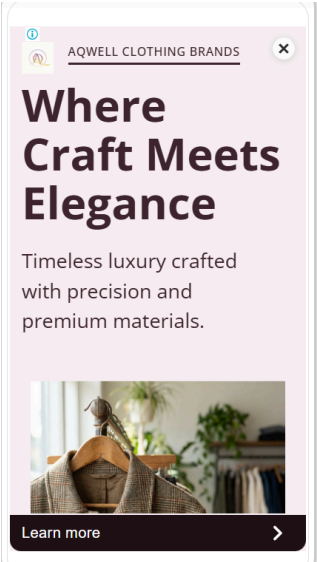
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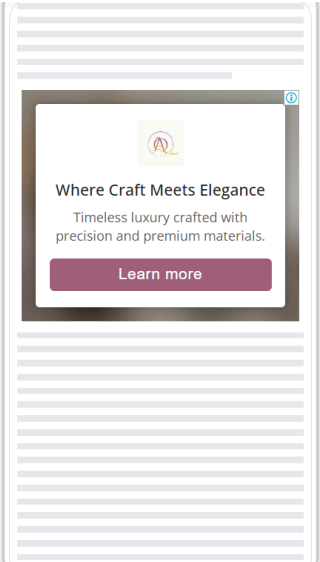
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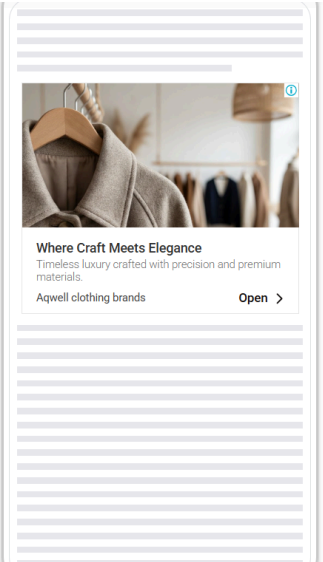
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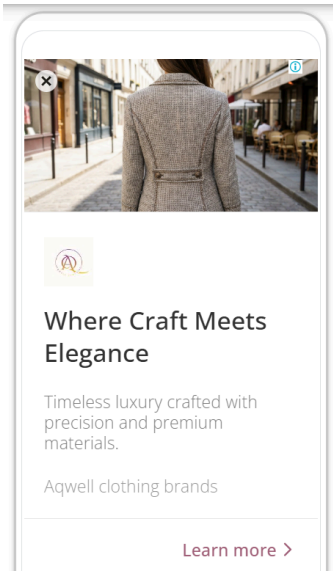
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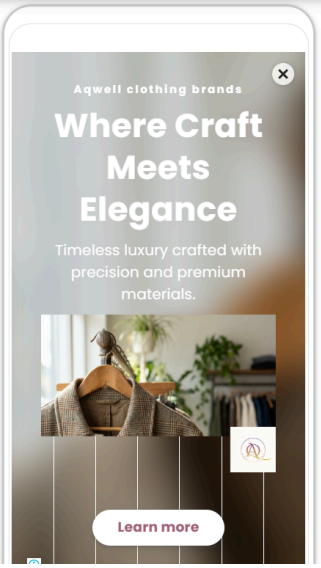
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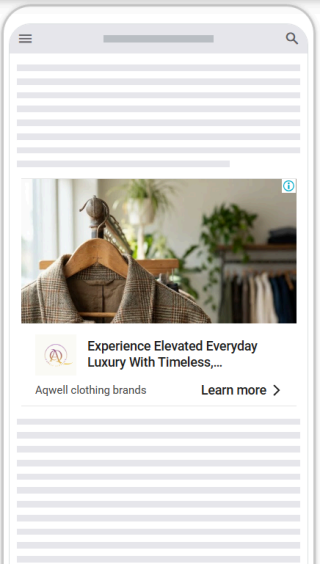
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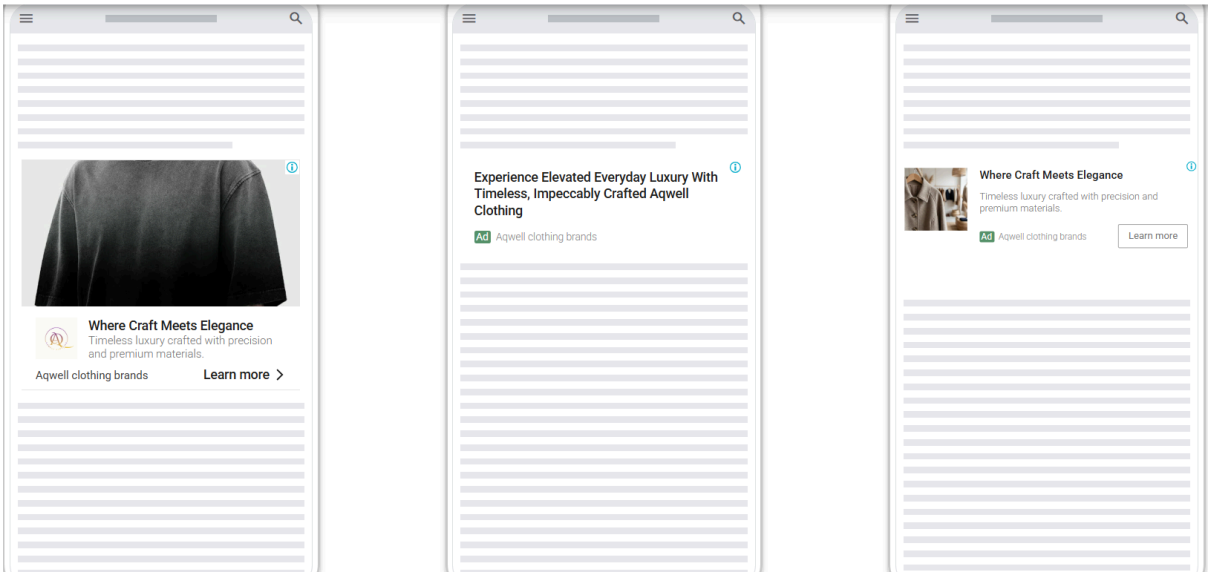
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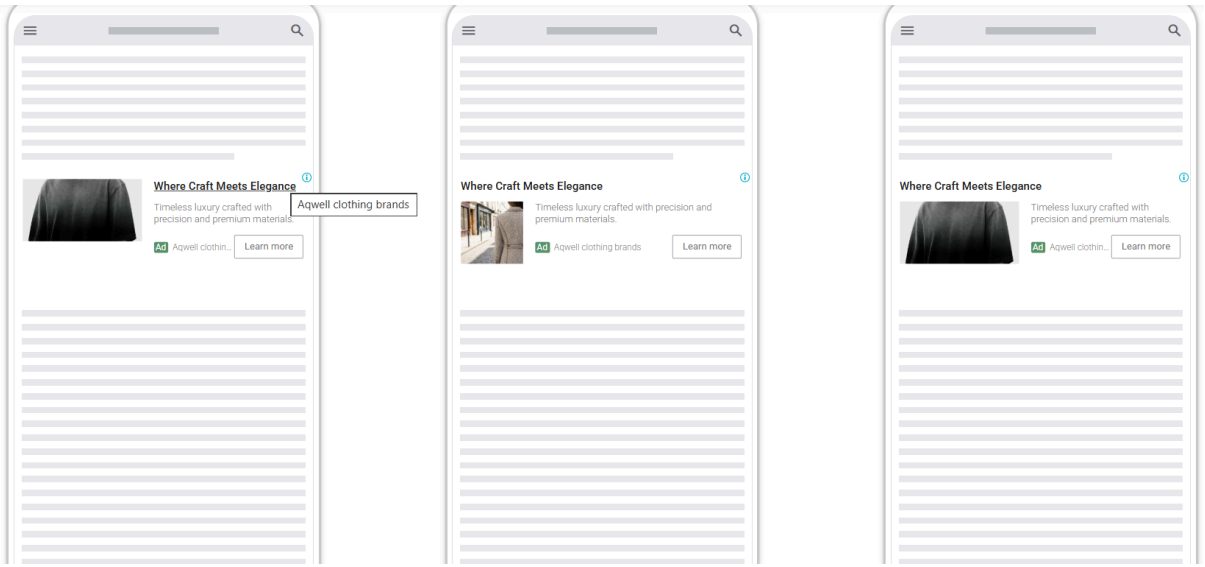
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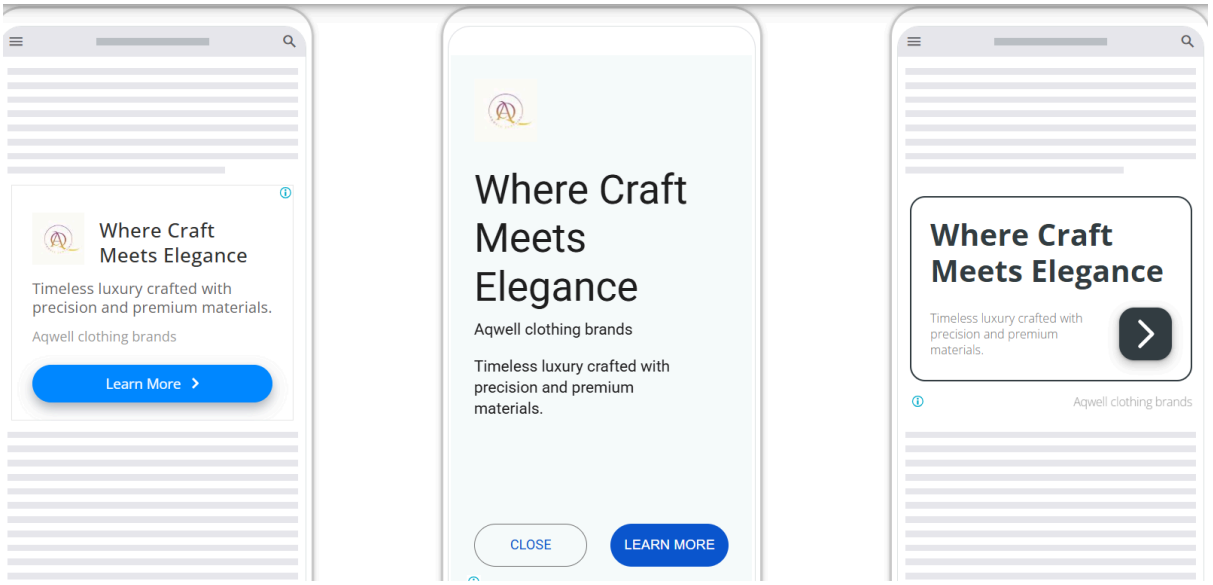
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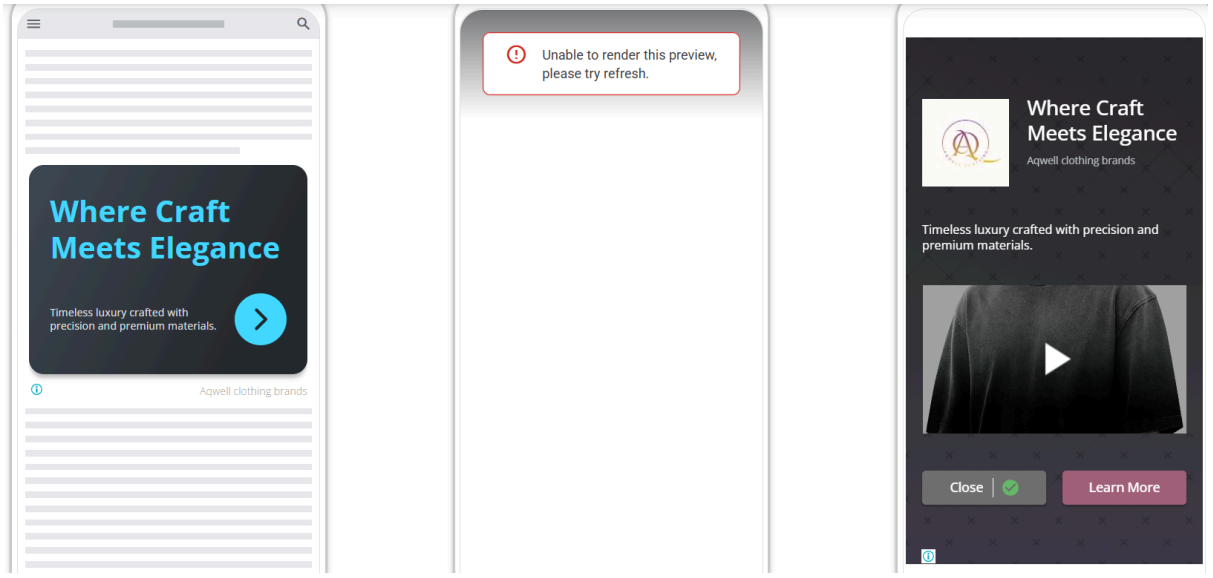
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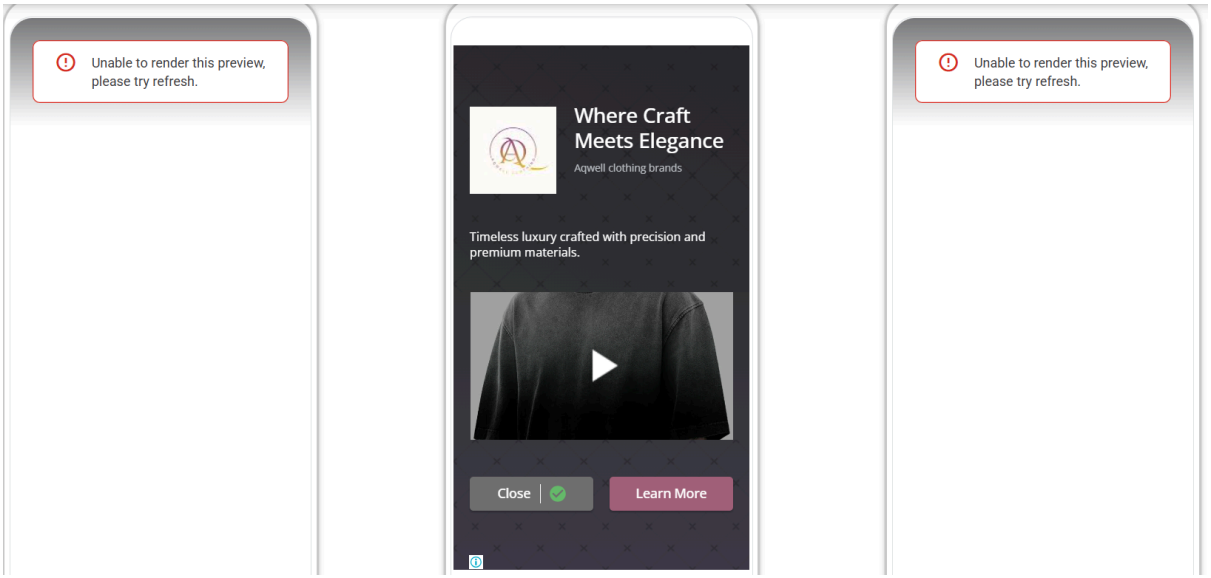
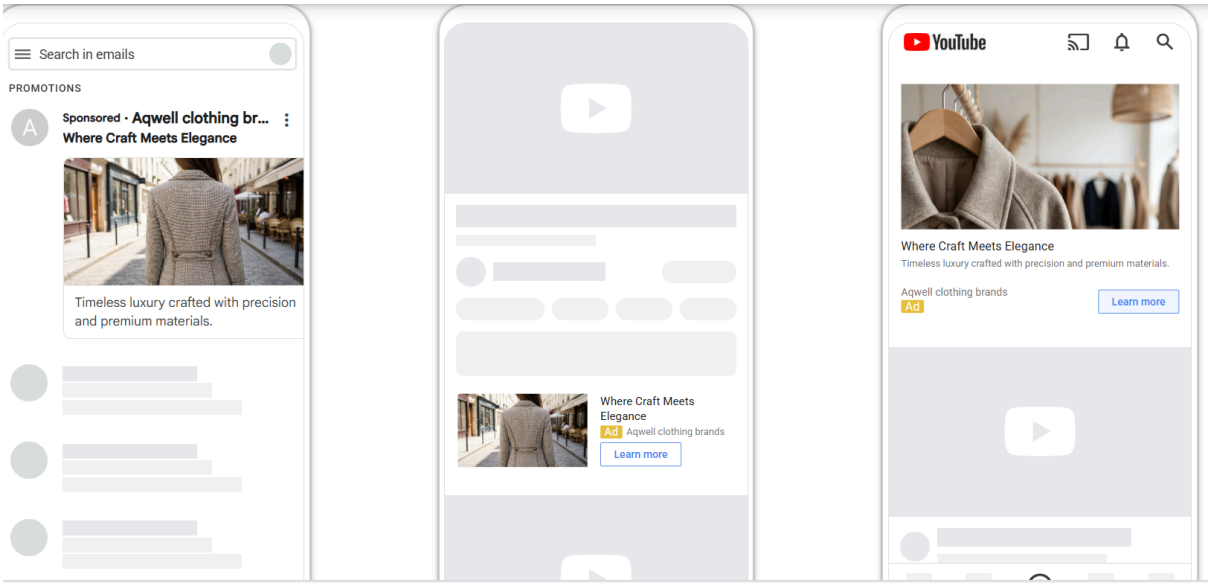
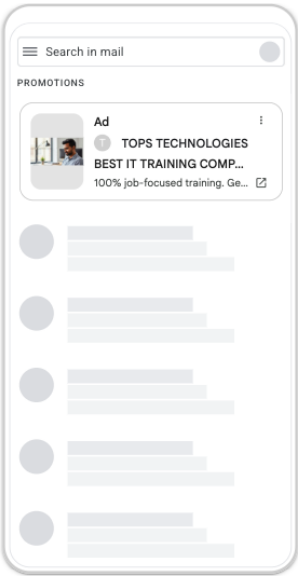




Q5. Create an ad forwww.tops-int.com to get the maximum Clicks. • Create an ad for www.tops-int.com o Create an ad for the display network. o Choose a proper Target audience. o Expected conversion: need maximum user engagement within the budget. o Budget: 5000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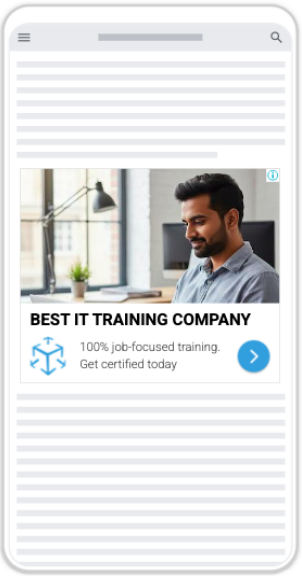
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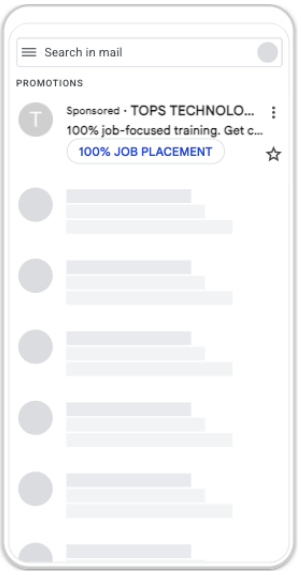
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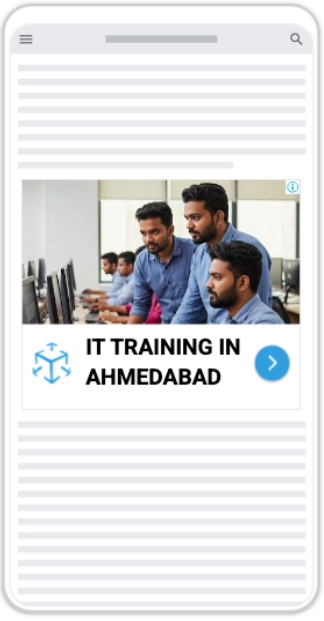
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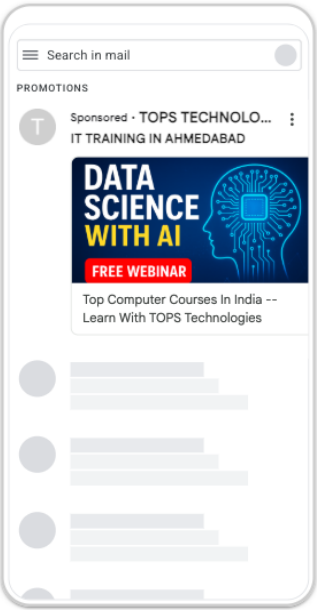
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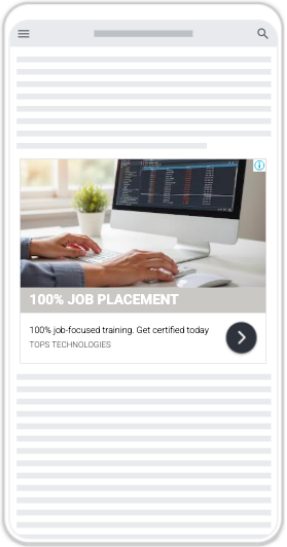
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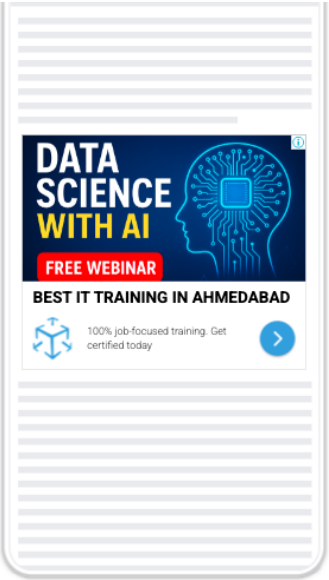
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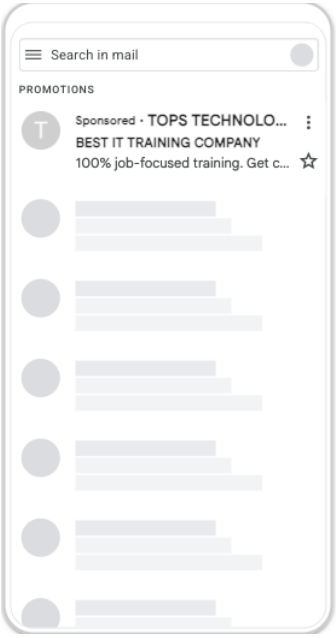
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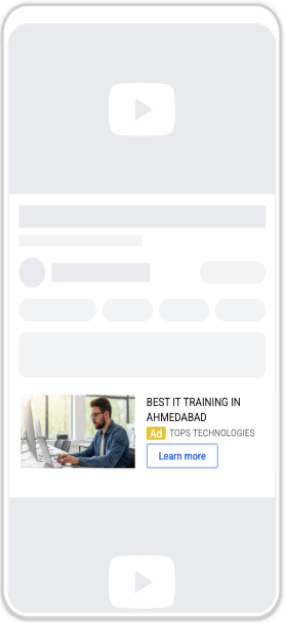
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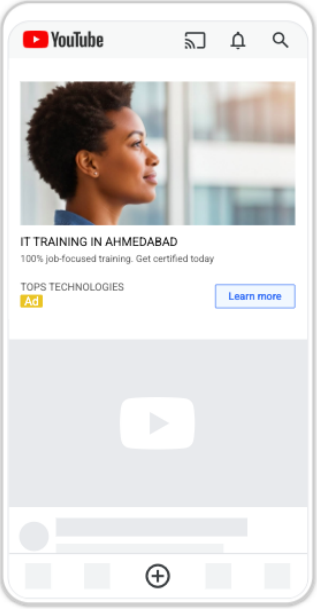
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