

# Search Experience to Ad Usefulness

## What is this task about?

Determining the quality of an ad (ad creative and/or landing page) in the context of a user search experience.

## What is the ultimate goal?

Training the algorithm to evaluate to what degree ads serve the purpose of queries.

## OK, how do I perform it well?

Familiarize yourself with the rating questions about the relevancy of ad to query and with the various classes the ad is classified as.

Use this infographic as a mental model while determining the quality of an ad in the context of a user search experience.

### Reminder

In the entrance exam, you will be asked to solve example tasks of this type!

### Terms

**Query**  
A word or set of words that a user enters into a search engine.

**User Intent**  
What the user hopes to accomplish by using a search engine.

**Ad Creative**  
An Advertisement presented to the user related to their query on the search engine.

**Landing Page**  
The webpage where the user ends up after clicking on an ad.

### NEW TASK

Research the query to understand the user intent

Check if any of the below applies:  
The query:

- ☐ is missing
- ☐ is in the wrong language
- ☐ contains unexpected porn

Is the query rateable?

No

Tick checkbox:

- ☐ Unrateable query
- ☐ Wrong language
- ☐ Unexpected porn

Yes

After researching the query, do you understand what the user wants?

I have some idea or understand the general topic the user is talking about.

I don't have any idea of what the user wants.

Yes, I understand at least generally and can rate ads for this query.

No, I don't understand well enough to rate ads for this query.

Evaluate the Ad creative

Check if any of the below applies:  
The ad creative is NOT rateable if any of the below applies:

- ☐ is in a foreign language
- ☐ contains unexpected porn
- ☐ shows Error/Did not load

Is the ad creative rateable?

No

Tick checkbox:

- ☐ Query is missing
- ☐ Wrong language
- ☐ Unexpected porn

Yes

Before interacting with the ad, is it already clear that the ad could never be useful for this query?



You will see and rate this question only when the Ad creative is available.

Could never be useful

Could be useful, or not sure yet

Evaluate the landing page

Check if any of the below applies:  
The landing page is NOT rateable if any of the below applies:

- ☐ is in the wrong language
- ☐ contains unexpected porn
- ☐ shows Error/Did not load

Is the landing page rateable?

No

Tick checkbox:

- ☐ Query is missing
- ☐ Wrong Language
- ☐ Unexpected porn

Yes

After interacting with the ad (e.g. visiting the landing page), do any of these descriptions apply?

Item out of stock

Intrusive interstitial pop-up or form in the way of making progress

Unexpected software/extension install initiated or required

Site unnecessarily requires credit card and/or personal info to get useful results

Site appears scammy or untrustworthy

None of the above

Does the ad creative accurately represent the landing page?



You will see and rate this question only when the Ad creative is available.

Not sure

No, the ad creative is misleading about the LP

Mostly, though something was inaccurate or too ambiguous in the ad creative

Yes, my expectations from the ad creative were met by the LP

Does the ad match a reasonable interpretation of the query?

The user would not realistically intend this interpretation, e.g. ad has no connection to query or there is a clear mistake in interpretation

The user might realistically have this intent but another interpretation seems significantly more common or likely

It is reasonable to think the user could have this interpretation, though it might not be the most likely one

Regardless of how good the ad is, the query interpretation that the ad matches (or comes closest to matching) is most likely what the user intended

No, the ad is unrelated or matches an unrealistic interpretation or misinterpretation of the query

Maybe the ad is related to a possible but unlikely interpretation

Yes, the ad is related to a reasonably likely interpretation

Yes, the ad is related to a very likely interpretation

How closely does the ad address the user intent?

Not at all related to user intent

Only distantly related, does not address user intent or nearby intent

Addresses nearby intent, such as an accessory or related task, or addresses user intent approximately or indirectly

Addresses user intent exactly

By interacting with this ad, does the user make clear progress towards the goal offered by the ad?

I cannot tell whether the user makes clear progress towards the goal offered by the ad

The ad may be irrelevant or misleading, interacting with the ad provides no value to the user, who has to go back to the search results to make progress

Interacting with the ad does not take the user much further from the offered goal, e.g. the LP may have similar information or links available to the user before clicking on the ad

Interacting with the ad takes the user meaningfully closer to the offered goal

Cannot tell

No, further from the goal

No, similar distance from the goal

Yes, closer to the goal

How well does the ad satisfy requirements in the query (e.g., location, brands, product features)?

There are no notable requirements beyond the core intent

Ad misses at least one necessary requirement and the user cannot realistically be satisfied

Ad misses at least one important requirement and is likely not an acceptable alternative for the user

Ad meets one or more requirements but offers a good substitute that would likely be acceptable to the user, or the missed requirements are not important

Ad meets all requirements in the query

Does the ad offer an alternative to what the user seeks?

It is not meaningful to think about an alternative for this query, or the ad differs in some other way

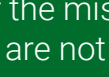
Ad does not offer any solution for the user's needs, and it could not realistically satisfy the user

Ad offers a radically different alternative that has differences the user more likely than not would find unacceptable, or that tries to meet user's needs in a radically different way

Ad offers a reasonable alternative that has meaningful differences but seems more likely than not to be acceptable to the user

Ad offers exactly what the user seeks or an alternative with no significant differences

Review your responses in the grid



You are free to answer however you would like on the final ad quality question, regardless of what you put in the worksheet, but we will ask you to double check your rating if it seems to disagree with your worksheet findings.

Does this ad seem useful for the given query?

Egregious ads are almost always negative experiences. The user will never realistically consider them to be useful, and they may have significant negative aspects such as looking out of place or ridiculous when shown.

Poor ads are typically negative experiences. Only rarely will the user find them useful.

Okay ads are typically positive experiences. Often, the user will find them useful.

Good ads are almost always positive experiences. The user is almost certain to find them useful, and they may have significant positive aspects such as strong trustworthiness or convenient interaction.

Egregious

Poor

Okay

Good

### SUBMIT TASK

Send feedback about this decision map  
[talentrequests@welocalize.com](mailto:talentrequests@welocalize.com)

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