

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

Choose your objective

Select an objective to tailor your experience to the goals and settings that will work best for your campaign



Sales

Drive sales online, in app, by phone or in store



Leads

Get leads and other conversions by encouraging customers to take action



Website traffic

Get the right people to visit your website



App promotion

Get more installs, engagement and pre-registration for your app



Awareness and consideration

Reach a broad audience and build interest in your products or brand



Local shop visits and promotions

Drive visits to local shops, including restaurants and dealerships.



Create a campaign without guidance

You'll choose a campaign next

Select a campaign type



Search

Drive website traffic from Google Search with text ads



Performance Max

Drive website traffic by reaching the right people wherever they're browsing with ads on Google Search, YouTube, Display and more [See how it works](#)



Demand Gen

Drive demand and conversions on YouTube, Google Display Network and more with image and video ads



Video

Drive website traffic from YouTube with your video ads



Display

Reach potential customers across 3 million sites and apps with your creative



Shopping

Promote your products from Merchant Center on Google Search with Shopping ads



Display

Reach potential customers across 3 million sites and apps with your creative



Shopping

Promote your products from Merchant Center on Google Search with Shopping ads

Select the ways you'd like to reach your goal ?

 <https://www.tops-int.com/>

Campaign name

TOPS Technologies

Search

Bidding

Bidding

Customer acquisition

Campaign settings

AI Max

Keyword and asset generation

Keywords and ads

Budget

Review

Bidding

Bidding

What do you want to focus on? ?

Conversions

☐ Set a target cost per action (optional)

Customer acquisition

☐ Bid for new customers only

Your campaign will be limited to only new customers, regardless of your bid strategy

By default, your campaign bids equally for new and existing customers. However, you can configure your customer acquisition settings to optimise for acquiring new customers. [Learn more about customer acquisition](#)

Next



Your estimated performance is shown after you've entered

- Keywords

Search

Bidding

Campaign settings

Network

Locations

Languages

EU political ads

Audiences

AI Max

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Keywords and ads

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Review

Networks

☒ Google search partners network (recommended)

Ads can appear near Google search results and on other [Google search partners](#) websites when people search for terms that are relevant to your keywords. Search partners can include hundreds of non-Google websites, parked domains, as well as YouTube and other Google Sites.

☐ Google Display Network (recommended)

Ads can appear on relevant sites, videos, and apps across Google (like YouTube) and the Internet when you have leftover Search budget



Use Display Expansion: Show your ads in more places and get more conversions at a similar cost per action (CPA) ?

Apply

Locations

Select locations for this campaign ?

☒ All countries and territories

☐ India

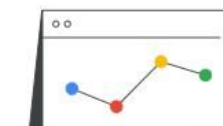
☐ Enter another location

Location options

Include ?

☒ Presence or interest: People in, regularly in or who've shown interest in your included locations (recommended)

☐ Presence: People in or regularly in your included locations



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- ☒ Presence or interest: People in, regularly in or who've shown interest in your included locations (recommended)
- ☐ Presence: People in or regularly in your included locations

Languages

Select the languages that your customers speak.

Start typing or select a language

English

EU political ads

Does your campaign have European Union political ads?
Required

- ☐ Yes, this campaign has EU political ads
- ☐ No, this campaign doesn't have EU political ads

Confirm if your campaign has EU political ads

EU regulation requires Google to ask this question
[Learn how an EU political ad is defined](#)

Audience segments



Your estimated performance is shown after you've entered

- Keywords

Search

Bidding

Campaign settings

- Network
- Locations
- Languages
- EU political ads

Audiences

- AI Max
- Keyword and asset generation
- Keywords and ads
- Budget

Review

Audience segments

Select audience segments to add to your campaign. You can create new Your data segments by clicking on + New segment in the Search tab.

Search	Browse	6 selected	Clear all
<input type="text" value="education"/>			
<input type="checkbox"/> In-market Educational Resources (Secondary School)		<input checked="" type="checkbox"/> Detailed demographics	
<input type="checkbox"/> In-market Education Jobs		<input checked="" type="checkbox"/> Education	
<input type="checkbox"/> In-market Cosmetology Education & Training		<input checked="" type="checkbox"/> Current University Students	
<input type="checkbox"/> In-market Childcare & Education		<input checked="" type="checkbox"/> Education > Highest Level of Educational Attainment Bachelor's Degree	
		<input checked="" type="checkbox"/> Education > Highest Level of Educational Attainment Secondary School Leaver	
		<input checked="" type="checkbox"/> In-market	
		<input checked="" type="checkbox"/> Education > Post-Secondary Education Business Education	
+ New segment			

Targeting setting for this campaign

- Targeting
Narrow the reach of your campaign to the selected segments, with the option to adjust the bids



Your estimated performance is shown after you've entered

- Keywords

Search

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EU political ads

Audiences

Ad rotation

Start and end dates

AI Max

Keyword and asset
generation

Keywords and ads

Ad rotation

- ☒ Optimise: Prefer best performing ads
- ☐ Do not optimise: Rotate ads indefinitely
- ☐ Optimise for conversions (Not supported)
- ☐ Rotate evenly (Not supported)

Show ads that are expected to get more clicks or conversions. Recommended for most advertisers.

Start and end dates

Start date

9 Sept 2025

End date

☐ None

☒ 16 Sept 2025

Your ads will continue to run unless you specify an end date.

More settings

Next



Your estimated performance is shown after you've entered

- Keywords



- Search
- Bidding
- Campaign settings
 - Network
 - Locations
 - Languages
 - EU political ads
 - Audiences
 - Ad rotation
 - Start and end dates
 - Ad Schedule
 - Campaign URL options
- AI Max
- Keyword and asset generation

Start date

9 Sept 2025

End date

☐ None

☒ 16 Sept 2025

Your ads will continue to run unless you specify an end date.

Ad schedule

Mondays - Fridays 08:30 to 22:00

Add

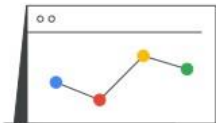
To limit when your ads can run, set an ad schedule. Keep in mind that your ads will only run during these times.

Based on account time zone: (GMT+05:30) India Standard Time
Saving this removes the settings that you changed and adds new ones, resetting any performance data

Campaign URL options No options set

More settings

Page feeds Add page feeds to your campaign



Your estimated performance is shown after you've entered

- Keywords





Google Ads



Search



Appearance



Help



Notifications

195-283-7244 SpotVoyage
priyankabhadd.bp@gmail.com



Add details to match your ads to the right searches

Keywords

Get keyword suggestions (optional)

Google Ads can find keywords for you by scanning a web page or seeing what's working for similar products or services

Final URL



https://www.tops-int.com/



Enter products or services to advertise

[Update keyword suggestions](#)

Enter keywords

Keywords are words or phrases that are used to match your ads with the terms people are searching for

- TOPTOPS Technologies training institute
- python training tops technologies
- Digital Marketing course TOPS Technologies
- Software testing training TOPS Technologies
- Mobile app development training TOPS Technologies
- IT training with placement TOPS Technologies
- TOPS Technologies placement guarantee
- Industry experts training TOPS Technologies



--.-%



Ad

group 1

Weekly

conv.

13.4

Cost/Co...

₹2,179....

Weekly

cost

₹29,20...



Chat

BETA



This product uses AI and may display inaccurate info. Your chat activity may be used to improve the product and your use is subject to Google's [Terms](#), [AI use policy](#), and [Privacy policy](#). [Learn more about Chat AI privacy](#).



Hi there

Type message



Click to go back, hold to see history



Ads

Try including more keywords in your headlines



Ad strength
Poor

- Add headlines View ideas
- Include popular keywords View ideas
- Make headlines unique View ideas
- Make descriptions unique View ideas

Preview

Share preview Preview ads

Final URL

Final URL
https://www.tops-int.com/

This will be used to suggest assets for your ad

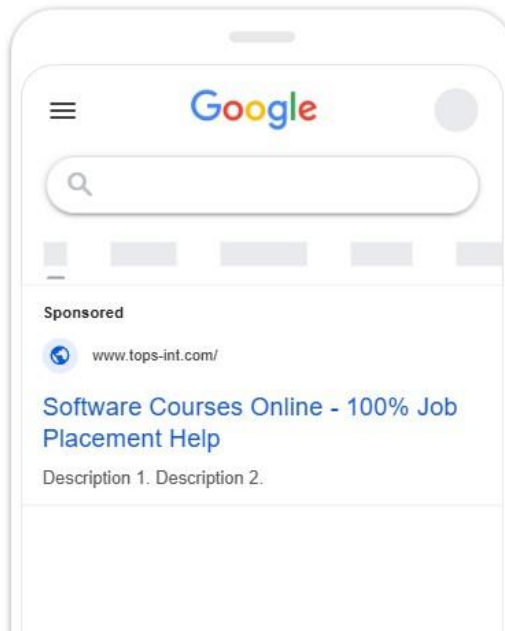
Display path

www.tops-int.com

/ /
0 / 15 0 / 15

Headlines 7/15

For optimal ad performance, include these keywords in your headlines



83.7%



Ad group 1

Weekly conv.
13.4

Cost/Conversion
₹2,179....

Weekly cost
₹29,20...

Chat BETA

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Hi there

Type message

Try including more keywords in your headlines



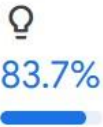
Ad strength Poor

- Add headlines View ideas
- Include popular keywords View ideas
- Make headlines unique View ideas
- Make descriptions unique View ideas

More ideas

- Join Job-Oriented Courses
Required 25 / 30
- 100% Job Placement Help
Required 23 / 30
- Python Training Experts
Required 23 / 30
- Award-Winning IT Training
25 / 30
- IT Training with Placement
26 / 30
- Build Your IT Career Now
24 / 30
- Software Courses Online
22 / 30

Previews shown here are examples and don't include all possible formats. You're responsible for the content of your ads. Please make sure that your provided assets don't violate any Google policies or applicable laws, either individually, or in combination.



Ad group 1

Weekly conv.

13.4

Cost/Conversion

₹2,179....

Weekly cost

₹29,20...

Chat BETA



Hi there

Type message

< > Try including more keywords in your headlines



Ad strength
Poor

- ☒ Add headlines [View ideas](#)
- ☐ Include popular keywords [View ideas](#)
- ☒ Make headlines unique [View ideas](#)
- ☒ Make descriptions unique [View ideas](#)

Tt Descriptions 2/4 [View ideas](#)

Practical IT training designed to make you industry-ready.

Required 58 / 90

certified & land your dream job fast.

Required 58 / 90

[+ Description](#)

Business name and logos

If you don't add a name or logo, Google will use your URL to add them for you

[Get access](#)

[Sitelinks](#)

💡
83.7%



Ad group 1

Weekly conv.
13.4

Cost/Co...
₹2,179...

Weekly cost
₹29,20...

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Hi there

Type message

✕ Edit your sitelink

Sitelink text

Digital Marketing

17 / 25

Description line 1 (recommended)

Master SEO & Google Ads

23 / 35

Description line 2 (recommended)

Facebook & Instagram Ads

24 / 35

Final URL

https://www.tops-int.com/

- ▼ Sitelink URL options
- ▼ Advanced options

Preview

Sponsored

https://www.tops-int.com/

Join Job-Oriented Courses - 100% Job Placement Help

Practical IT training designed to make you industry-ready. Learn IT skills, get certified & land your dream job fast.

Digital Marketing

Sitelink text

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Save

Cancel

Chat BETA



Hi there

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Type message

✕ Edit your sitelink

Sitelink text	
Python Programming	18 / 25
Description line 1 (recommended)	
Learn Python From Basics	?
	24 / 35
Description line 2 (recommended)	
Coding + Placement Help	
	23 / 35
Final URL	
https://www.tops-int.com/	?

18 / 25

24 / 35


23 / 35

②

Preview



Sponsored

 <https://www.tops-int.com/>

Join Job-Oriented Courses - 100% Job Placement Help

Practical IT training designed to make you industry-ready. Learn IT skills, get certified & land your dream job fast.

Python Programming

Sitelink text

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Save

Cancel

Chat BETA

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Hi there

Type message



✕ Add callouts to your campaign


Campaign-level callouts

Add callouts to this campaign. Any callouts added here can be used across campaigns.

Search	4 selected	Clear all
<input checked="" type="checkbox"/> 4 callout assets	Python From Basics	✕
<input checked="" type="checkbox"/> 100% Placement Support	Learn SEO & Google Ads	✕
<input checked="" type="checkbox"/> Live Project Training	Live Project Training	✕
<input checked="" type="checkbox"/> Learn SEO & Google Ads	100% Placement Support	✕
<input checked="" type="checkbox"/> Python From Basics		
+ New callout		

Preview

Sponsored

 <https://www.tops-int.com/>

Join Job-Oriented Courses - 100% Job Placement Help

Practical IT training designed to make you industry-ready. Learn IT skills, get certified & land your dream job fast. 100% Placement Support. Live Project Training. Learn SEO & Google Ads. Python From Basics.

Chat BETA



Hi there

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Type message

✕ Add calls to your campaign


Campaign-level calls

Add calls to this campaign. Any calls added here can be used across campaigns.

Search	🔍	1 selected	Clear all
<input checked="" type="checkbox"/>	1 call	76220 11173	✕
<input checked="" type="checkbox"/>	76220 11173		
+ New call			


Preview

Sponsored

 <https://www.tops-int.com/>

Join Job-Oriented Courses - 100% Job Placement Help

Practical IT training designed to make you industry-ready. Learn IT skills, get certified & land your dream job fast.

 Call 76220 11173

Previews shown here are examples and don't include all possible formats. You're

Chat BETA



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Hi there

Type message



Apply

Cancel

✕ Add a lead form to your campaign



New lead form

Book a free demo

TOPS Technologies - IT training Institute

Name

Phone number



City

GOOGLE DISCLOSURE

By submitting, you agree to send your info to Book a free demo so they can contact you about the above request. Book a free demo agrees to use your info in accordance with their [privacy policy](#). Google will not use the content of your responses for ads targeting or measurement. Google may otherwise use your submission in accordance with our [privacy policy](#).

SUBMIT

Apply

Cancel



Chat BETA



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Hi there

Type message



Search

Bidding

Campaign settings

AI Max

Keyword and asset generation

Keywords and ads

Budget

Budget

Review

Budget

Select the average that you want to spend each day.

☐ ₹5,006.52

☐ ₹4,172.10 Recommended

☐ ₹3,337.68

☒ Set custom budget

Set your average daily budget for this campaign

₹ 5,000.00

Weekly conv.	Cost/Conv.	Weekly cost
14	₹2,500.00	₹35,000.00

For the month, you won't pay more than your daily budget times the average number of days in a month. Some days you might spend less than your daily budget, and on others you might spend up to twice as much. [Learn more](#)

Next



86.7%



Ad group 1

Weekly conv.

14

Cost/Conv.

₹2,500.00

Weekly cost

₹35,000.00



Search

- Bidding
- Campaign settings
- AI Max
- Keyword and asset generation
- Keywords and ads
- Budget
- Review

Keywords and ads

Keywords	8 keywords
Search term matching	Using only your keywords and match types
Brand inclusions	Limiting to: 0 brand lists
Locations of interest	None
URL inclusions	No URL inclusions
Ads	1 ad

Budget

Budget	₹5,000.00/day
--------	---------------

Publish campaign

86.7%

Ad group 1

Weekly conv. 14

Cost/Conv ₹2,500....

Weekly cost ₹35,00...

