

MODULE-4 ASSINGMENT

DIGITAL MARKETING

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

ANS:-

The main factors that can affect PPC (Pay-Per-Click) bidding are:

1. Keyword Relevance: How relevant is the keyword to the ad and landing page?

2. Ad Copy: The quality and relevance of the ad copy, including headlines and descriptions.

3. Landing Page Quality: The relevance, user experience, and conversion rate of the landing page.

4. Competition: The number of advertisers bidding on the same keyword.

5. Ad Rank: Google's assessment of ad relevance, quality, and bid amount.

6. Quality Score: Google's rating of ad relevance, landing page quality, and user experience.

7. Bid Amount: The maximum amount an advertiser is willing to pay per click.

8. Location Targeting: The geographic location of the searcher.

9. Device Targeting: The device used by the searcher (e.g., desktop, mobile, tablet).

10. Time of Day/Day of Week: The timing of when the ad is shown.

11. Ad Extensions: Additional ad features like site links, callouts, and reviews.

12. Budget: The daily or total budget set by the advertiser.

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These factors can impact ad visibility, click-through rates, conversion rates, and ultimately, the cost-effectiveness of PPC campaigns.

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

ANS:-

A search engine calculates the actual Cost-Per-Click (CPC) using the following formula:

Actual CPC = (Ad Rank of the ad below you / Your Quality Score) + \$0.01

Here's how it works:

- 1. Ad Rank:** The search engine calculates the Ad Rank of the ad below you, which is based on their bid and Quality Score.
- 2. Your Quality Score:** The search engine uses your Quality Score, which is based on factors like ad relevance, landing page quality, and user experience.
- 3. Calculation:** The search engine divides the Ad Rank of the ad below you by your Quality Score, then adds \$0.01 to determine your actual CPC.

Example:

- Ad Rank of the ad below you: 10
- Your Quality Score: 8
- Actual CPC = $(10 / 8) + \$0.01 = \1.26

This means you'll pay \$1.26 for each click on your ad.

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Note that this calculation is specific to Google Ads. Other search engines may use slightly different formulas.

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

ANS:-

Quality Score is a metric used by search engines like Google to rate the relevance and quality of ads, keywords, and landing pages. It's a dynamic score that's calculated every time an ad is eligible to be shown.

Factors that affect Quality Score:

1. **Keyword relevance:** How well does the keyword match the ad and landing page?
2. **Ad copy relevance:** How well does the ad copy match the keyword and landing page?
3. **Landing page quality:** How relevant, useful, and user-friendly is the landing page?
4. **Click-through rate (CTR):** How often do users click on the ad after seeing it?
5. **Account history:** How well has the ad account performed in the past?

Why Quality Score is important:

1. **Ad rank:** A higher Quality Score can improve ad rank, making ads more visible.

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2. **Cost-per-click (CPC):** A higher Quality Score can lower CPC, saving budget.
3. **Conversion rates:** Relevant ads and landing pages can improve conversion rates.
4. **Return on investment (ROI):** A higher Quality Score can improve ROI by increasing conversions while reducing costs.

Benefits of a high Quality Score:

1. Better ad position
2. Lower CPC
3. Increased conversions
4. Improved ROI
5. Competitive advantage

By focusing on Quality Score, advertisers can create more effective ads, improve user experience, and drive better results from their ad campaigns.

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

ANS:-

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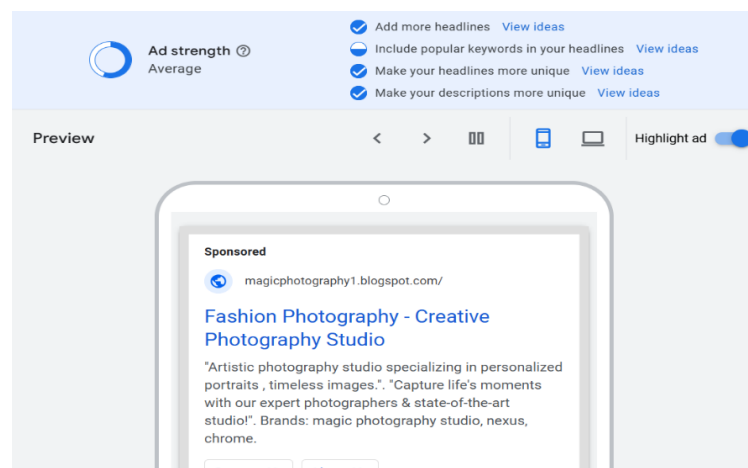
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● Website traffic-Search-1 > ● Ad group 1

Corporate Headshots | Commercial Photography | home photogra...

[Ad] magicphotography1.blogspot.com/Magic_Photos/portraits_Photo

"Capturing moments with artistry and precision. Personalized sessions, stunning results.". "Artistic photography studio specializing in personalized portraits , timeless images.".

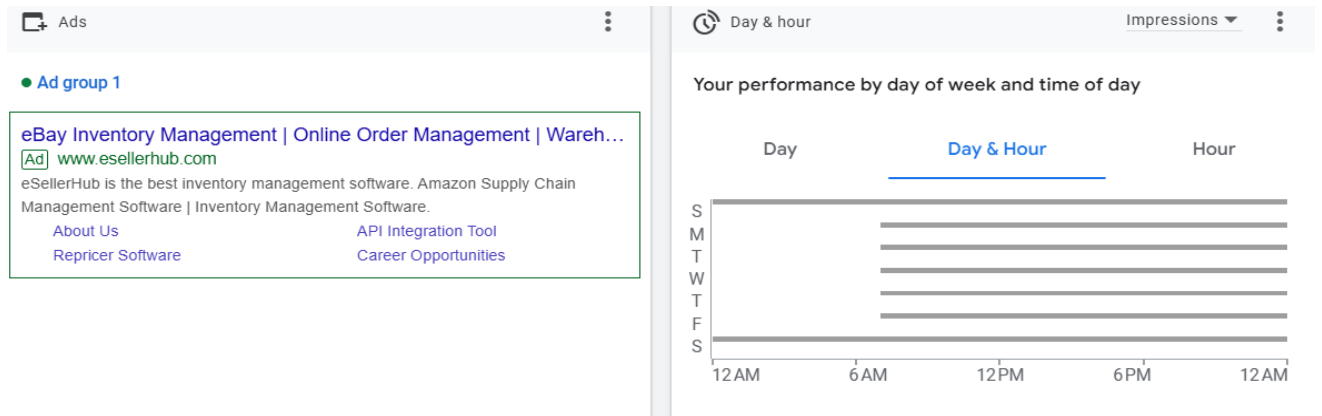


Q-5)Create an ad for <http://esellerhub.com/> to get the maximum Clicks

ANS:-

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The screenshot shows the 'Ad strength' and 'Preview' sections of the Google Ads interface. The 'Ad strength' section features a circular progress indicator and the text 'Ad strength Good'. To the right, there are four checklist items with 'View ideas' links: 'Add more headlines', 'Include popular keywords in your headlines', 'Make your headlines more unique', and 'Make your descriptions more unique'. The 'Preview' section shows a mobile device mockup displaying the ad. The ad is titled 'Custom Inventory Systems - Warehouse Management Software' and includes the text 'Amazon Supply Chain Management Software | Inventory Management Software. eSellerHub is the best inventory management software.' Below the text are three buttons: 'API Integration Tool', 'Online Arbitrage Software', and 'Abc'.

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(Q-6) Create an ad for <http://www.designer2developer.com>


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

Ans:-


Select a campaign type




Search
Get in front of high-intent customers at the right time on Google Search




Performance Max
Reach audiences across all of Google with a single campaign. [See how it works](#)




Demand Gen
Drive demand and conversions on YouTube, Discover and Gmail with image and video ads



Display
Reach customers across 3 million sites and apps with engaging creative



Shopping
Showcase your products to shoppers as they explore what to buy



Video
Reach viewers on YouTube and get conversions

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Locations

Locations Location exclusions All time Jul 30 – Aug 3, 2024 Show last 30 days

Highlighted areas are locations you can include or exclude for this campaign. Highlighted areas do not represent the regional borders. [Learn more](#)

Add filter

Targeted location	Bid adj.	Clicks	Impr.	CTR	Avg. CPC	Cost	Conv. rate	Conversions	Cost / conv.
<input type="checkbox"/> Jamnagar, Gujarat, India	–	0	0	–	–	₹0.00	0.00%	0.00	₹0.00
<input type="checkbox"/> Rajkot, Gujarat, India	–	0	0	–	–	₹0.00	0.00%	0.00	₹0.00
<input type="checkbox"/> Gondal, Gujarat, India	–	0	0	–	–	₹0.00	0.00%	0.00	₹0.00
<input type="checkbox"/> Morbi, Gujarat, India	–	0	0	–	–	₹0.00	0.00%	0.00	₹0.00
<input type="checkbox"/> Junagadh, Gujarat, India	–	0	0	–	–	₹0.00	0.00%	0.00	₹0.00
<input type="checkbox"/> Wankaner, Gujarat, India	–	0	0	–	–	₹0.00	0.00%	0.00	₹0.00
Total: Locations		0	0	–	–	₹0.00	0.00%	0.00	₹0.00
✓ Total: Campaign		0	0	–	–	₹0.00	0.00%	0.00	₹0.00

1 of 6

Budget and bidding

Budget

Set your average daily budget for this campaign

₹ 5,000.00

The most you'll pay per month is your daily budget times 30.4 (the average number of days in a month). Some days you might spend more or less than your daily budget. [Learn more](#)

Bidding

What do you want to focus on?

Conversions

Recommended for your campaign goal

How do you want to get conversions?

Automatically maximize conversions

☐ Set a target cost per action



This campaign will use the **Maximize conversions** bid strategy to help you get the most conversions for your budget

[Or, select a bid strategy directly \(not recommended\)](#)

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