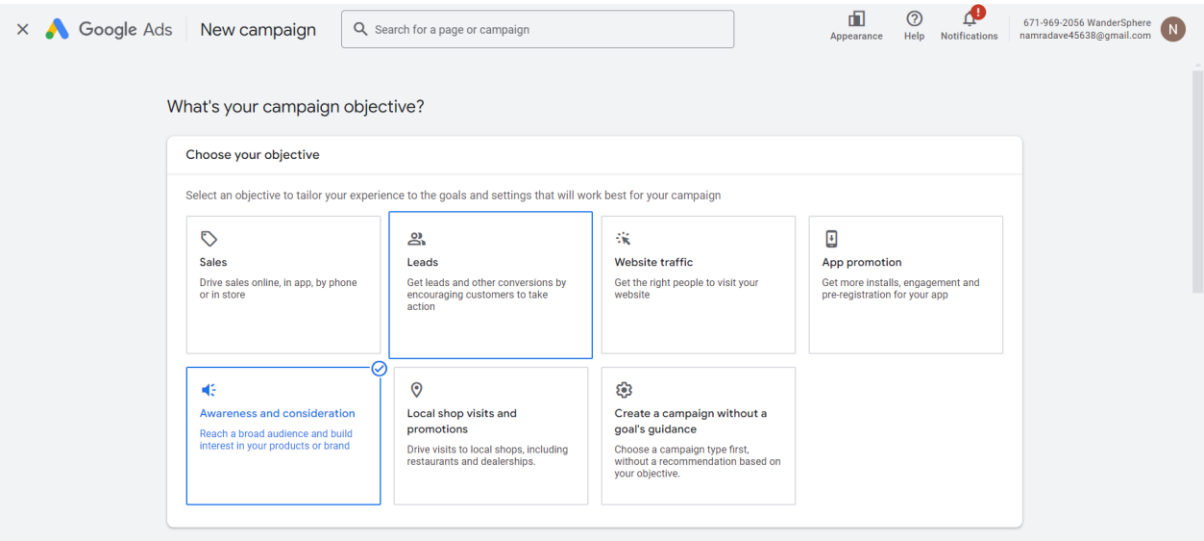
PROJECT

Module-4

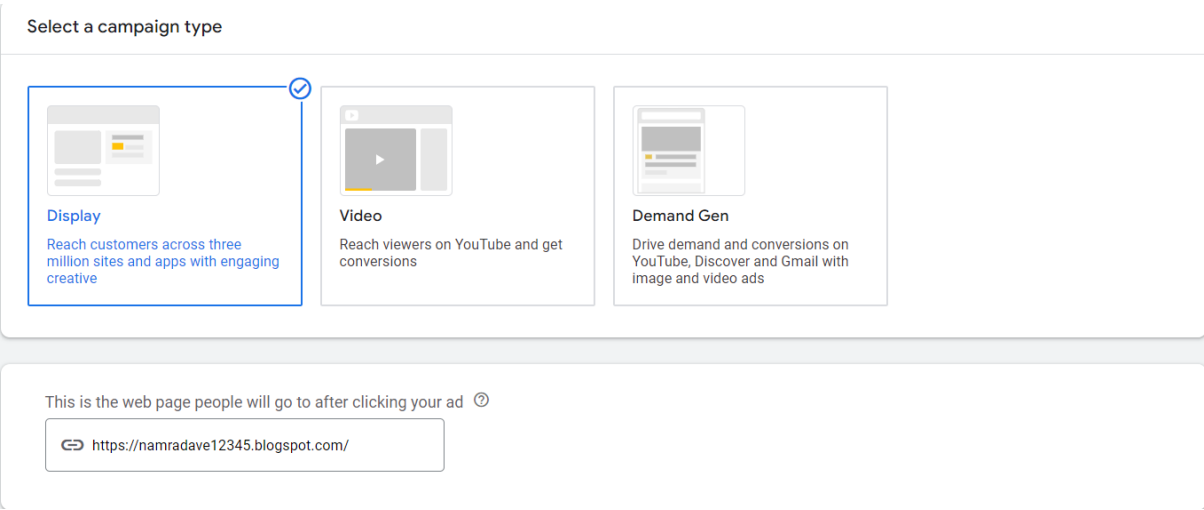
Q1. Create an Ad in Google.

Ans.

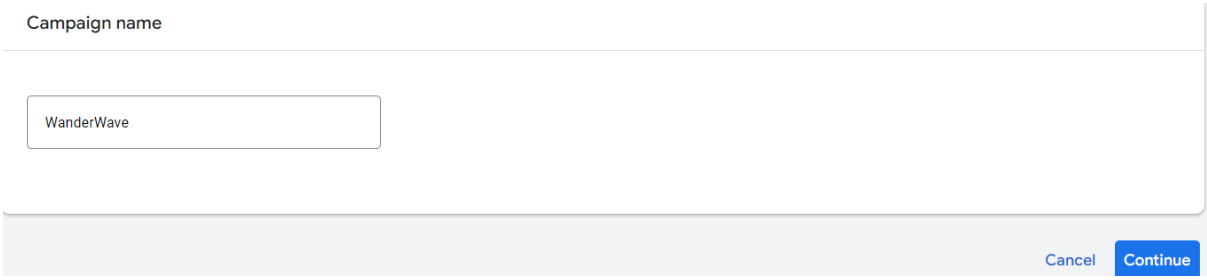
a. Campaign Objective



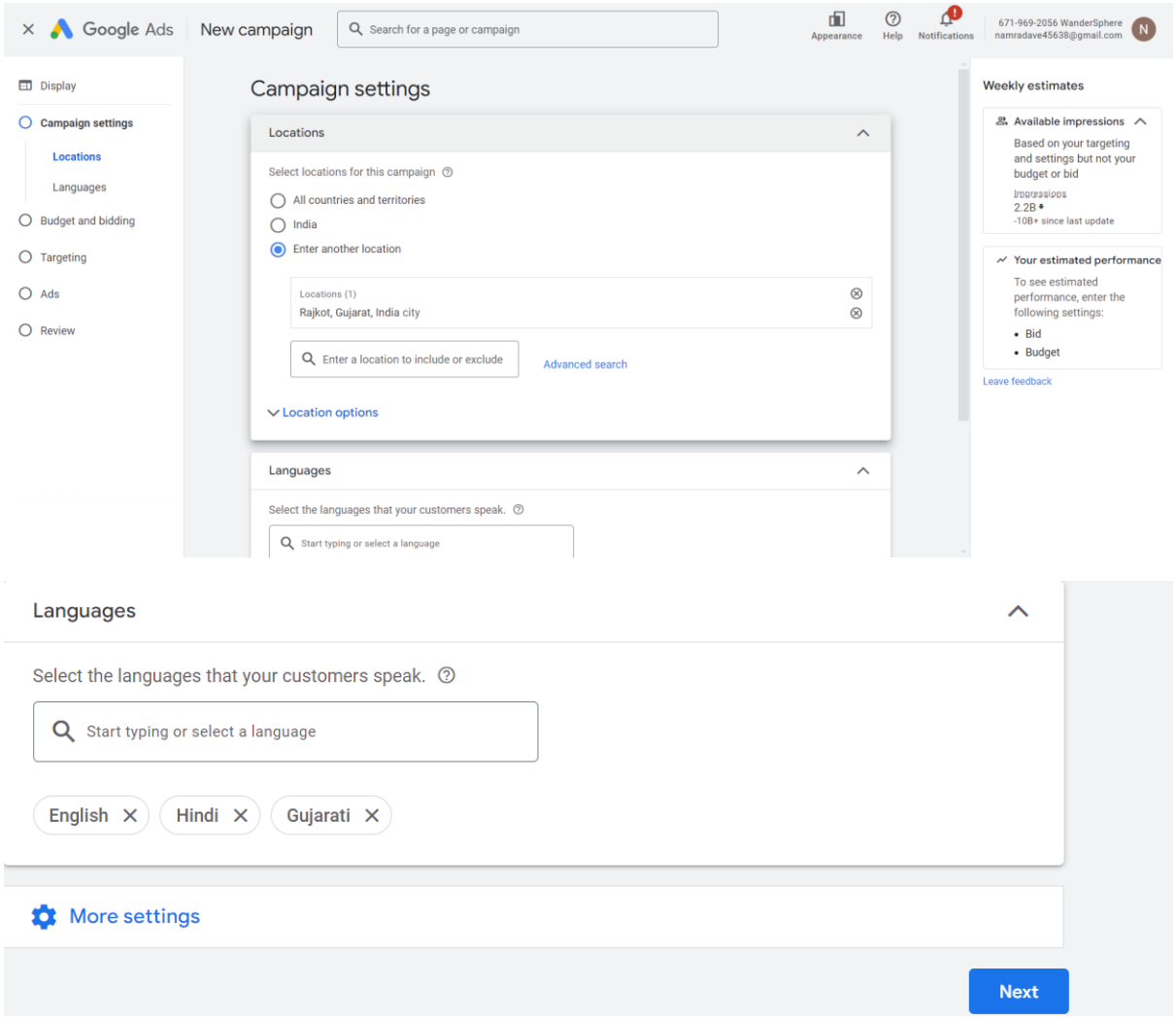
b. Campaign Vibe



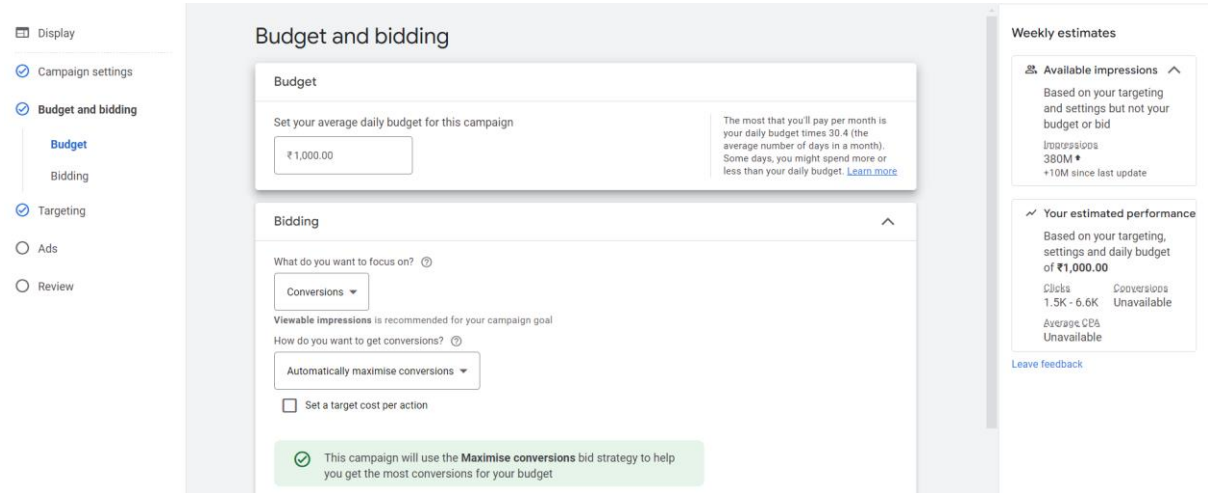
c. Name of Campaign



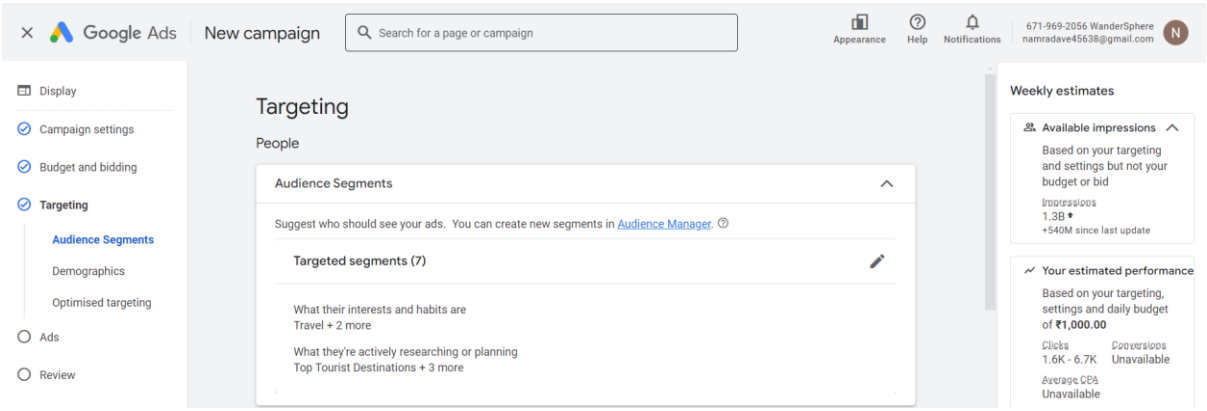
d. Settings

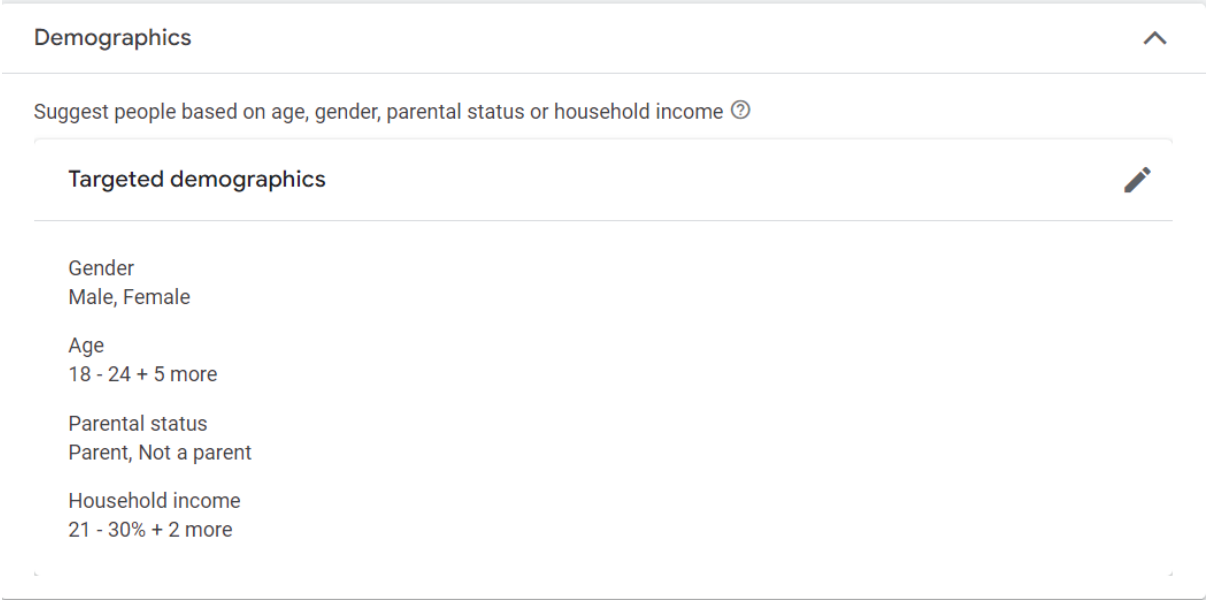


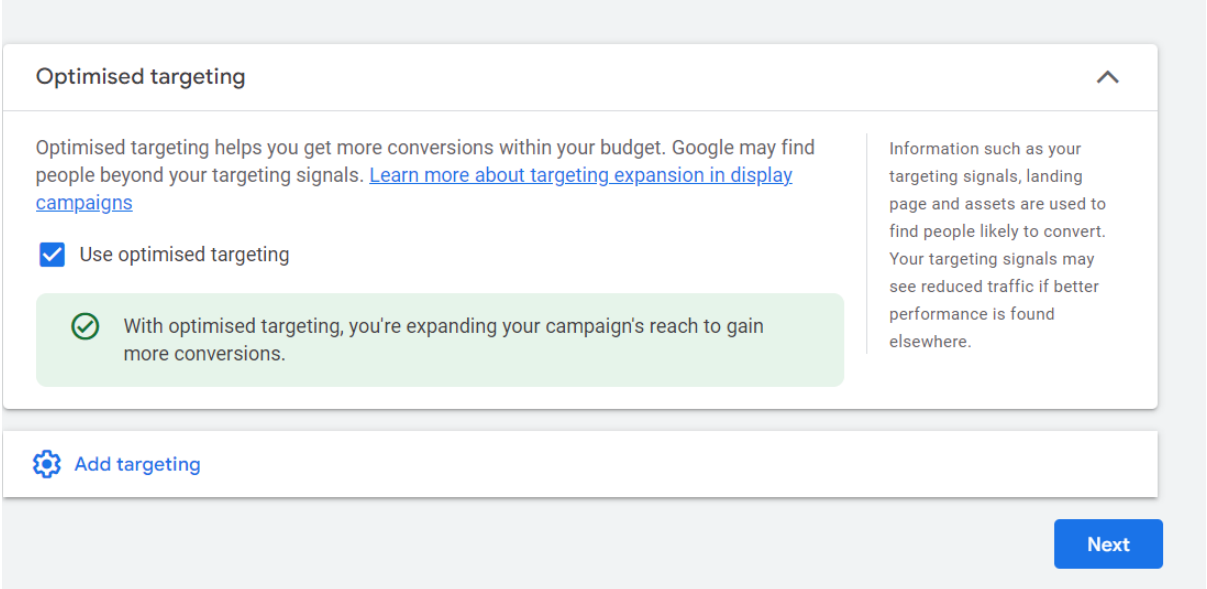
e. Budget and Bidding



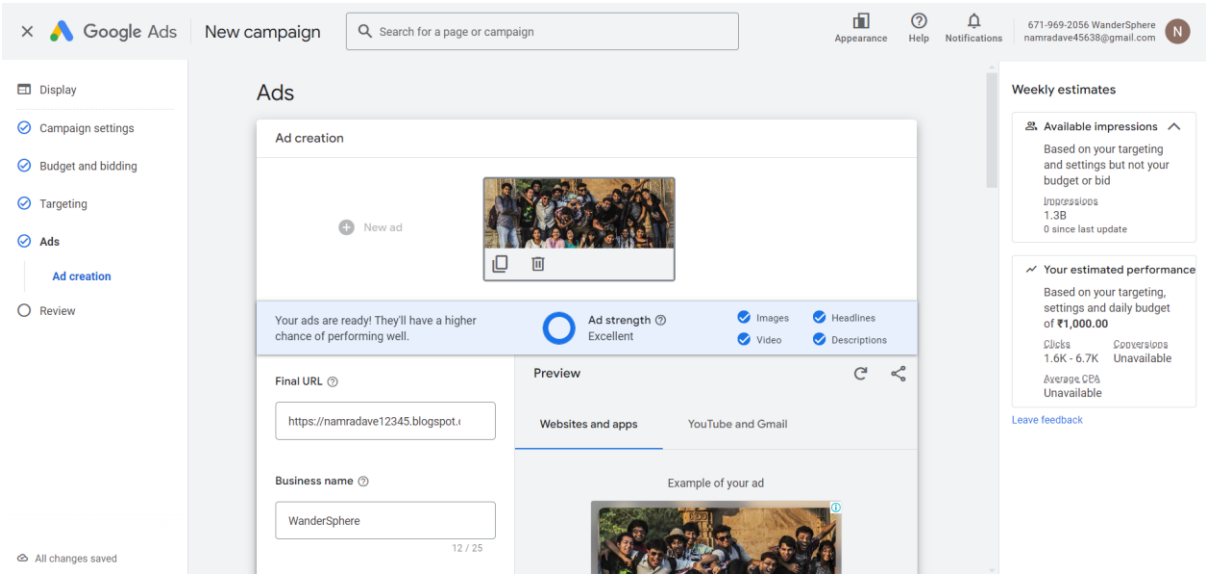
f. Targeting

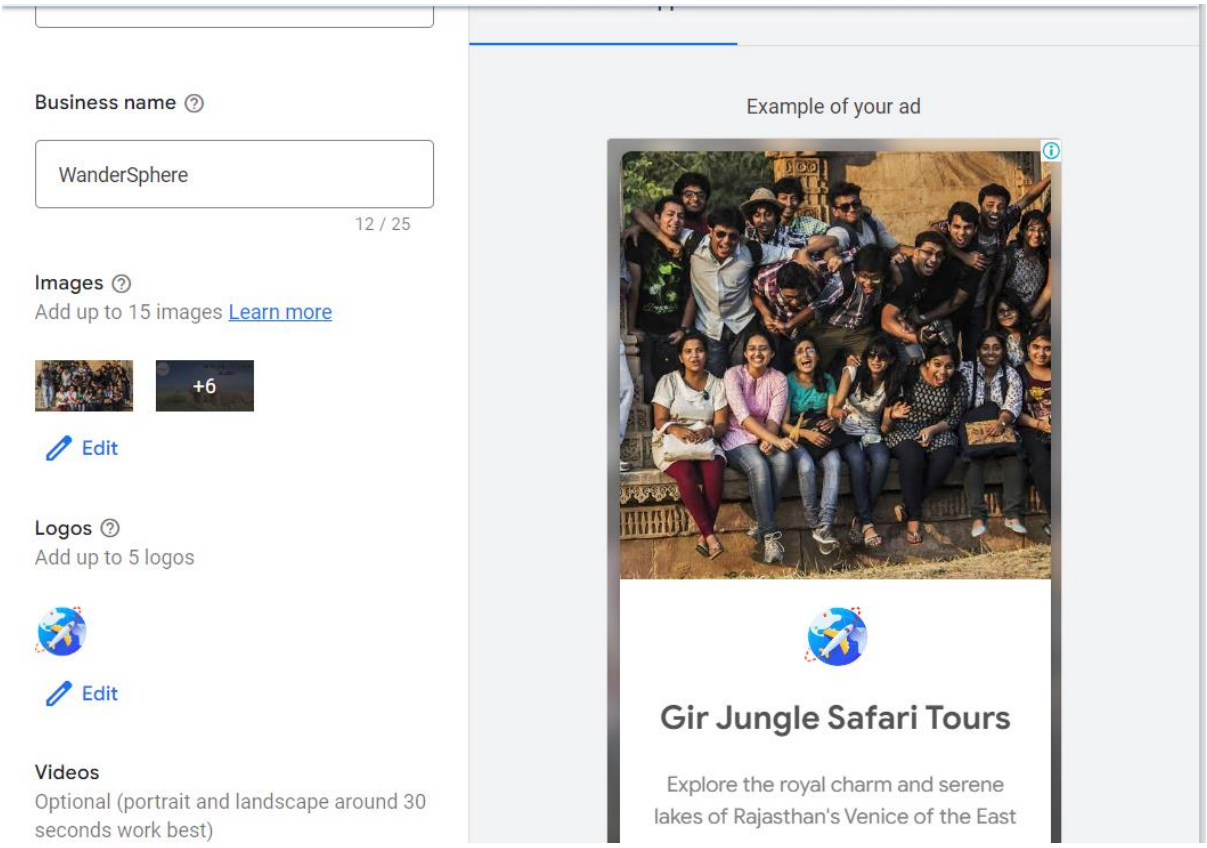

Google Ads
New campaign
Search for a page or campaign
Appearance
Help
Notifications
671-969-2056 WanderSphere
namradave45638@gmail.com
Display
Campaign settings
Budget and bidding
Targeting
Audience Segments
Demographics
Optimised targeting
Ads
Review
Targeting
People
Audience Segments
Suggest who should see your ads. You can create new segments in Audience Manager.
Targeted segments (7)
What their interests and habits are
Travel + 2 more
What they're actively researching or planning
Top Tourist Destinations + 3 more
Weekly estimates
Available impressions
Based on your targeting and settings but not your budget or bid
Impressions
1.3B
+540M since last update
Your estimated performance
Based on your targeting, settings and daily budget of ₹1,000.00
Clicks
1.6K - 6.7K
Conversions
Unavailable
Average CPA
Unavailable


Demographics
Suggest people based on age, gender, parental status or household income
Targeted demographics
Gender
Male, Female
Age
18 - 24 + 5 more
Parental status
Parent, Not a parent
Household income
21 - 30% + 2 more


Optimised targeting
Optimised targeting helps you get more conversions within your budget. Google may find people beyond your targeting signals. Learn more about targeting expansion in display campaigns
Use optimised targeting
With optimised targeting, you're expanding your campaign's reach to gain more conversions.
Information such as your targeting signals, landing page and assets are used to find people likely to convert. Your targeting signals may see reduced traffic if better performance is found elsewhere.
Add targeting
Next

g. Create an Ad





Videos

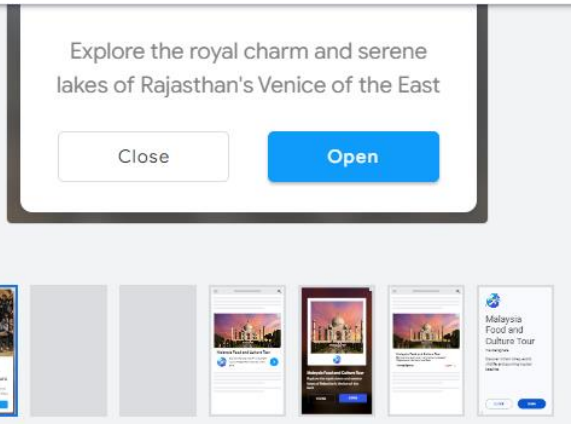
Optional (portrait and landscape around 30 seconds work best)

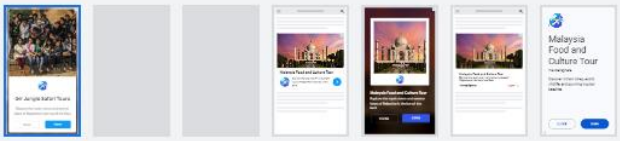
Edit

Headlines

Add up to 5 headlines

Suggested headlines More ideas





Headlines

Add up to 5 headlines

Suggested headlines More ideas

You have entered the maximum number of headlines.

Manali Tourist Attractions

26 / 30

Venice of the East

18 / 30

Malaysia Food and Culture Tour

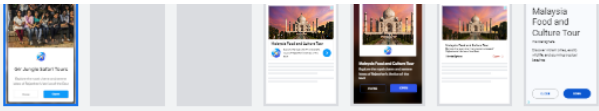
30 / 30

Gir Jungle Safari Tours

23 / 30

Wonders of the World Taj Mahal

30 / 30



Show more

Choose assets to preview

Headlines (5) Descriptions (5)

Images (6) Logos (1)

Apply

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.

Long headline

Discover Hidden Destinations Around the World and Unleash Your Inner Explorer

77 / 90

Descriptions

Add up to 5 descriptions

Suggested descriptions More ideas

You have entered the maximum number of descriptions.

Experience adventure and scenic beauty

68 / 90

Explore the royal charm and serene lake

74 / 90

Discover vibrant cities, exotic wildlife, ar

71 / 90

Witness majestic Asiatic lions and diver

76 / 90

Marvel at the timeless beauty of India's i

75 / 90

Additional format options

Ad URL options

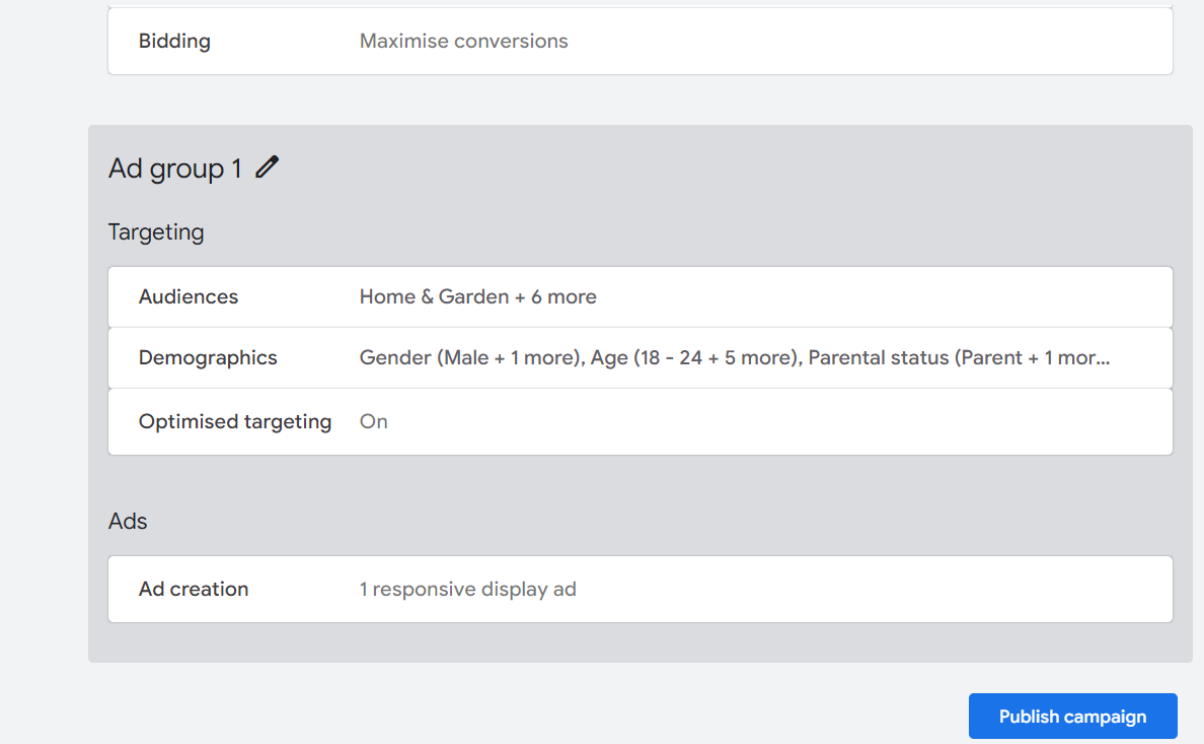
More options

Saving the ad updates it to a new version and sends it for review. Metrics for previous versions will still be visible. Learn more
Your ads might not always include all your text and images. Some cropping or shortening may occur in some formats, and either of your custom colours may be used.

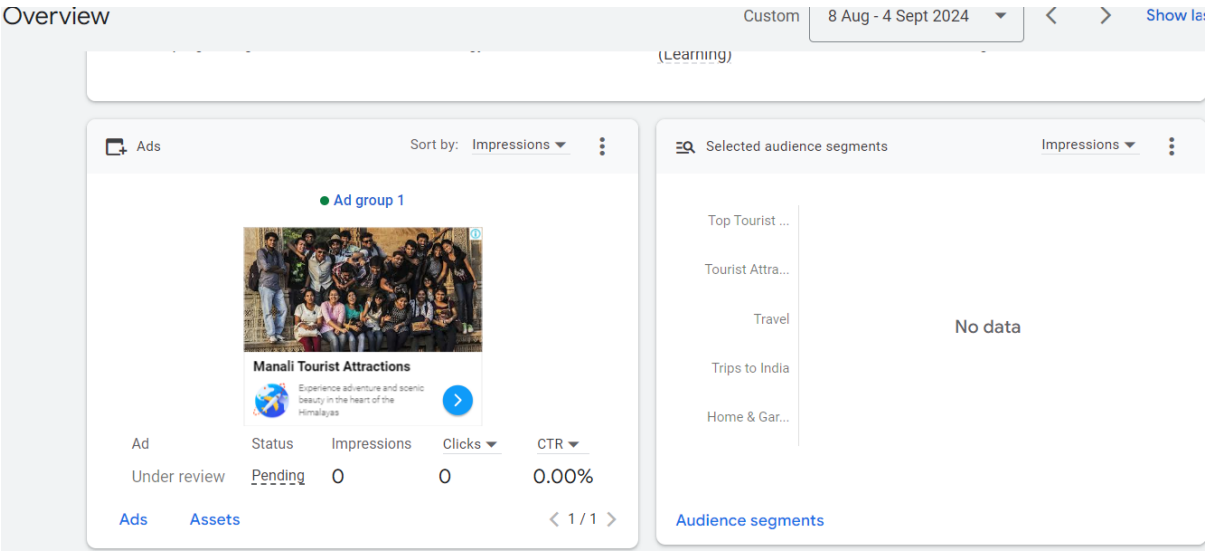
Apply changes Cancel

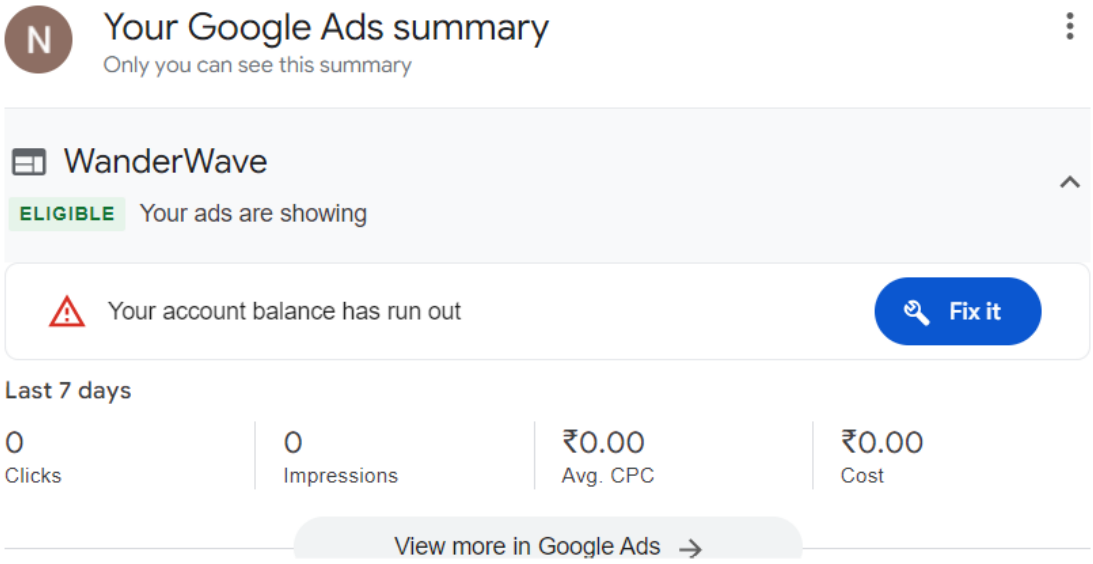
Next

h. Summary



i. Publish the Ad and the Results




N
Your Google Ads summary
Only you can see this summary
WanderWave
ELIGIBLE
Your ads are showing
Your account balance has run out
Fix it
Last 7 days
0
Clicks
0
Impressions
₹0.00
Avg. CPC
₹0.00
Cost
View more in Google Ads