

# ASSIGNMENT

## MODULE – 4

### Q.1 What are the main factors that can affect PPC bidding?

Ans. The main factors that can affect PPC bidding include:

- a) **Keyword Competition:** Higher competition for a keyword increases the cost-per-click (CPC).
- b) **Quality Score:** A higher Quality Score can lower your bid costs while improving ad placement.
- c) **Ad Relevance:** Relevant ads typically perform better, affecting the bid needed for a higher ranking.
- d) **Budget:** Your overall budget constraints will influence how aggressively you can bid.
- e) **Target Audience:** The demographics, interests, and behaviour of your target audience can affect bid strategy.

### Q.2 How does a search engine calculate actual CPC?

Ans. The actual Cost-Per-Click (CPC) in a PPC auction is calculated using a formula based on the Ad Rank of the advertiser directly below users. The higher the Quality Score, the less customer has to pay. This includes factors like relevance, expected click-through rate, and landing page experience. Search engines calculate CPC to ensure that you only pay enough to maintain your position above the next highest bidder.

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

Ans. According to **Google**, “quality score is an estimate of the quality of your ads, keywords, and landing pages.” It is determined at the keyword level and is represented as a number between 1 and 10. All things equal, the higher your quality score the better your ads will perform. An increase in quality score can lead to better ad rank, higher clickthrough rates, and cheaper clicks.

Importance of Quality Score:

#### 1. Customer Satisfaction

A well-organized, clean, and aesthetically pleasing store creates a positive first impression, making customers feel welcomed and valued. Offering high-quality products ensures that customers are satisfied with their purchases, leading to repeat business and positive word-of-mouth.

## **2. Brand Reputation**

A quality store reflects the brand's commitment to excellence, helping to build trust with customers. In a competitive market, a high-quality store can differentiate a brand from its competitors, establishing it as a leader in the industry.

## **3. Customer Loyalty**

Consistency in the quality of products and services encourages customers to return, fostering loyalty. A quality store often emphasizes personalized customer service, which can enhance the shopping experience and deepen customer relationships.

## **4. Operational Efficiency**

Quality stores often have efficient inventory management, reducing the chances of stockouts or overstocking, which can affect customer satisfaction. A well-maintained store creates a better working environment for employees, boosting their morale and productivity.

## **5. Financial Performance**

Quality stores tend to attract more customers, leading to increased sales and revenue. Maintaining high standards can reduce the need for returns, repairs, or customer complaints, ultimately saving the business money.

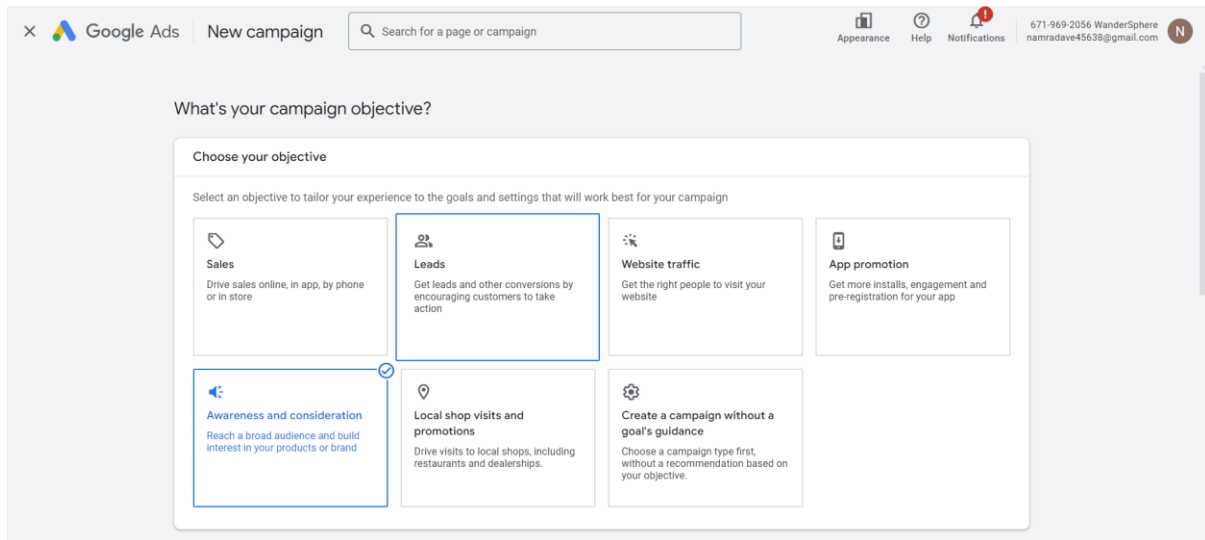
## **6. Customer Experience**

A well-designed store layout ensures that customers can easily find what they need, enhancing their overall shopping experience. Quality stores often engage customers through appealing displays, promotions, and events, making the shopping experience enjoyable and memorable.

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

Ans.

### a. Campaign Objective



Google Ads | New campaign | Search for a page or campaign

Appearance | Help | Notifications | 671-969-2056 WanderSphere | namradave45638@gmail.com

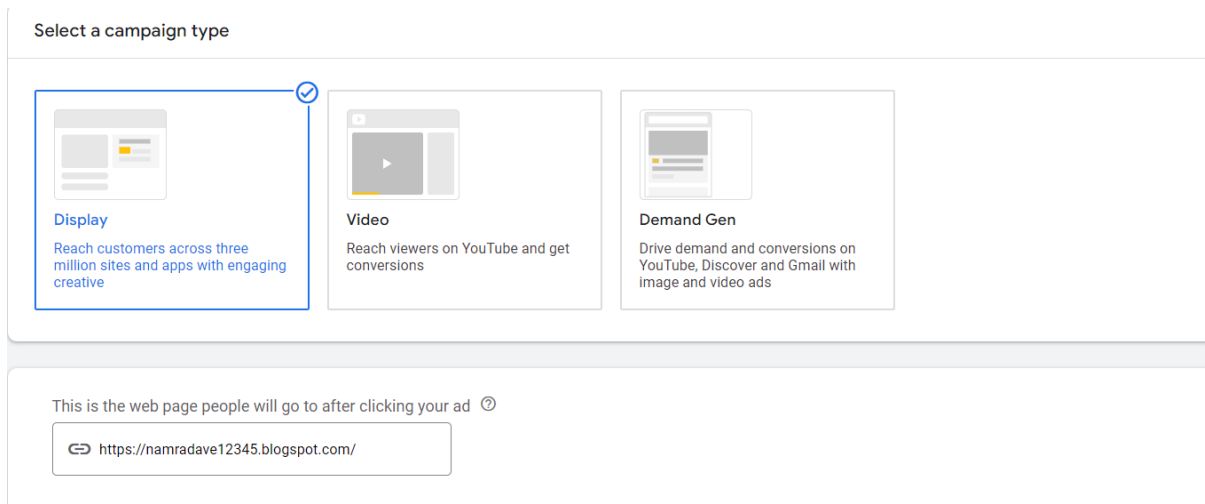
What's your campaign objective?

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** (Selected)  
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 a goal's guidance**  
Choose a campaign type first, without a recommendation based on your objective.

### b. Campaign Type



Select a campaign type

- Display** (Selected)  
Reach customers across three million sites and apps with engaging creative
- Video**  
Reach viewers on YouTube and get conversions
- Demand Gen**  
Drive demand and conversions on YouTube, Discover and Gmail with image and video ads

This is the web page people will go to after clicking your ad ?

<https://namradave12345.blogspot.com/>

## c. Name of Campaign

Campaign name

WanderWave

Cancel Continue

## d. Settings

Google Ads New campaign Search for a page or campaign Appearance Help Notifications 671-969-2056 WanderSphere namradave45638@gmail.com

Display Campaign settings Locations Languages Budget and bidding Targeting Ads Review

### Campaign settings

#### Locations

Select locations for this campaign ⓘ

☐ All countries and territories

☐ India

☒ Enter another location

Locations (1)

Rajkot, Gujarat, India city

Enter a location to include or exclude Advanced search

Location options

#### Languages

Select the languages that your customers speak. ⓘ

Start typing or select a language

#### Languages

Select the languages that your customers speak. ⓘ

Start typing or select a language

English × Hindi × Gujarati ×

More settings

Next

#### Weekly estimates

Available impressions ^

Based on your targeting and settings but not your budget or bid

Impressions 2.2B + -10B+ since last update

Your estimated performance

To see estimated performance, enter the following settings:

- Bid
- Budget

Leave feedback

## e. Budget and Bidding

Display

Campaign settings

Budget and bidding

Budget

Bidding

Targeting

Ads

Review

### Budget and bidding

Budget

Set your average daily budget for this campaign

₹ 1,000.00

The most that 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

Viewable impressions is recommended for your campaign goal

How do you want to get conversions?

Automatically maximise conversions

☐ Set a target cost per action

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

Weekly estimates

Available impressions

Based on your targeting and settings but not your budget or bid

Impressions

380M

+10M since last update

Your estimated performance

Based on your targeting, settings and daily budget of ₹1,000.00

Clicks

1.5K - 6.6K

Conversions

Unavailable

Average CPA

Unavailable

[Leave feedback](#)

## 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

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

Ads

Review

Ad creation

Ads

Ad creation

New ad

Your ads are ready! They'll have a higher chance of performing well.

Ad strength

Excellent

Images

Headlines

Video

Descriptions

Final URL

https://namradave12345.blogspot.i

Business name

WanderSphere

Preview

Websites and apps

YouTube and Gmail

Example of your ad

Weekly estimates

Available impressions

Based on your targeting and settings but not your budget or bid

Impressions

1.3B

0 since last update

Your estimated performance

Based on your targeting, settings and daily budget of ₹1,000.00

Clicks

1.6K - 6.7K

Average CTR

Unavailable

Conversions

Unavailable

Leave feedback

All changes saved

12 / 25

### Business name <sup>?</sup>

WanderSphere

12 / 25

### Images <sup>?</sup>

Add up to 15 images [Learn more](#)



 Edit

### Logos <sup>?</sup>

Add up to 5 logos



 Edit

### Videos

Optional (portrait and landscape around 30 seconds work best)

### Example of your ad



## Gir Jungle Safari Tours

Explore the royal charm and serene lakes of Rajasthan's Venice of the East

### Videos

Optional (portrait and landscape around 30 seconds work best)



 Edit

### Headlines <sup>?</sup>

Add up to 5 headlines

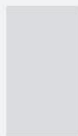
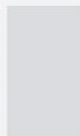
Suggested headlines

[More ideas](#)

Explore the royal charm and serene lakes of Rajasthan's Venice of the East

Close

Open



## Headlines ②

Add up to 5 headlines

Suggested headlines

[More ideas](#)

① 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 ②

Discover Hidden Destinations Around the World and Unleash Your Inner Explorer

77 / 90

## Descriptions ②

Add up to 5 descriptions

Suggested descriptions

[More ideas](#)

① 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

BiddingMaximise conversions

Ad group 1

Targeting

AudiencesHome & Garden + 6 more

DemographicsGender (Male + 1 more), Age (18 - 24 + 5 more), Parental status (Parent + 1 mor...

Optimised targetingOn

Ads

Ad creation1 responsive display ad

Publish campaign

i. Publish the Ad and the Results

Overview


Custom8 Aug - 4 Sept 2024<>Show la

(Learning)

Ads

Sort by: Impressions

Ad group 1



Manali Tourist Attractions

Experience adventure and scenic beauty in the heart of the Himalayas

Ad	Status	Impressions	Clicks	CTR
Under review	Pending	0	0	0.00%

AdsAssets

< 1 / 1 >

Selected audience segments

Impressions

Top Tourist ...

Tourist Attra...

Travel

Trips to India

Home & Gar...

No data

Audience segments

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	0	₹0.00	₹0.00
Clicks	Impressions	Avg. CPC	Cost

View more in Google Ads

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

Ans.

### a. Campaign Objective

Google Ads

New campaign

Search for a page or campaign

Appearance


Help


Notifications


What's your campaign objective?


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 a goal's guidance**  
Choose a campaign type first, without a recommendation based on your objective.


Use these conversion goals to improve Website traffic


Conversion goals labelled as account default will use data from all of your campaigns to improve your bid strategy and campaign performance, even if they don't seem directly related to Website traffic.


Conversion goals	Conversion Source	Conversion Actions
 <b>Page views</b> (account default)	Website	 1 action


### b. Campaign Type


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](#)

**Display**  
Reach customers across three 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

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

## c. Name of Campaign

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

<https://www.esellerhub.com/>

Campaign name

ESeller Empower

Cancel Continue

## d. Bidding

Search

Bidding

Bidding

Customer acquisition

Campaign settings

Keyword and asset generation

Keywords and ads

Budget

Review

### Bidding

What do you want to focus on? ?

Clicks

☒ Set a maximum cost per click bid limit

Maximum CPC bid limit ?

₹ 2,000.00

Alternative bid strategies like portfolios are available in settings after you create your campaign

## e. Campaign Settings

Search

Bidding

Campaign settings

Network

Locations

Languages

Audiences

Broad match keyword


Keyword and asset generation

Keywords and ads

### Campaign settings

To reach the right people, start by defining key settings for your campaign


#### Networks



#### Search Network

Ads can appear near Google Search results and other Google sites when people search for terms that are relevant to your keywords.

☒ Include Google search partners ?



#### Display Network

Easy way to get additional conversions at similar or lower costs than Search with unused Search budget.

☒ Include Google Display Network ?

## Locations



Select locations for this campaign [?](#)

- ☐ All countries and territories
- ☐ India
- ☒ Enter another location

Locations (1)

Rajkot, Gujarat, India city

Reach [?](#)

2,510,000

Enter a location to include or exclude

[Advanced search](#)

For example, a country, city, region or postcode

[Location options](#)

## Languages



Select the languages that your customers speak. [?](#)

Start typing or select a language

English

Hindi

Gujarati

**Audience segments** Select audience segments to add to your campaign.



**Broad match  
keyword**



Broad match keywords work with Smart Bidding to help you reach your campaign goals. Using broad match keywords for your entire campaign ensures consistency and provides access to additional settings, such as brand inclusions. [Learn more about broad match keywords](#)

☐ On: Use broad match keywords for your entire campaign

☒ Off: Use keyword match types



To use broad match keywords, switch to a conversion or conversion value based bidding strategy.

## f. Keyword and Asset Generation

### Keyword and asset generation

Keyword and asset generation

Get help creating your ad BETA

Google AI will use your URL and the information you provide to create assets, like keywords, headlines, and descriptions for you to review. Generated content may be inaccurate or offensive, so please review and check the responses. To improve Google AI, human reviewers may read, annotate, and process the information you provide. Don't enter anything you wouldn't want reviewed or used.

Your use is subject to Google's [Terms of Service](#) and [Generative AI Additional Terms of Service](#). Your data is handled as explained in the Google [Privacy Policy](#).

Where will people go when they click your ad?

Final URL (required)

 <https://www.esellerhub.com/>

What makes your products or services unique?

Describe the product or service to advertise (required)

eSellerHub's inventory management software streamlines your operations by managing inventory across marketplaces, improving sales performance, and facilitating bundle, kit, variation, and drop shipping management. Our order management software expedites order processing, simplifies cancellations, exchanges, and refunds, exports order lists, and supports order notes. Our supplier management software streamlines supplier management, purchase order generation, and formula-based ordering. Our fulfillment software enables accurate order picking, packing, and shipping, tracking number uploading, and shipping carrier and method definition. Our reporting and analytics software provides insights into sales, gross profit, top-selling and least-selling products over time. Request a demo today to experience the best in inventory management software and custom online inventory systems with high-end services for order management.

Our target audience is online sellers who need help with inventory management, order management, supplier management, fulfillment, and reporting. Our unique selling points are our comprehensive suite of software solutions, our high-end services, and our commitment to customer satisfaction.

1223 / 3000


Skip

 Generate

## g. Keywords and Ads

### Keywords and ads

Ad groups help you organise your ads around a common theme. For the best results, focus your ads and keywords on one product or service.

Ad group 1 



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.esellerhub.com/>

Add products or services to advertise

 inventory management software × online inventory systems ×  
amazon supply chain management ×

[Update keyword suggestions](#)

### Enter keywords

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

online inventory systems  
amazon supply chain management  
inventory management software  
inventory software  
inventory systems  
inventory management  
order management software  
warehouse inventory management software  
multi channel inventory management software  
warehouse management software

Match types help control which searches can trigger your ads

keyword = Broad match "keyword" = Phrase match [keyword] = Exact match [Learn more](#)

### Ads

Your ads are ready! They'll have a higher chance of performing well.

Ad strength  
Excellent

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

#### Final URL

Final URL  
<https://www.esellerhub.com/>

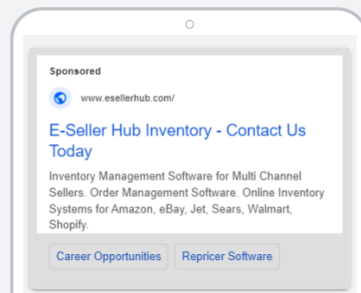
This will be used to suggest headlines and descriptions

#### Display path

www.esellerhub.com

/  /   
0 / 15 0 / 15

#### Preview



#### Headlines 14/15

For optimal ad performance, include these keywords in your headlines

management

multi channel inventory  
management software

✓ online inventory systems

[More ideas](#)

Amazon, eBay, Shopify, Jet

Required 26 / 30

Warehouse Management Sc

Required 29 / 30

Online Order Management

Required 23 / 30

E-Seller Hub Inventory

This preview shows potential ads assembled using your assets. Not all combinations are shown. Assets can be shown in any order, so make sure that they make sense individually or in combination, and don't violate our policies or local law. Some shortening may also occur in some formats. You can make sure certain text appears in your ad. [Learn more](#)

44 / 30

High-End Services

17 / 30

Esellerhub

10 / 30

Best in Class

13 / 30

Contact Us Today

16 / 30

Request a Demo

14 / 30

Your Business. Your Softwa

29 / 30

Amazon Supply Chain Mane

E-SellerHub Software

20 / 30

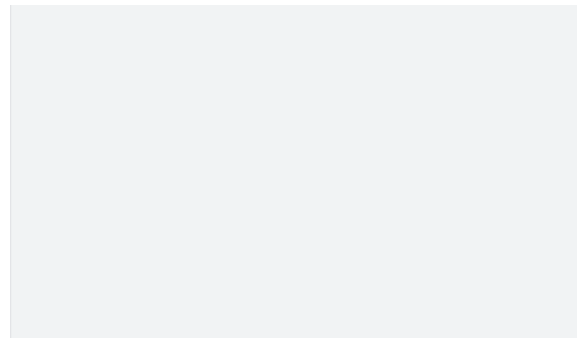
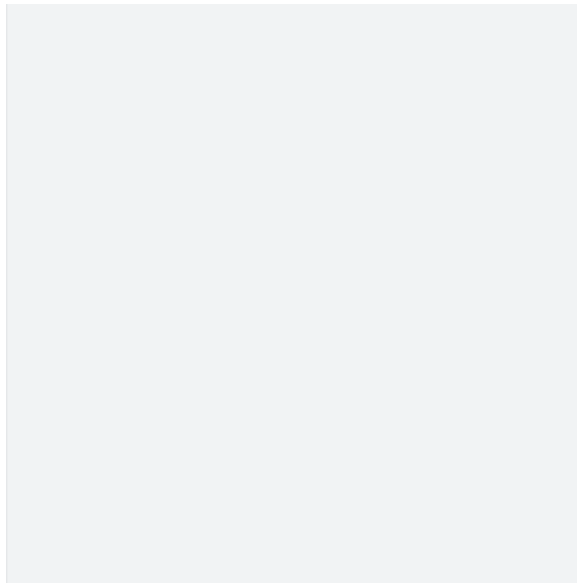
Inventory Management Syst

27 / 30

Inventory Management Serv

28 / 30

+ Headline



Tt Descriptions 4/4 ? View ideas ^

Online Inventory Systems for Amazon, eBay, Jet, Sears, Walmart, Shopify

Required 71 / 90

Inventory Management Software for Multi Channel Sellers. Order Management Software

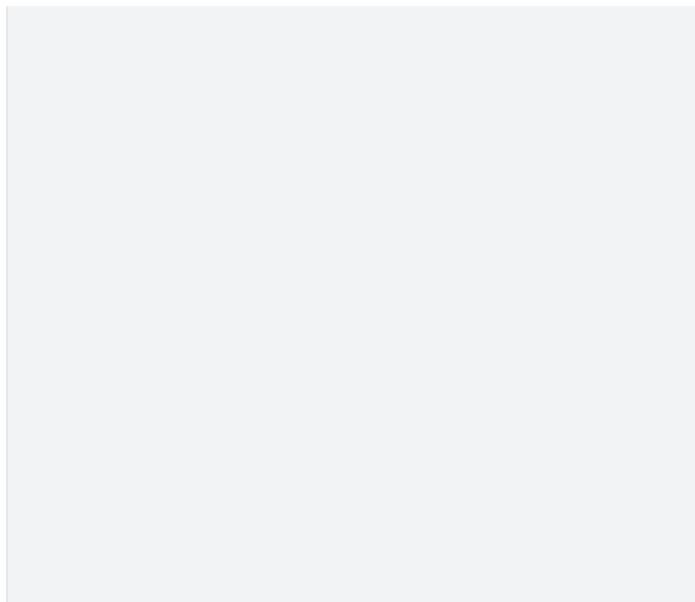
Required 82 / 90

Manage your inventory, buy and sell items online with the best price guaranteed.

80 / 90

eSupplierHub offers a complete solution for e-commerce needs

60 / 90





### Sitelinks

Add links to your ads to take people to specific pages on your website.



[Career Opportunities](#)

Add a description



[Contact Us](#)

Add a description



[Repricer Software](#)

Add a description



[About Us](#)

Add a description



 Edit


## 97.1%



Campaign optimisation score 



### Weekly estimates

Estimates are based on your keywords and daily budget 

#### Ad group 1



Weekly clicks

2,544

Avg. CPC

₹2.37

Weekly cost

₹6,024.16



## h. Summary


Your campaign is ready to publish

Publish campaign

Recommendations

Apply these recommendations to optimise campaign performance

< 1 / 1 >

 Add callouts: Help your ads show more prominently by adding callouts ⓘ

+2.9%

View

Overview

Campaign name

ESeller Empower

Campaign type

Search

Objective

Website traffic

Goal

Page views

Bidding

Bidding

Maximise clicks

Customer acquisition

Bid equally for new and existing customers

Campaign settings

Networks

Google Search Network, Search partners, Display Network

Locations

Rajkot

Languages

English, Hindi and Gujarati

Audiences

No segments

Broad match keyword

Off: Use keyword match types

Keywords and ads

Keywords

10 keywords

Ads

1 ad

Budget

Budget

₹860.59/day

Publish campaign

## i. Publish the Campaign and Results

The screenshot displays the Google Ads interface. On the left, the 'Keywords' section shows a summary of keyword performance with a table:

	Cost	Clicks	CTR
inventory management software	₹0.00	0	0.00%
inventory management	₹0.00	0	0.00%
inventory software	₹0.00	0	0.00%
warehouse management software	₹0.00	0	0.00%
order management software	₹0.00	0	0.00%

Below the table are tabs for 'Keywords' and 'Negative keywords', and a pagination indicator '< 1 / 2 >'. On the right, the 'Ad group' section shows an ad for 'Amazon, eBay, Shopify, Jet | Warehouse Management Software | ...' with the URL 'www.esellerhub.com'. The ad text describes online inventory systems for various e-commerce platforms. Below the ad text are links for 'Repricer Software', 'About Us', 'Contact Us', and 'Career Opportunities'. At the bottom right, a table shows ad performance metrics:

Ad	Status	Impressions	Clicks	CTR
Under review	Pending	0	0	0.00%

Below this table are tabs for 'All ads' and 'All assets', and a pagination indicator '< 1 / 1 >'. The 'Status' column shows 'Pending'.

## 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.

## a. Select Your Campaign Objective and Type


The screenshot shows the 'Choose your objective' screen in Google Ads. The title is 'What's your campaign objective?'. Below the title, it says 'Choose your objective'. A sub-header reads 'Select an objective to tailor your experience to the goals and settings that will work best for your campaign'. There are seven objective cards displayed in a grid:

- 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. (This card is selected, indicated by a blue border and a checkmark icon in the top right corner.)
- 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 a goal's guidance**: Choose a campaign type first, without a recommendation based on your objective.


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](#)




**Display**  
Reach customers across three 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



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

This is the web page people will go to after clicking your ad ⓘ

 <http://www.designer2developer.com/>

Campaign name

Craft to Code: Elevate Your Skills

Cancel

Continue

## b. Campaign Settings

Campaign settings

Locations

Select locations for this campaign ⓘ



☐ All countries and territories


☐ India

☒ Enter another location

Locations (1)

Rajkot, Gujarat, India city



 Enter a location to include or exclude

[Advanced search](#)

▼ Location options

Languages

^

Select the languages that your customers speak. ⓘ

🔍 Start typing or select a language

English ×

Hindi ×

Gujarati ×

⚙️ More settings

Next

## c. Budget and Bidding

Budget and bidding

Budget

Set your average daily budget for this campaign

₹ 5,000.00

The most that 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 maximise conversions ▾

☐ Set a target cost per action

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

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

## d. Targeting

### Targeting

Content

Topics

Suggest webpages, apps and videos about a certain topic ⓘ

Edit targeted topics

Done

Search by word, phrase or URL

Q

4 selected

Clear all

☐ Arts & Entertainment

▼

Jobs & Education

⊗

☐ Beauty & Fitness

▼

Internet & Telecom

⊗

☐ Books & Literature

▼

Computers & Electronics

⊗

☒ Business & Industrial

▼

Business & Industrial

⊗

☐ Cars and Vehicles

▼

☒ Computers & Electronics

▼

☐ Finance


▼

## e. Create an Ad

### Ads

Ad creation

+ New ad



Your ads are ready! They'll have a higher chance of performing well.

Ad strength ⓘ

Excellent

☒ Images

☒ Headlines

☒ Video

☒ Descriptions

Final URL ⓘ

https://www.designer2developer.cc

Required

Business name ⓘ

Designer2Developer

Required


18 / 25

Preview

Websites and apps

YouTube and Gmail




Example of your ad



Final URL ⓘ  
  
Required


Business name ⓘ  
  
Required 18 / 25

Images ⓘ  
Add up to 15 images [Learn more](#)  




+5

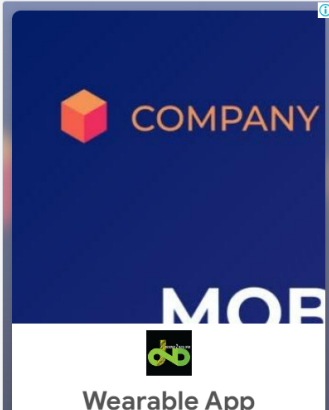
[Edit](#)  
At least 1 landscape image is required  
At least 1 square image is required

Logos ⓘ  
Add up to 5 logos  



Preview

Websites and apps
YouTube and Gmail

Example of your ad  


## Videos

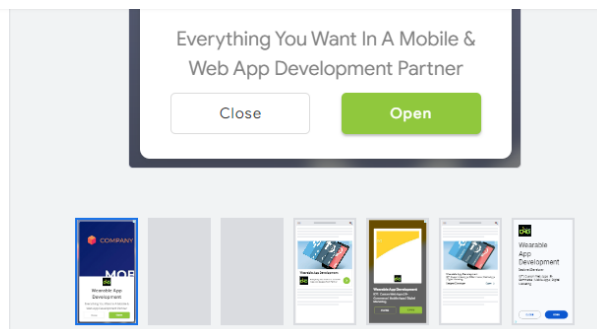
Optional (portrait and landscape around 30 seconds work best)



[Edit](#)

## Headlines ⓘ

Add up to 5 headlines



## Suggested headlines

[More ideas](#)

**i** You have entered the maximum number of headlines.

NodeJS Web Development

Required

22 / 30

Unbeatable Prices

17 / 30

IOT Application Development

27 / 30

Connected Car App Development

29 / 30

Wearable App Development

24 / 30

## Long headline ⓘ

Custom App, Web, & IoT Development for Every Need – From Startups to Enterprises

[Show more](#)

## Choose assets to preview

Headlines (5)

Descriptions (5)

Images (7)

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.

**Descriptions** ⓘ  
Add up to 5 descriptions  
Suggested descriptions [More ideas](#)

ⓘ You have entered the maximum number of descriptions.

SmartHome Automation App Developm

Required 36 / 90

IOT development company | Top Mobile

36 / 90

Ruby On Rails (ROR) Website Developm

39 / 90

IOT | Custom Web Apps | E-Commerce |

68 / 90

Everything You Want In A Mobile & Web

61 / 90

## f. Summary

### Campaign review

[Publish campaign](#)

Campaign name Craft to Code: Elevate Your Skills

Campaign type Display

Objective Website traffic

Goal Page views

### Campaign settings

Locations Rajkot

Languages English, Hindi and Gujarati



Budget and bidding

Budget ₹5,000.00/day

Bidding Maximise conversions

Ad group 1

Targeting

Topics Internet & Telecom + 3 more

Optimised targeting On

Ads

Ad creation 1 responsive display ad

Publish campaign

Weekly estimates

Available impressions

Based on your targeting and settings but not your budget or bid

Impressions 4.4B

0 since last update

Your estimated performance

Based on your targeting, settings and daily budget of ₹5,000.00

Clicks 8.4K - 40K

Conversions Unavailable

Average CPA Unavailable


Leave feedback

## g. Results


Ads

Sort by: Impressions

Ad group 1



NodeJS Web Development



SmartHome Automation App Development

Ad	Status	Impressions	Clicks	CTR
Under review	Pending	0	0	0.00%

Ads

Assets

< 1 / 1 >