

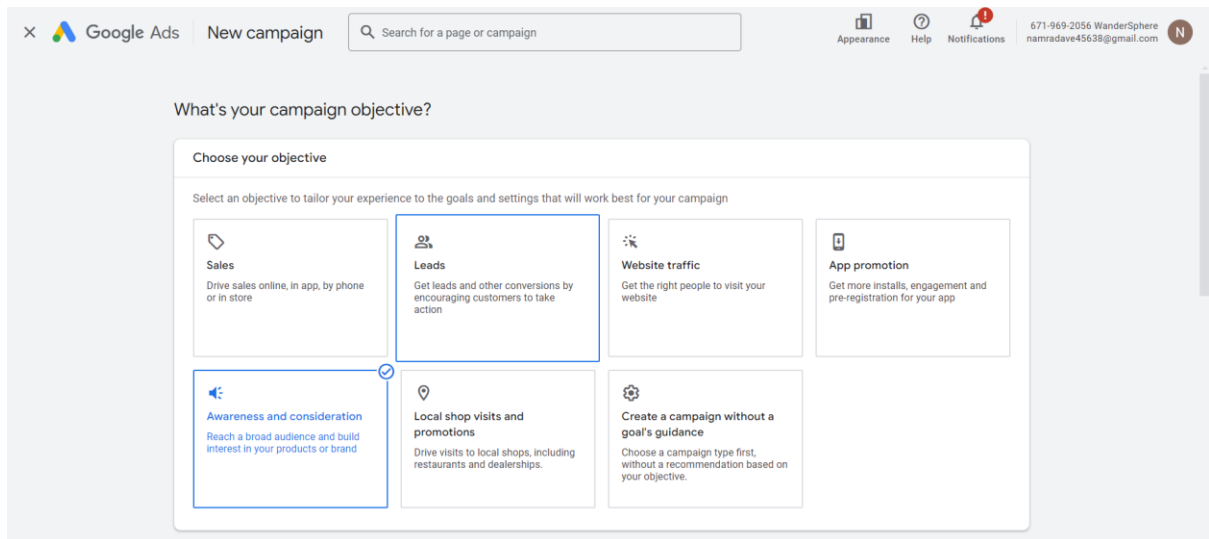
# PROJECT

## Module-4

### Q1. Create an Ad in Google.

Ans.

#### a. Campaign Objective



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

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

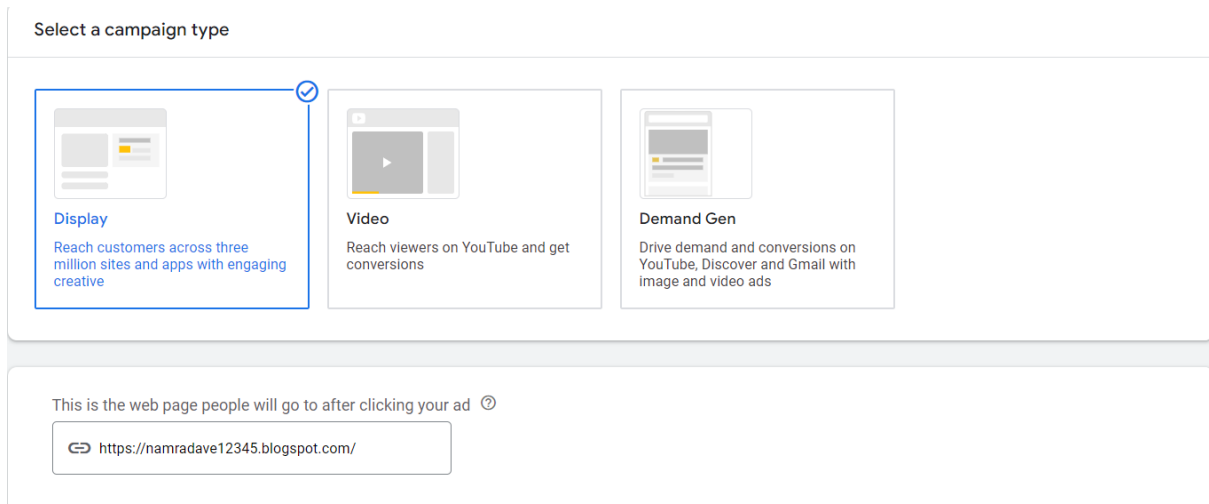
What's your campaign objective?

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 Vibe



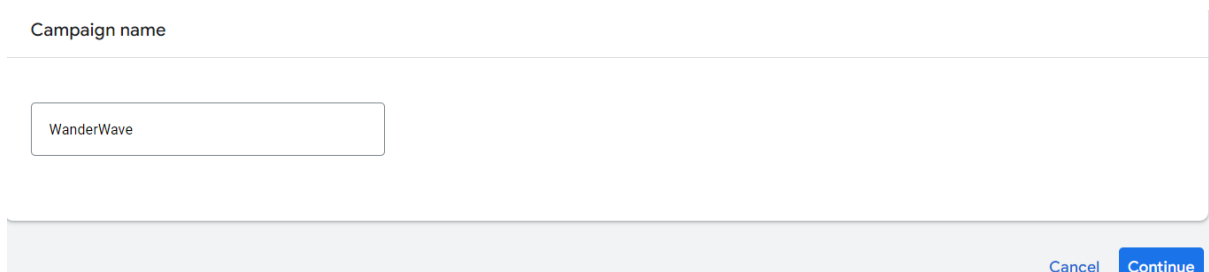
Select a campaign type

- 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

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

Languages

Select the languages that your customers speak

Start typing or select a language

English Hindi Gujarati

More settings

Next

## 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

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N

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  
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Display

Campaign settings

Budget and bidding

Targeting

Ads

Ad creation

Review

Ads

Ad creation

New ad

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

Ad strength  
Excellent

Images

Video

Headlines

Descriptions

Final URL

https://namradave12345.blogspot.i

Business name

WanderSphere

12 / 25

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

Conversions  
Unavailable

Average CPA  
Unavailable

Leave feedback

Business name

WanderSphere

12 / 25

Images

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



+6

Edit

Logos

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 ?

Add up to 5 headlines

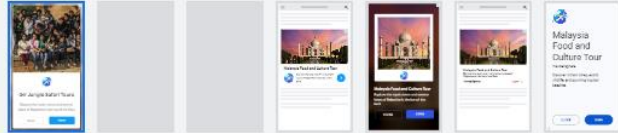
Suggested headlines

[More ideas](#)

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

Close

Open



## Headlines ?

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

Bidding

Maximise conversions

Ad group 1 

Targeting

Audiences

Home & Garden + 6 more

Demographics

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

Optimised targeting

On

Ads

Ad creation

1 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%

Ads

Assets

< 1 / 1 >

Selected audience segments

Impressions

Top Tourist ...

Tourist Attra...

Travel

Trips to India

Home & Gar...

No data

Audience segments



# Your Google Ads summary



Only you can see this summary

## WanderWave

ELIGIBLE

Your ads are showing

Your account balance has run out

Last 7 days

|        |             |          |       |
|--------|-------------|----------|-------|
| 0      | 0           | ₹0.00    | ₹0.00 |
| Clicks | Impressions | Avg. CPC | Cost  |

View more in Google Ads →