

Module-4

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

Ans: Pay-Per-Click (PPC) bidding is influenced by various factors that can impact the performance and cost of your advertising campaigns. Here are the main factors:

- Keyword Selection
- Quality Score
- Bid Amount
- Budget
- Geographic Location
- Ad Position
- Device Targeting
- Seasonality
- Audience Targeting
- Time of day and day of week

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

Ans: Search engines like Google calculate the actual Cost-Per-Click (CPC) using a specific formula designed to ensure that advertisers pay the minimum amount necessary to maintain their ad position.

CPC is calculated by dividing the total cost of your clicks by the number of clicks.

If An Advertiser paid 3000rs. For 400 clicks on its ad, then the cost per clicks is 7.5rs.

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 evaluate the quality and relevance of keywords and ads within a PPC (Pay-Per-Click) campaign. It plays a crucial role in determining how well your ads perform and how much you pay for clicks.

Three Main Components of Quality Score:

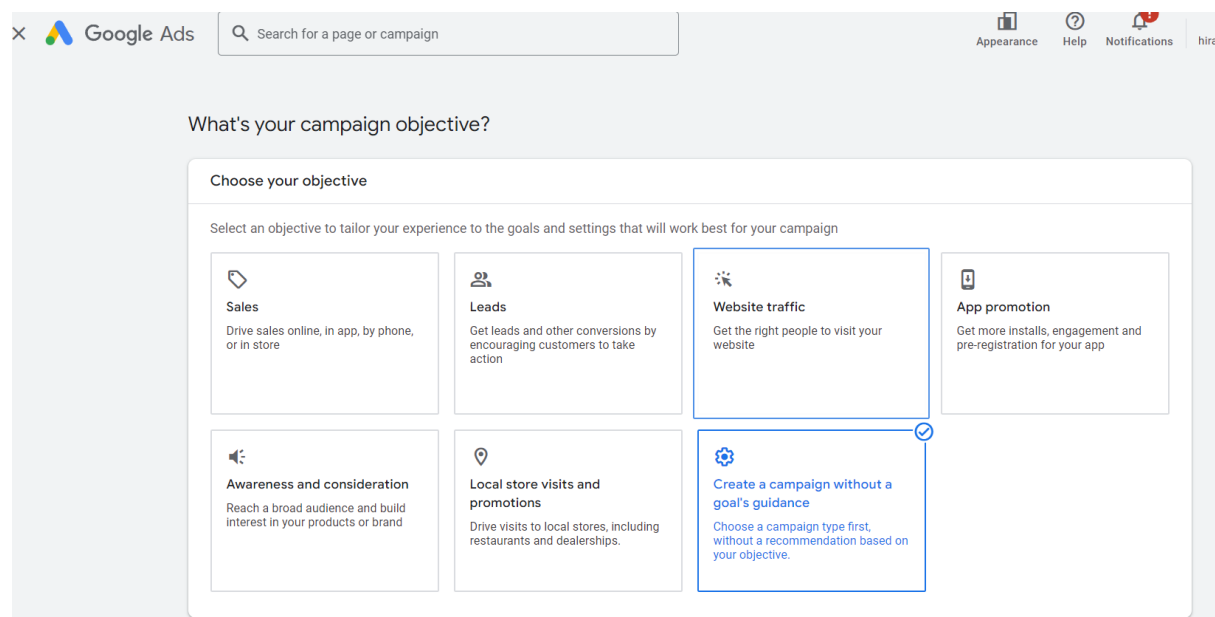
1. Excepted Click Through Rate
2. Ad Relevance
3. Landing Page Experience

Quality Score is Important for ads for several key reasons and Efficiency for PPC.

- Cost Efficiency
- Improved Ad Position
- Enhanced User Experience
- Ad Eligibility
- Impact on ad format

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

Ans:



The screenshot shows the Google Ads interface for selecting a campaign objective. At the top, there's a search bar and navigation links for Appearance, Help, Notifications, and a user profile. The main heading is "What's your campaign objective?". Below this is a section titled "Choose your objective" with the instruction "Select an objective to tailor your experience to the goals and settings that will work best for your campaign". There are six 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 highlighted with 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 store visits and promotions**: Drive visits to local stores, including restaurants and dealerships.

Below the "Website traffic" card, there is a link that says "Create a campaign without a goal's guidance" with the subtext "Choose a campaign type first, without a recommendation based on your objective."

Google Ads

Search for a page or campaign

AppearanceHelpNotifications

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 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

App

Drive downloads and grow engagement for your app

Smart

Reach customers with a one-stop solution built for small businesses

Demand Gen

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

×

 Google Ads

New campaign

Search for a page or campaign

AppearanceHelp

People

Display

Campaign settings

Budget and bidding

Targeting

Ads

Review

Audience Segments

Demographics

Keywords

Topics

Optimized targeting

All changes saved

Audience Segments

Suggest who should see your ads. You can create new segments in [Audience Manager](#).

Targeted segments (14)

What their interests and habits are
Cloud Services Power Users + 3 more

What they are actively researching or planning
Computer and Network Inventory Software + 9 more

Demographics

Suggest people based on age, gender, parental status, or household income

Targeted demographics

Age
18 - 24, 25 - 34

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

Ans:

The screenshot shows the 'New campaign' setup screen in Google Ads. The left sidebar has 'Campaign settings' selected, with 'Locations' highlighted. The main area shows two sections: 'Locations' and 'Languages'. In the 'Locations' section, 'India' is selected. In the 'Languages' section, 'English', 'Hindi', and 'Gujarati' are selected.

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

Appearance | Help | Notification

Display

Campaign settings

- Locations
- Languages
- Ad rotation
- Devices
- Ad Schedule
- Campaign URL options
- Dynamic ads
- Conversions
- Content exclusions

Budget and bidding

Locations

Select locations to target

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

Location options

Languages

Select the languages your customers speak

English Hindi Gujarati

The screenshot shows the 'New campaign' setup screen in Google Ads, continuing from the previous one. The left sidebar has 'Campaign settings' selected, with 'Content exclusions' highlighted. The main area shows a list of campaign settings with their current values and expandable options.

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

Appearance | Help

Display

Campaign settings

- Locations
- Languages
- Ad rotation
- Devices
- Ad Schedule
- Campaign URL options
- Dynamic ads
- Conversions
- Content exclusions

Budget and bidding

Targeting

English Hindi Gujarati

Ad rotation	Optimize: Prefer best performing ads	▼
Devices	Show on all devices	▼
Ad schedule	All day	▼
Campaign URL options	No options set	▼
Dynamic ads	Business type: Other (custom option) No data feed	▼
Conversions	Don't include view-through conversions in your "Conversions" and "All conversions" columns	▼
Content exclusions	Embedded YouTube videos + 3 more	▼

More settings

Start and end dates Start date: June 22, 2024 End date: Not set

Next

© Google 2024

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Google Ads

New campaign

🔍

Search for a page or campaign

🏠

Appearance

?

Help

📅 Display

✓ Campaign settings

✓ Budget and bidding

○ Targeting

Audience Segments

Optimized targeting

○ Ads

○ Review

Targeting

People

Audience Segments

Suggest who should see your ads. You can create new segments in [Audience Manager](#).

Edit targeted segments

Done

Search

Browse

12 selected

Clear all

🔍 Try "family vacationers"

☐ Based on advertisers like you

☐ Travel Buffs
Based on advertisers like you

☐ Lifestyles & Hobbies
Based on advertisers like you

☐ Inventory Management
Based on your website

☒ Computer and Network Inventory Software
Based on your website

Affinity

Lifestyles & Hobbies

Outdoor Enthusiasts

Media & Entertainment

In-market: other

Business Software

Warehouse Management Software and Services

☁ All changes saved

×

Google Ads

New campaign

🔍

Search for a page or campaign

🏠

Appearance

?

Help

🔔

Notifications

📅 Display

✓ Campaign settings

✓ Budget and bidding

✓ Targeting

✓ Ads

Ad creation

○ Review

Ads

Ad creation

+ New ad

No Images
Custom Inventory Software
Request a demo today
No business name

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

Ad strength

Excellent

✓ Images

✓ Videos

✓ Headlines

✓ Descriptions

Final URL

https://www.esellerhub.com/

Preview

Websites and apps

YouTube and Gmail

×

Google Ads

New campaign

🔍

Search for a page or campaign

🏠

Appearance

?

Help

📅 Display

✓ Campaign settings

✓ Budget and bidding

○ Targeting

○ Ads

○ Review

Demographics

Suggest people based on age, gender, parental status, or household income

Edit targeted demographics

Done

Gender	Age	Parental status	Household income
<input checked="" type="checkbox"/> Female	<input checked="" type="checkbox"/> 18 - 24	<input checked="" type="checkbox"/> Not a parent	<input checked="" type="checkbox"/> Top 10%
<input checked="" type="checkbox"/> Male	<input checked="" type="checkbox"/> 25 - 34	<input checked="" type="checkbox"/> Parent	<input type="checkbox"/> 11 - 20%
<input checked="" type="checkbox"/> Unknown	<input checked="" type="checkbox"/> 35 - 44	<input checked="" type="checkbox"/> Unknown	<input checked="" type="checkbox"/> 21 - 30%
	<input checked="" type="checkbox"/> 45 - 54		<input checked="" type="checkbox"/> 31 - 40%
	<input checked="" type="checkbox"/> 55 - 64		<input checked="" type="checkbox"/> 41 - 50%
	<input checked="" type="checkbox"/> 65+		<input checked="" type="checkbox"/> Lower 50%
	<input checked="" type="checkbox"/> Unknown		<input checked="" type="checkbox"/> Unknown

⚠️

Note: Household income targeting is only available in select countries. [Learn more](#)

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Google Ads

New campaign

🔍

Search for a page or campaign

🏠

Appearance

?

Help

📅 Display

✓ Campaign settings

✓ Budget and bidding

✓ Targeting

✓ Ads

○ Review

Targeting

Audiences

Outdoor Enthusiasts + 11 more

Demographics

Household income (Unknown + 5 more)

Keywords

amazon + 10 more

Topics

Online Communities + 3 more

Optimized targeting

On

Ads

Ad creation

1 responsive display ad

📄

All changes saved

© Google. 2024.

Publish campaign

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:

Google Ads

Search for a page or campaign

Appearance Help Notifications

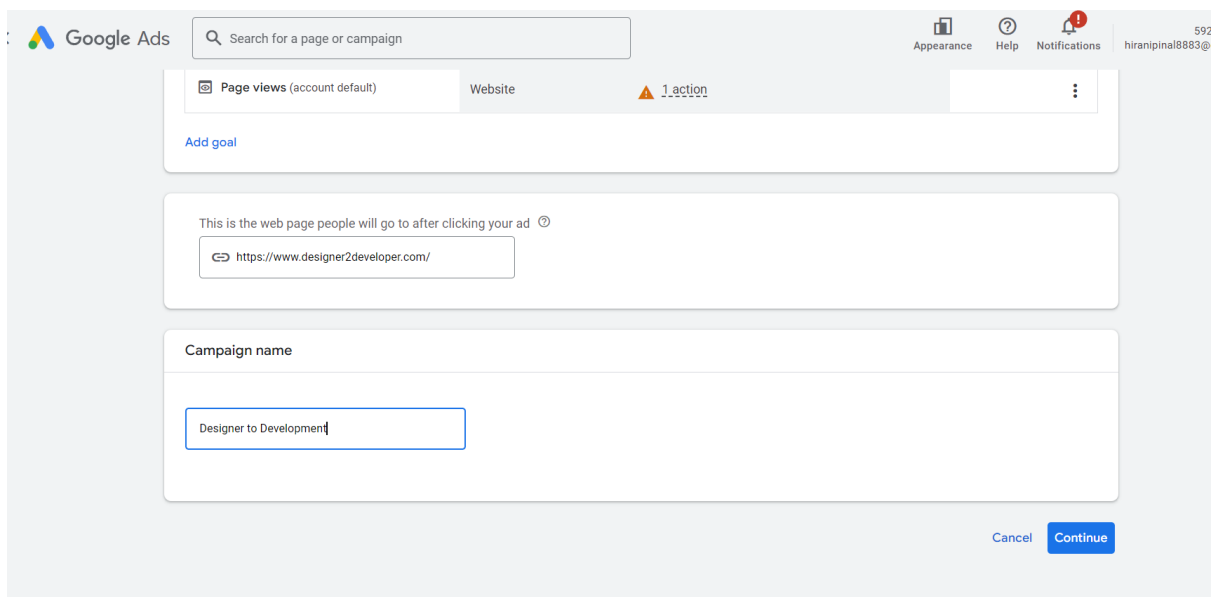
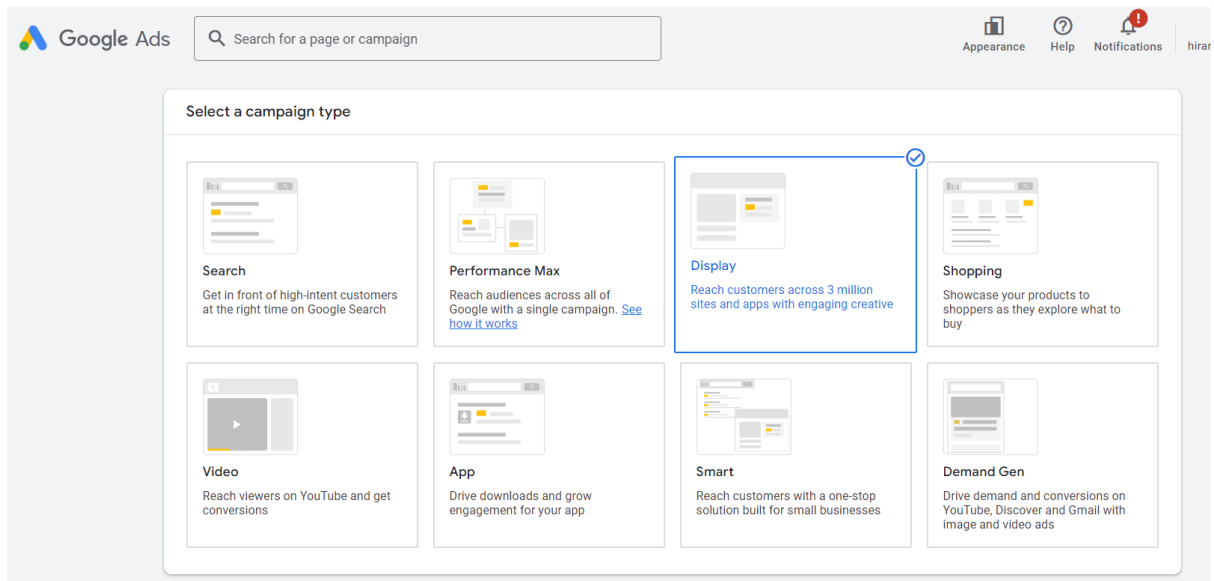
What's your campaign objective?

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 store visits and promotions Drive visits to local stores, including restaurants and dealerships.	 Create a campaign without a goal's guidance Choose a campaign type first, without a recommendation based on your objective.	

This is Display network Screen Sort:



Expected conversion: need maximum user engagement within the budget.

Target Audience:

×

Google Ads

New campaign

🔍

Search for a page or campaign

🏠

Appearance

?

Help

🔔

Notifications

📅

Display

✓

Campaign settings

✓

Budget and bidding

✓

Targeting

Audience Segments

Demographics

Keywords

Topics

Optimized targeting

○

Ads

○

Review

☁

All changes saved

People

Audience Segments

⌵

Suggest who should see your ads. You can create new segments in [Audience Manager](#). ⓘ

Targeted segments (14)

✎

What their interests and habits are
Cloud Services Power Users + 3 more

What they are actively researching or planning
Computer and Network Inventory Software + 9 more

Demographics

⌵

Suggest people based on age, gender, parental status, or household income ⓘ

Targeted demographics

✎

Age
18 - 24, 25 - 34

×

Google Ads

New campaign

🔍

Search for a page or campaign

🏠

Appearance

?

Help

🔔

Notifications

📅

Display

✓

Campaign settings

✓

Budget and bidding

✓

Targeting

✓

Ads

○

Review

☁

All changes saved

Ad group 1 ✎

Targeting

Audiences

Cloud Services Power Users + 13 more

Demographics

Age (18 - 24 + 1 more)

Keywords

web developer + 8 more

Topics

Jobs & Education

Optimized targeting

On

Ads

Ad creation

1 responsive display ad

Publish campaign

Budget 5000:

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

