

# Module-4

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

### PPC Bid-

A PPC bid (or keyword bid) commonly used in Google Adwords, is a bid placed in a pay-per-click auction to help secure ad placement at the top of search results.

### Main factors that can affect PPC bidding-

### Cost per click (CPC)

- Cost per click (CPC) is one of the most common terms you'll hear when doing PPC campaign management. CPC is the maximum bid you're willing to pay for a given keyword. Every time someone clicks on your ad, you pay this set amount.

## **Cost per mille (CPM)**

- Cost per mille (CPM) is a cost per thousand impression bid model. Your business pays for every thousand people that view your ad. You don't pay for clicks, but rather, pay when your ad appears in search results.

## **Cost per acquisition (CPA)**

- Cost per acquisition (CPA) is how much you want to pay per conversion. With this measurement, you either specify a maximum CPA or target CPA for each ad group. CPA is based on how much your business spends to acquire new customers.

## **Quality score**

- Quality score is an important factor in determining your PPC ads ranking. It is a grade Google gives your ad based on your keyword relevancy, ad relevancy, and other factors. The quality score determines your ad's placement in the search results.

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

### **Bid Amount-**

- Advertisers set a maximum bid for how much they are willing to pay for a click on their ad. This is known as the maximum CPC.

### **Ad Rank-**

- Search engines calculate an Ad Rank for each ad, which determines its position on the search results page. Ad Rank is usually based on the bid amount and the Quality Score, which considers factors like ad relevance, expected click-through rate (CTR), and landing page experience.

### **Competitor Bids-**

- The CPC is influenced by the bids of competing advertisers. If multiple advertisers are bidding on the same keywords, the search engine will consider their bids and Ad Ranks.

## Actual CPC Calculation-

- The actual CPC that an advertiser pays is typically calculated using the formula:
- $\text{Actual CPC} = \frac{\text{Ad Rank of the next highest bidder}}{\text{Your Quality Score}} + \$0.01$
- $\text{Actual CPC} = \frac{\text{Your Quality Score}}{\text{Ad Rank of the next highest bidder}} + \$0.01$
- This means you pay just enough to outrank the next competitor, plus a small increment.

## Quality Score-

- A higher Quality Score can lead to a lower CPC. If your ad is more relevant and has a better CTR, you might pay less for the same position compared to a competitor with a lower Quality Score.

## Ad Position-

- The position of your ad also affects CPC. Higher positions may result in a higher CPC, but they often lead to better visibility and potentially more clicks.

## Market Demand-

- The level of competition for keywords can fluctuate, impacting CPC. During peak times or for highly competitive keywords, CPC

may rise.

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

#### **Quality Score –**

- Quality Score is Google's rating of the quality and relevance of your keywords, landing pages, and PPC campaigns. Advertisers with better Quality Scores get more ad clicks at lower costs.

#### **Importance of Quality Score-**

##### **Lower Costs-**

- A higher Quality Score often leads to lower CPC, allowing you to achieve more clicks for your budget.

##### **Better Ad Position-**

- Ads with higher Quality Scores can rank better even with lower bids. This means your ads can appear in more prominent positions, increasing visibility.

## **Improved ROI-**

- By enhancing ad relevance and user experience, a higher Quality Score can lead to better performance and conversion rates, improving overall return on investment.

## **Competitive Advantage-**

- In competitive markets, having a higher Quality Score can give you an edge over competitors who might be bidding higher but have lower scores.

## **Optimization Insights-**

- Monitoring Quality Score can provide insights into areas for improvement, helping you refine your campaigns for better performance.

## **Components of Quality Score-**

### **Expected Click-Through Rate (CTR)-**

- This predicts how likely users are to click on your ad when

it appears. A higher expected CTR can boost your Quality Score.

## **Ad Relevance-**

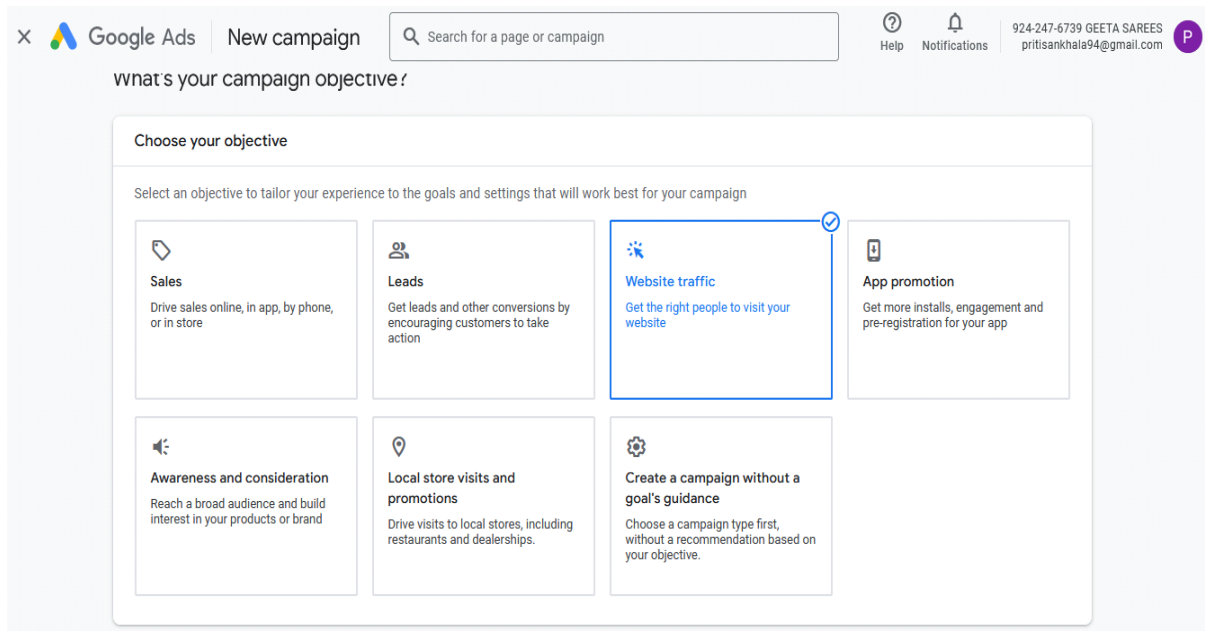
- This measures how closely your ad matches the intent behind the user's search query. Ads that are highly relevant to the keywords being targeted score better.

## **Landing Page Experience:**

- This evaluates the quality and relevance of your landing page. Factors include load time, content relevance, and ease of navigation.

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




website- <https://geetasarees.blogspot.com>






### Use these conversion goals to improve Website traffic

Conversion goals labeled 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	 2 actions 


Cancel **Continue**


×

 Google Ads


New campaign

 Search for a page or campaign


 Help

 Notifications


924-247-6739 GEETA SAREES  
pritisankha94@gmail.com




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



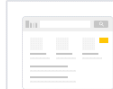
**Display**  
Reach customers across 3 million sites and apps with engaging creative



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



**Video**  
Reach viewers on YouTube and get conversions



#### Shopping


Showcase your products to shoppers as they explore what to buy



#### Video

Reach viewers on YouTube and get conversions

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

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

Cancel

Continue

Campaign name

GeetaSarees\_Advertise

Cancel

Continue

## Bidding

### Bidding



What do you want to focus on? ⓘ

Conversions ▾

☐ Set a target cost per action (optional)


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

Next


## 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 (5)		Reach ⓘ	ⓧ
Ahmedabad, Gujarat, India city		26,800,000	ⓧ
Bhavnagar, Gujarat, India city		292,000	ⓧ
Morbi, Gujarat, India city		554,000	ⓧ
Rajkot, Gujarat, India city		2,510,000	ⓧ
Vadodara, Gujarat, India city		2,320,000	ⓧ

🔍 Enter a location to include or exclude

[Advanced search](#)

For example, a country, city, region, or postal code

▼ [Location options](#)

For example, a country, city, region, or postal code

### ^ Location options

Include ?

- ☒ Presence or interest: People in, regularly in, or who've shown interest in your included locations (recommended)
- ☐ Presence: People in or regularly in your included locations

### Languages



Select the languages your customers speak. ?

Q Guja

English x

Hindi x

Gujarati x

### Audience segments



Select audience segments to add to your campaign. You can create new Your data segments by clicking on **+ New segment** in the Search tab. ?

Search

Browse

None selected

[Clear all](#)

Q Try "technology"

Select one or more segments to observe.



You'll see recently selected segments and ideas here.  
Use search to start looking for a segment.

[+ New segment](#)

### Broad match keywords

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

### Ad rotation

- ☒ Optimize: Prefer best performing ads
- ☐ Do not optimize: Rotate ads indefinitely
- ☐ Optimize for conversions (Not supported)
- ☐ Rotate evenly (Not supported)

Show ads that are expected to get more clicks or conversions. Recommended for most advertisers.

### Start and end dates

Start date

Sep 18, 2024

End date

☐ None

☒ Sep 29, 2024

Your ads will continue to run unless you specify an end date.

### Ad schedule

All days

09:00

to

22:00

×

[Add](#)

Based on account time zone: (GMT+05:30) India Standard Time  
Saving this removes the settings you changed and adds new ones, resetting any performance data

To limit when your ads can run, set an ad schedule. Keep in mind that your ads will only run during these times.

## Campaign URL options


Tracking template

Example: `https://www.trackingtemplate.foo/?url={lpurl}&id=5`

Final URL suffix



Example: `param1=value1&param2=value2`

Custom parameters 

{\_Name }

=

Value



Tracking template is the URL you want the ad click to go to for tracking.

[Learn more](#)

## Brands

Use brand settings to ensure your campaign meets your branded traffic needs. You can add up to 20 brand lists across your brand inclusions and exclusions. [Learn more about brand settings](#)

### Brand inclusions

Your ads will only show on searches that match your keywords and mention selected brands, including related products and services. Brand inclusions will limit search traffic, so apply only necessary brands.



Add brand lists

### Brand exclusions

Your ads won't show on searches that mention selected brands or related products and services. If you exclude and include the same brand, only the exclusion will work.



Add brand lists


## 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

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

 Enter products or services to advertise

[Update keyword suggestions](#)

#### Enter keywords

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

geeta sarees  
traditional attire  
chaniya choli  
saree collection  
rajputi poshak  
ethnic wear  
indian outfit

Ads

<

>

Add more headlines to increase your chances for better performance

Ad strength

Good

?

✓ Add headlines

View ideas

✓ Include popular keywords

View ideas

✓ Make headlines unique

View ideas

✓ Make descriptions unique

View ideas

Final URL ?

Final URL

https://geetasarees.blogspot.

This will be used to suggest headlines and descriptions

Display path ?

geetasarees.blogspot.com

/

/

0 / 15

0 / 15

Preview

<

>

Highlight ad

Sponsored

geetasarees.blogspot.com/

Ethnic wear - Geeta Sarees

Affordable Geeta Sarees for special occasions.  
Traditional Chaniya Choli for Make Your occasions memorable.

Photo Gallery

Entrepreneurial Science

Main Cour

✓ saree collection

✓ chaniya choli

More ideas >

Geeta Sarees

Required12 / 30

Traditional Indian attire

Required25 / 30

Chaniya Choli

Required13 / 30

Rajputi Poshak

14 / 30

Ethnic wear



$T_T$ 

②

[View ideas](#)

Geeta Sarees, where tradition meets sophistication in the world of Indian ethnic wear.

Required

86 / 90

Traditional Chaniya Choli  
for Make Your occasions  
memorable

Required

59 / 90

Designer Rajputi Poshak  
for weddings

36 / 90

## Affordable Geeta Sarees

 **Sitelinks** 



 Callouts 

Add more business information



### + Callouts

More asset types (0/7)

Improve your ad performance and make your ad more interactive by adding more details about your business and website

Ad URL options



**Add callouts:** Help your ads show more prominently by adding callouts [?](#)

+2.8%



**Add sitelinks:** Draw more attention to your ads by adding at least 4 sitelinks. ?

+6.2%

Campaign-level callouts

Add callouts to this campaign. Any callouts added here can be used across campaigns.

Add new callout

Callout text 1

Subscribe Us

Callout text 2

Join Us

12 / 25

Callout text 3

Contact Us

7 / 25

Callout text 4

About Us

10 / 25

Add callout text

Advanced options

Preview

Highlight callout

Sponsored

https://geetasarees.blogspot.com/

Geeta Sarees - Traditional Indian attire

Geeta Sarees, where tradition meets sophistication in the world of Indian ethnic wear. Traditional Chaniya Choli for Make Your occasions memorable. Subscribe Us. Join Us. Contact Us. About Us.

Create sitelink

Contact Us

https://geetasarees.blogspot.com/p/about.html

Sitelink text

Contact Us

10 / 25

Description line 1 (recommended)

For contact geeta sarees

24 / 35

Description line 2 (recommended)

For more information

20 / 35

Final URL

asarees.blogspot.com/p/about.html

Preview

Highlight sitelink

Sponsored

https://geetasarees.blogspot.com/

Geeta Sarees - Traditional Indian attire

Geeta Sarees, where tradition meets sophistication in the world of Indian ethnic wear. Traditional Chaniya Choli for Make Your occasions memorable.

Contact Us

About Us

Sitelink text

Sitelink text

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.

Create

Cancel

Google Ads

New campaign

Search

Help

Notifications

924-247-6739 GEETA SAREES  
pritisankhala94@gmail.com

P

<

>

Add more headlines to increase your chances for better performance

Ad strength

Good

✓ Add headlines [View ideas](#)

✓ Include popular keywords [View ideas](#)

✓ Make headlines unique [View ideas](#)

✓ Make descriptions unique [View ideas](#)

+ Lead forms

Apps

Add apps

+ Apps

Ad URL options

Done

Cancel

Next

Get help creating your ad

×

Based on the information you shared, I generated 10 keywords.

I'm still learning and can't help you based on the URL you entered. You can still add assets manually.

Generate more headlines and descriptions

How do I improve my ad strength?

Type message

100%

Ad group 1

Weekly conv.

1.4

Cost / Conv.

₹8,824...

Weekly cost

₹12,35...

© Google, 2024. [Leave feedback](#)

## Budget

Select the average you want to spend each day.

☐

₹1,764.83

Recommended

▼

☒

Set custom budget

⌵

Set your average daily budget for this campaign

₹2,500.00

Weekly conv.

1.5

Cost / Conv.

₹11,666.67

Weekly cost

₹17,500.00

For the month, you won't pay more than your daily budget times the average number of days in a month. Some days you might spend less than your daily budget, and on others you might spend up to twice as much. [Learn more](#)

## Your campaign is ready to publish

[Publish campaign](#)

### Overview

Campaign name	GeetaSarees_Advertise
Campaign type	Search
Objective	Website traffic
Goal	Page views

### Bidding

Bidding	Maximize conversions
---------	----------------------

 Google Ads

Set up with a Google Tag

 Search

 Refresh

 Help

 Notifications

924-247-6739 GEETA SAF  
pritisankhala94@gmail.



### Your ads will go live after a review

All ads are checked to ensure they're safe and appropriate for everyone. This editorial and policy review should take 1-2 business days.

### Improve your return on investment by measuring conversions

While your ads are reviewed, take these steps so you can measure important actions people take on your ads and website – while helping you get more out of your campaigns.

[Next](#)

Google Ads

Set up with a Google Tag

SearchRefreshHelpNotifications924-247-6739 GEETA SAREE pritisankhala94@gmail.com

Option 1: Install a tracking ID through your hosting service or commerce platform

Sign in to your website builder, web hosting service, or commerce platform and paste your tracking ID into the analytics section.

AW-16702237582

Option 2: Install a Google tag in your website code

Paste your Google tag before the closing </head> tag on every page of your website you want to track.

```
<!-- Google tag (gtag.js) -->
<script async src="https://www.googletagmanager.com/gtag/js?id=AW-16702237582">
</script>
<script>
  window.dataLayer = window.dataLayer || [];
  function gtag(){dataLayer.push(arguments);}
  gtag('js', new Date());

  gtag('config', 'AW-16702237582');
</script>
```

Click to copy

Google Ads

Search for a page or campaign

RefreshHelpNotifications924-247-6739 GEETA SAREES pritisankhala94@gmail.com

Create

campaigns

Goals

Tools

Billing

Admin

Overview

Recommendations

Insights and reports

Insights

Auction insights

Search terms

When and where ads showed

Landing pages

Report editor

Dashboards

View (2 filters)

All campaigns

Campaign

In this campaign: This campaign is ending soon Fix it

Select an ad group

GeetaSarees\_Advertise

Enabled

Status: Bid strategy learning

Type: Search

Budget: ₹2,500.00/day

Optimization score: -

More details

Simulate campaign changes

Overview

Last 30 days

Sep 14 - 17, 2024

Show last 30 day

Review issues that are preventing people from seeing your ads

✓

○

○

○

Create campaign

Policy review

Impressions

Conversions

Completed

In progress: 1-2 days

Upcoming

Upcoming

Activate measurement with a Google Tag

A Google Tag allows you to measure activity on your website

Set up

All campaign diagnostics

Account status: Active

Billing status: Active

Campaign policy review: Pending

Conversion tracking: Inactive

Google geeta sarees

All Images Shopping Videos News Maps Web More Tools

**Your Google Ads summary**  
Only you can see this summary

**GeetaSarees\_Advertise**  
**ELIGIBLE (LEARNING)** Your ads can show for this search

**Your account balance has run out** [Fix it](#)

**Sponsored**  
geetasarees.blogspot.com  
<https://geetasarees.blogspot.com>  
**Geeta Sarees - Traditional Indian attire - Chaniya Choli**  
Geeta Sarees, where tradition meets sophistication in the world of Indian ethnic wear. Traditional Chaniya Choli for Make Your occasions memorable

[Edit ad](#)

loading up encrypted-tbn3.gstatic.com...

**GEETA SAREES**  
[Website](#) [Directions](#) [Save](#)  
4.1 ★★★★★ 67 Google reviews  
Women's clothing store in Rajkot, Gujarat  
**Service options:** Offers same-day delivery  
**Address:** Nateswar mahadev mandir chowk,vikash dairy street, 80 Feet Rd, near Sheth High school, Rajkot, Gujarat  
**Hours:** Open · Closes 8 pm  
**Phone:** 098253 38835

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



Google Ads

New campaign

Search for a page or campaign

Help

Notifications

924-24/-6/39 GEE I A SAREES  
pritisankhala94@gmail.com

how it works

image and video ads

creative

Shopping

Showcase your products to shoppers as they explore what to buy

Video

Reach viewers on YouTube and get conversions

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

https://www.esellerhub.com/

Cancel

Continue

Google Ads

New campaign

Search for a page or campaign

Help

Notifications

pritisankhala94@gmail.com

buy

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

https://www.esellerhub.com/

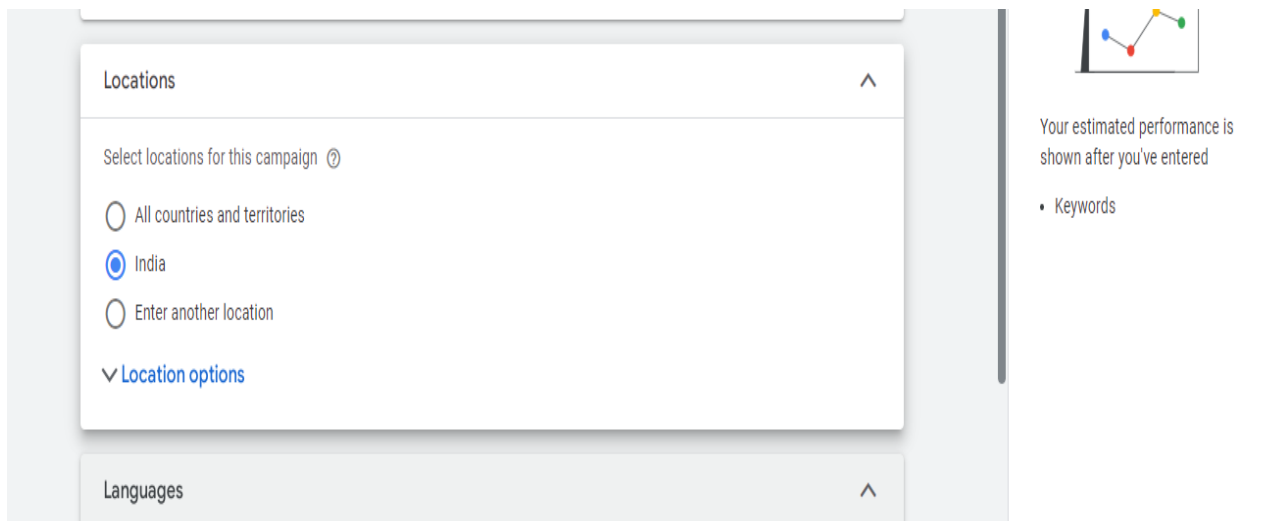
Campaign name

esellerhub\_camp

Cancel

Continue





Location options

Languages

Select the languages your customers speak. ?

Q gujara

English X Hindi X Gujarati X

Audience segments

Select audience segments to add to your campaign.

Broad match

- Keyword

The screenshot displays the Google Ads 'Audience segments' page. At the top, there's a navigation bar with 'Google Ads' and 'New campaign' buttons. Below this, the 'Audience segments' header is visible. The main content area is divided into two columns. The left column, titled 'Search', contains a search bar with the text 'Try Shopping enthusiasts' and a list of segments: 'Women's Apparel' (Based on advertisers like you), 'Apparel & Accessories' (Based on advertisers like you), 'Shirts/tees' (Based on other looks like you), and 'Fashionistas'. The right column, titled 'None selected', contains the text 'Select one or more segments to observe.' and a 'Clear all' link. The interface is shown within a browser window with multiple tabs open at the top.



Google Ads New campaign

Search for a page or campaign

Help Notifications

W2424/4/29 GULLIA SWILLS gullia@swills.com

All days 10:00 to 20:00

Add

Based on account time zone (GMT+05:30) into standard time. Saving this removes the settings you changed and adds new ones, resetting any performance data.

Campaign URL options

Tracking template

Example: [https://www.trackingtemplate.com/?utm\\_source=example](https://www.trackingtemplate.com/?utm_source=example)

Final URL suffix

Example: param1=value&param2=value2

Custom parameters

example: param=value&param2=value2

Custom parameters

Name Value

Your estimated performance is shown after you've entered

Keywords

16:22 16-04-2024

Google Ads New campaign

Search for a page or campaign

Help Notifications

W2424/4/29 GULLIA SWILLS gullia@swills.com

example: param=value&param2=value2

Custom parameters

Name Value

Ad rotation

☒ Optimize for best performing ads

☐ Do not optimize: Rotate ads indefinitely

☐ Optimize for conversions (Not supported)

☐ Rotate evenly (Not supported)

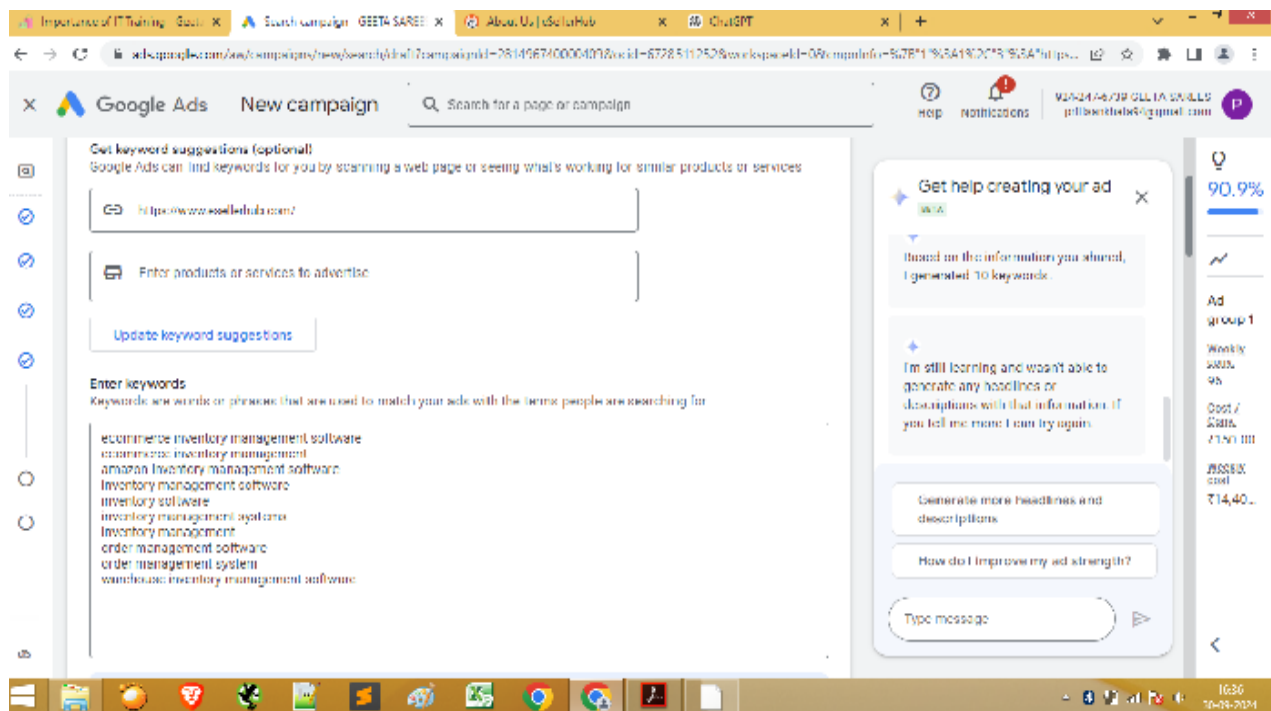
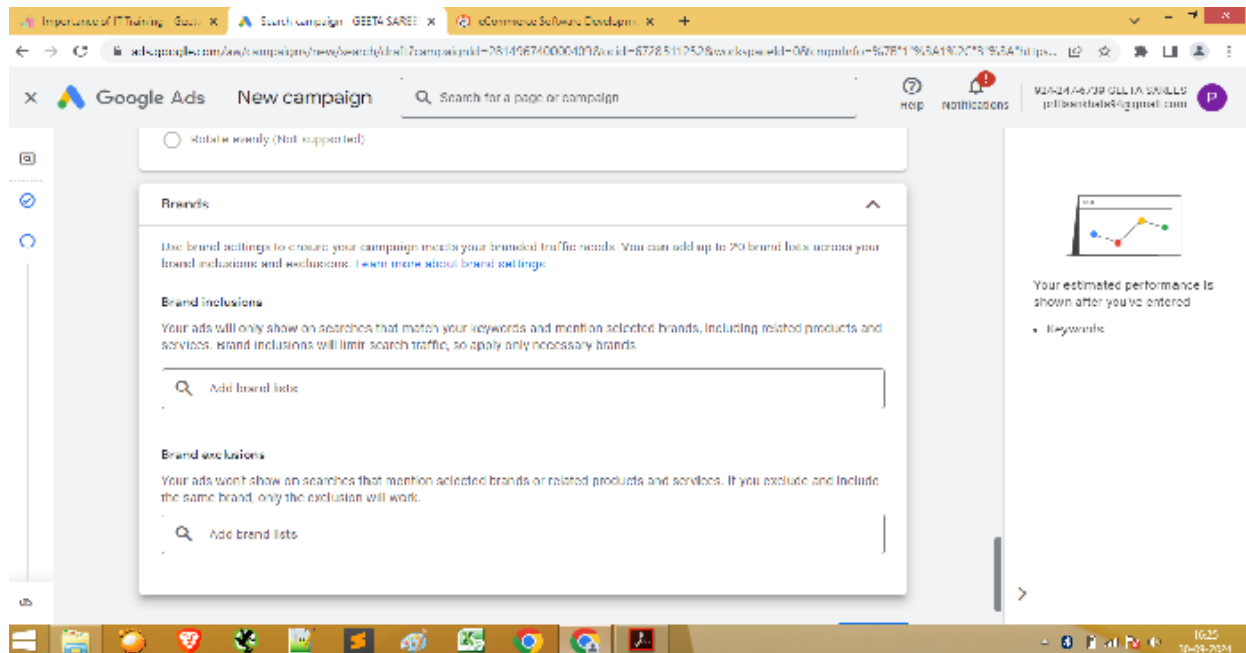
Some ads that are expected to get more clicks or conversions. Recommended for most advertisers.

More settings

Next

Google, 2024. [Provide feedback](#)

16:25 16-04-2024



Importance of IT Training | Search campaign: GEETA SAREE | About Us | cSoluHub | ChatGPT

adscampaign.com/new/campaigns/new?searchid=7&campaignid=281496740000401&cid=6728511252&workspaceid=0&campaigninfo=867811%5A182C718%5Ahttps...

Google Ads New campaign Search for a page or campaign

Get help creating your ad

Based on the information you shared, I generated 10 keywords.

I'm still learning and wasn't able to generate any headlines or descriptions with that information. If you tell me more I can try again.

Generate more headlines and descriptions

How do I improve my ad strength?

Type message

Ad strength Average

amazon inventory management software

More ideas >

eCommerce software audit

Scored 28 / 30

streamline eCommerce

Scored 20 / 30

Inventory management

Scored 20 / 30

warehouse management

Scored 20 / 30

order fulfillment automation

Scored 28 / 30

86.7%

Ad group 1

Weekly sales \$0.0

Cost / Sale 720A IN

Maximize cost ₹14,400..

1639 10-28-2024

Importance of IT Training | Search campaign: GEETA SAREE | About Us | cSoluHub | ChatGPT

adscampaign.com/new/campaigns/new?searchid=7&campaignid=281496740000401&cid=6728511252&workspaceid=0&campaigninfo=867811%5A182C718%5Ahttps...

Google Ads New campaign Search for a page or campaign

Get help creating your ad

Based on the information you shared, I generated 10 keywords.

I'm still learning and wasn't able to generate any headlines or descriptions with that information. If you tell me more I can try again.

Generate more headlines and descriptions

How do I improve my ad strength?

Type message

Ad strength Average

Descriptions 4/4 View ideas

best eCommerce software for inventory management solutions

Scored 50 / 30

development for improving online sales operations

Scored 5 / 30

systems for seamless eCommerce management

Scored 51 / 30

customized order fulfillment software for online retailers

Scored 50 / 30

Business name and logo

86.7%

Ad group 1

Weekly sales \$0.0

Cost / Sale 720A IN

Maximize cost ₹14,400..

1641 10-28-2024

Importance of IT Training | Search | Search campaign | GEETA SAREE | About Us | eSoluHub | CHUGPT

add.google.com/aw/campaigns/new/asset/add?campaignId=281496740000407&adId=6778511252&workspaceId=0&cmpInfo=56781%3A18%3A%3Ahttps...

### Add callouts to your campaign

**Campaign-level callouts**  
Add callouts to this campaign. Any callouts added here can be used across campaigns.

Assets 4 selected Clear all

0 callout assets

- ☒ Subscribe Us
- ☒ Contact Us
- ☒ About Us
- ☒ Join Us
- ☐ Join Us
- ☐ About Us

Subscribe Us  
Contact Us  
About Us  
Join Us

Preview

Sponsored

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

**eCommerce software solutions - streamline eCommerce**

Best eCommerce software for inventory management, solutions, tailored software development for improving online sales operations. Join Us, About Us, Contact Us, Subscribe Us.

Apply Cancel

1648 10/09/2024

Google Ads New campaign

Add more headlines to increase your chances for better performance

Ad strength Average

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

What We Do  
Add a description

eBay API Integration  
Add a description

Blog Content  
Add a description

About Us  
Add a description

Edit

Callouts  
Add more business

Suggested

Based on your final URL: <https://www.esellerhub.com/>

Confirm that generated sitelinks are correct and add any additional inputs before adding them to your selection.

☒ eBay API Integration  
Final URL: <https://www.esellerhub.com/>

☐ Amazon Repricer  
Final URL: <https://www.esellerhub.com/>

Sitelinks for your campaign (8/20)

CONTACT US  
For Contact Us  
For Inquiry  
Final URL: <https://www.esellerhub.com/>

INVENTORY MANAGEMENT  
Effective inventory  
Advanced Integrations  
Final URL: <https://www.esellerhub.com/>

About Us  
Deliver eCommerce Excellence  
For More Know Us  
Final URL: <https://www.esellerhub.com/>

Save Cancel

By adding an asset, you confirm that you own all legal rights to the asset and have permission to share the asset with Google for use in your search advertising or for other commercial purposes.

Google Ads New campaign

Search for a page or campaign

Help Notifications

924-214-6739 CALL A SELLER  
prilbook@esellerhub.com

₹2,468.62

₹2,957.18 [Have a needed](#)

₹1,645.74

☒ Set custom budget

Set your average daily budget for this campaign

₹7,500.00

AD GROUP 1	AD GROUP 2	AD GROUP 3
571	7306.48	717,500.00

For the month, you will pay more than your daily budget times the average number of days in a month. Some days you might spend less than your daily budget, and on others you might spend up to twice as much. [Learn more](#)

Next

95.8%

Campaign optimization score

Weekly estimates

Estimates are based on your keywords and daily budget

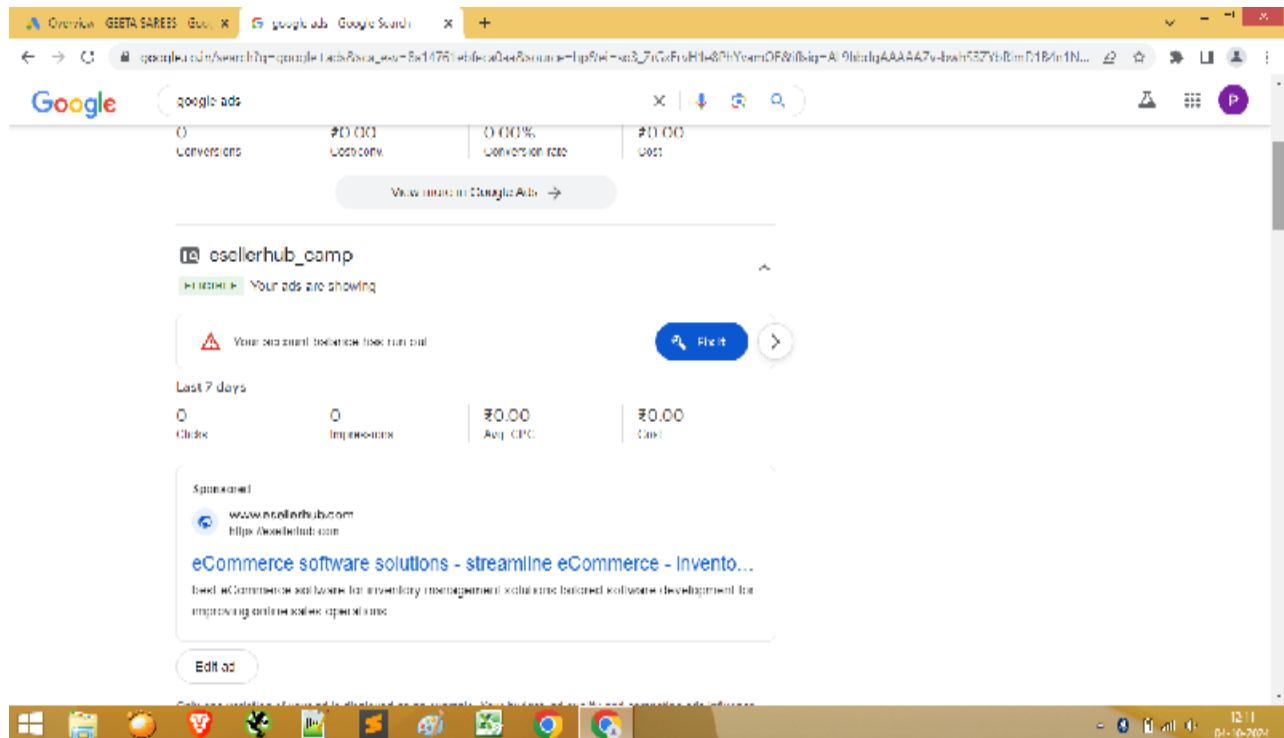
Ad group 1

Weekly score	Cost / Day
5.71	4,006.48

Weekly cost  
₹17,500.00







- 6. Create an ad for <http://www.designer2developer.com>**
- o Create an ad for the display network.**
  - o Choose a proper Target audience.**
  - o Expected conversion: need maximum user engagement within the budget.**
  - o Budget: 5000.**

<http://www.designer2developer.com> –  
Website is not working..