
Digital Marketing Assignment – Module 4

Basic:

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

PPC stands for pay-per-click, a model of internet marketing in which advertisers pay a fee each time one of their ads is clicked.

Essentially, it's a way of buying visits to your site, rather than attempting to “earn” those visits organically.

Each time our advertisement is clicked, for sending a guest to our site, we need to pay Google a small fee.

Google AdWords is the most popular PPC advertising system in the world.

The AdWords platform enables businesses to create ads that appear on Google's search engine and other Google properties.

AdWords works on a PPC model, in which clients bid for the keywords that suit their businesses and pay for each click on their promotions.

More specifically, who gets to appear on the page is based on an advertiser's **Ad Rank** - a metric calculated by multiplying two key factors –

- **CPC Bid** (the highest amount an advertiser is willing to spend) and
- **Quality Score** (a value that takes into account your click-through rate, relevance, and landing page quality).

This system allows winning advertisers to reach potential customers at a cost that fits their budget. It's essentially a kind of auction.

Below factors determine how successful your PPC advertising campaign will be:

- **Keyword Relevance** – Crafting relevant PPC keyword lists, tight keyword groups, and proper ad text.
 - **Landing Page Quality** – Creating optimized landing pages with persuasive, relevant content and a clear call-to-action, tailored to specific search queries.
 - **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.
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Intermediate:

1. How search engine calculate actual CPC?

Cost per click (CPC) is a paid advertising term where an advertiser pays a cost to a publisher for every click on an ad. CPC is also called pay per click (PPC). CPC is used to determine costs of showing users ads on search engines, Google Display Network for AdWords, social media platforms and other publishers. CPC is a significant factor in choosing bidding strategies and conversion bidding types to maximize clicks relative to budget size and target keywords.

What Types of Ads Are Involved In CPC?

There are a variety of text, rich-media or social media ads that use CPC as a factor in calculating total paid advertising campaign costs. Some ad types are only displayed on certain networks, such as the Google Search Network (ads at the top of Google's search engine result pages) and Display Network (Google-owned or partnered sites like YouTube and Gmail).

CPC is a factor in ad types including:

- Text ads
- Shopping ads
- Image ads
- Video ads
- Twitter promoted tweets
- Facebook ads
- Instagram ads
- LinkedIn ads

How Do I Calculate Cost Per Click (CPC)?

Cost per click is calculated by dividing the cost of a paid advertising campaign by the number of clicks. If you want to use a popular online advertising tool like Google AdWords and bid on keywords in order to display paid ads, these tools will often show CPC for target keywords.

$$\text{Cost per click} = \text{Advertising cost} / \text{number of clicks}$$

Related metrics that involve CPC include average cost per click and maximum cost per click. Within paid advertising platforms like Google AdWords, there are certain strategies like enhanced cost per click and manual cost per click bidding that marketers may want to utilize depending on their goals.

What is average cost per click?

Average cost per click is the average an advertiser spends for every ad click.

$$\text{Average CPC} = \text{total cost of clicks} / \text{total number of clicks}$$

What is maximum cost per click?

Maximum cost per click is the highest amount you think a click is worth and the highest you want to pay. The maximum CPC set may not be the amount you actually pay for the click. Google recommends setting the maximum CPC to \$1 in AdWords if you are unsure of what to choose for the highest amount per click.

What is manual cost per click bidding?

Manual CPC bidding is when advertisers set the maximum CPC for each ad by hand in contrast to automated bidding strategies.

What is enhanced cost per click?

Enhanced cost per click is an automated conversion bidding strategy in Google AdWords for certain types of ads that appear on Google's Search Network and Display Network. Enhanced CPC is used if your goal is to maximize ad conversions.

Pros of Measuring Cost per Click

- ❖ **Meet goals to drive traffic.** Attract more customers to your sites or stores by paying publishers to display ads where your target audience is likely to frequently visit.
 - ❖ **Measure CPC metrics to improve paid advertising campaigns.** Compare the cost of paid advertising campaigns to revenue generated or other metrics by calculating CPC.
 - ❖ **Determine which ad types to use.** If you find CPC is not paying off for certain ad types, shift your budget to ad types that generate higher revenue or traffic.
 - ❖ **Choose manual or automated bidding strategies.** If you have a good understanding of your business, audience and paid advertising strategies for CPC, you could choose to automate your bidding strategies so you can focus on other things.
-

2. What is quality score and why it's important for Ads?

Quality Score is a diagnostic tool meant to give you a sense of how well your ad quality compares to other advertisers.

This score is measured on a scale from 1-10 and available at the keyword level. A higher Quality Score means that your ad and landing page are more relevant and useful to someone searching for your keyword, compared to other advertisers.

You can use the Quality Score diagnostic tool to identify where it might be beneficial to improve your ads, landing pages, or keyword selection.

Good to know about Quality Score

- Quality Score is not a key performance indicator and should not be optimized or aggregated with the rest of your data.
- Quality Score is not an input in the ad auction. It's a diagnostic tool to identify how ads that show for certain keywords affect the user experience.

Quality Score is calculated based on the combined performance of 3 components:

- Expected click through rate (CTR): The likelihood that your ad will be clicked when shown.
- Ad relevance: How closely your ad matches the intent behind a user's search.
- Landing page experience: How relevant and useful your landing page is to people who click your ad.

Each component is evaluated with a status of “Above average,” “Average,” or “Below average.” This evaluation is based on a comparison with other advertisers whose ads showed for the exact same keyword, over the last 90 days.

If one of these components has a status of “Average” or “Below average,” this may indicate an opportunity to make improvements.

- ❖ Quality Score is based on historical impressions for exact searches of your keyword, therefore changing keyword match types will not impact Quality Score.
- ❖ If you notice a “—” in the Quality Score column, it means there aren't enough searches that exactly match your keywords to determine a keyword's Quality Score.
- ❖ There are factors related to your ad quality that might not be captured by Quality Score. These factors include, but are not limited to:
 - Devices used in search
 - Location of user
 - Time of day
 - Ad extensions
- ❖ Information obtained from any of Google's various crawlers may be used to assess ad quality, which can be reflected through Quality Score.

3. Create an ad for your Wix website/blog in AdWords that displays on display network with proper targeted audience.

[illegible][illegible]

Ads - 203-598-9552 - Google Ad x HOME | KhidkiShopping x Contact x +

ads.google.com/aw/ads?campaignId=17355531300&adGroupId=136652835585&ocid=861277426&eid=601779480&_u=1412178520&uscid=861277426&c=3251464674&authuser...

Apps Digital Data Sites E-commerce Pharmacy Groceries Bill Payments OTT Music

Google Ads All campaigns Sales-Display-Khidki Ad group 1 SEARCH REPORTS TOOLS AND SETTINGS REFRESH HELP NOTIFICATIONS 203-598-9552 resham1511.chandani@gmail...


Your account cannot show ads - To start running your ads, enter your billing information. Hide Learn more Fix it

Overview Enabled Status: Eligible Type: Ad Exchange Max. CPC: ₹10.00 (enhanced) More details

Recommendations Ads 19 Feb - 30 May 2022

Extensions

Ad status: Enabled, Paused Add filter

Ad	Status	Ad type	Clicks	Impr.	CTR	Avg. CPC	Cost	Conversions	Cost / conv.	Conv. rate
 HOME ... +4 more We provide dall... Nykaa ... +2 more	Pending Under review	Responsive display ad	0	0	-	-	₹0.00	0.00	₹0.00	0.00%
Total: All but removed ads			0	0	-	-	₹0.00	0.00	₹0.00	0.00%
Total: Ad group			0	0	-	-	₹0.00	0.00	₹0.00	0.00%

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Some inventory may be provided through third-party intermediaries.
You'll see Media Rating Council (MRC) accreditation noted in the column header's hover text for accredited metrics.
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Type here to search

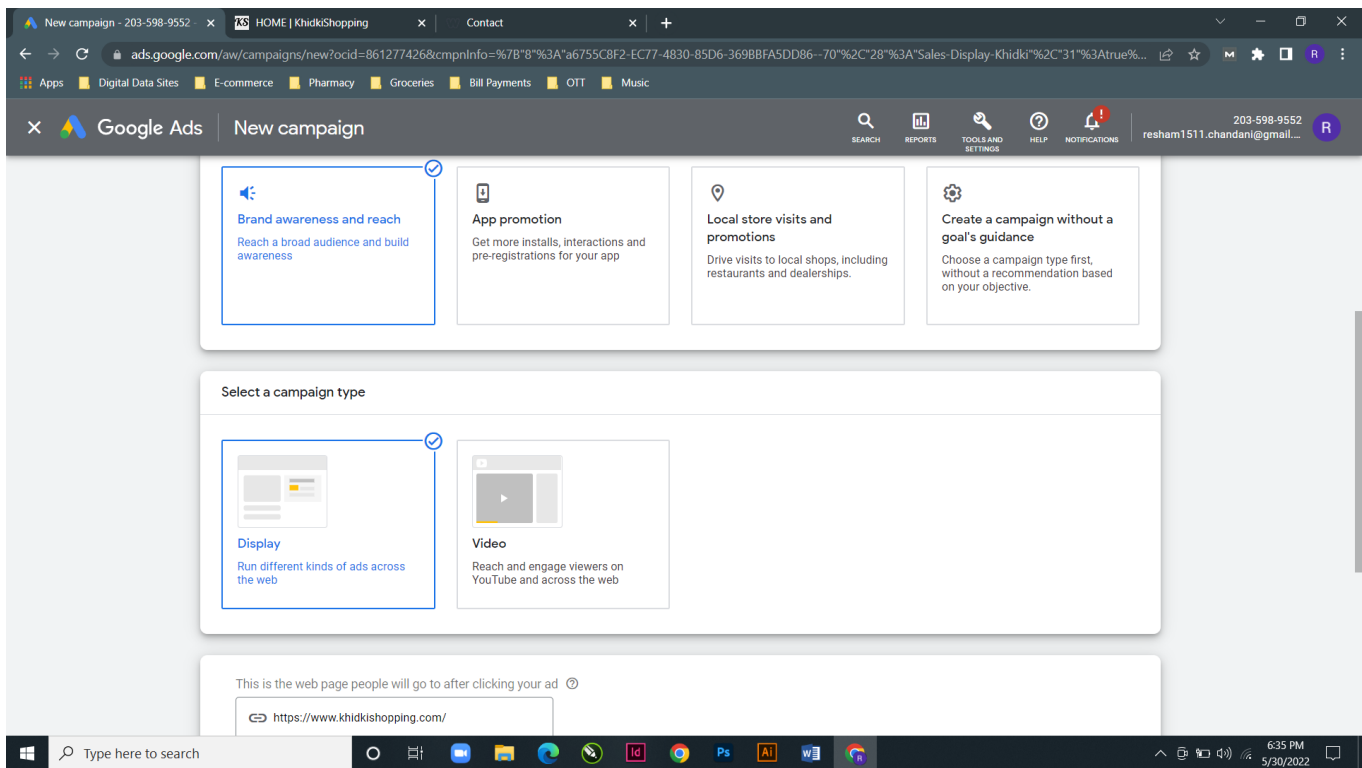
6:28 PM 5/30/2022

Advanced:

1. Create an ad for <http://www.khidkishopping.com> to get the maximum Clicks.

2. Create an ad for <http://www.khidkishopping.com>

- Create an ad for display network
- Choose a proper Target audience
- Expected conversion: need maximum user-engagement within the budget.
- Budget: 500
- Track the conversion achieved through the ad



Ads - 203-598-9552 - Google Ad...HOME | KhidkiShoppingContact

ads.google.com/aw/ads?campaignId=17358531055&adGroupId=137983109915&ocid=861277426&euid=601779480&_u=1412178520&uscid=861277426&_c=3251464674&authuser...

AppsDigital Data SitesE-commercePharmacyGroceriesBill PaymentsOTTMusic

Google AdsAll campaigns > Brand awareness and reach-Display-Khidki > Ad group 1

SEARCHREPORTSTOOLS AND SETTINGSREFRESHHELPNOTIFICATIONS203-598-9552resham1511.chandani@gmail...

Your account cannot show ads - To start running your ads, enter your billing information.

HideLearn moreFix it

Overview

EnabledStatus: EligibleType: Ad ExchangeMax. CPM: ₹20.00 (viewable)More details

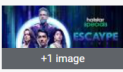
Recommendations

Ads & extensions

Ads

19 Feb 202230 May 2022

Ad status: Enabled, PausedAdd filter

	Ad	Status	Ad type	↓ Clicks	Impr.	CTR	Avg. CPC	Cost	Conversions	Cost / conv.	Conv. rate
		Pending Under review	Responsive display ad	0	0	—	—	₹0.00	0.00	₹0.00	0.00%
Total: All but removed ads				0	0	—	—	₹0.00	0.00	₹0.00	0.00%
Total: Ad group				0	0	—	—	₹0.00	0.00	₹0.00	0.00%

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Extensions

Landing pages

Audience

Content

Settings

Devices

Advanced bid adj.

Change history

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