

MODULE- 4

Q1• What are the main factors that can affect PPC bidding?

The main factors that can affect PPC (Pay-Per-Click) bidding include:

- ***Keyword Competition** - Higher competition increases bid costs.
- ***Quality Score** - Ad relevance, landing page experience, and CTR influence costs.
- ***Bid Strategy** - Manual vs. automated bidding impacts bid adjustments.
- ***Budget** - Limits can restrict ad visibility.
- ***Target Audience** - Narrower targeting often costs more.
- ***Ad Rank** - Determines position based on bid and quality score.
- ***Seasonality** - Demand spikes during certain times affect bidding.
- ***Geographic Targeting** - Bids may vary by region or location.
- ***Device Preferences** - Desktop vs. mobile bids differ.
- ***Industry Trends** - Market changes influence costs.

Q2• How does a search engine calculate actual CPC?

A search engine calculates **actual CPC (Cost Per Click)** using this formula:

Actual CPC = (Ad Rank of the competitor below you ÷ Your Quality Score) + \$0.01

This means you pay just enough to outrank the competitor below you, while your **Quality Score** plays a key role in keeping costs lower.

Q3• What is a quality score and why it is important for Ads?

Quality Score is a metric used by search engines to measure the relevance and quality of your ads, keywords, and landing pages. It is scored on a scale of 1 to 10.

Importance:

***Lower Costs** - A higher Quality Score reduces your CPC.

***Better Ad Rank** - Improves your ad's position in search results.

***Increased Visibility** - Relevant ads are more likely to reach the target audience.

***Higher ROI** - Efficient spending improves campaign performance.

It ensures users see relevant, high-quality ads, benefiting both advertisers and audiences.

Q4 • Create an ad for your website/ blog in Google Ads that display on display network with the properly targeted Audiences

- Create an ad for www.tops-int.com to get the maximum Clicks.
- Create an ad for www.tops-int.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.

Overview

Campaign name	tops_ Performance Max-1
Campaign type	Performance Max
Goal	Outbound clicks

Bidding

Bidding	Maximize conversions
Customer acquisition	Bid equally for new and existing customers

97.8%

Campaign optimization score ⓘ



Weekly estimates

Based on your daily budget and bid settings

Weekly conv.	Cost./Conv.
17.2	₹1,293.76
Weekly cost	₹1,293.76
₹22,252.65	

Asset group

Asset group name	Display Network
Assets	14 images, 5 logos, 5 videos, 12 headlines, 5 long headlines, 5 descriptions, 4 sitelinks, and 1 call
Search themes	Learn from India's best IT training company, TOPS Technologies provides the b...
Audience	Tops technologies

Budget

Budget	₹3,178.95/day
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Publish campaign

97.8%

Campaign optimization score ⓘ



Weekly estimates

Based on your daily budget and bid settings

Weekly conv.	Cost./Conv.
17.2	₹1,293.76
Weekly cost	₹22,252.65

ogle, 2024. [Leave feedback](#)

Campaign settings

Locations	India
Languages	English, Hindi and Gujarati
Automatically created assets	Text (Customization, Final URL) and Video (Enhancement) enabled
Start and end dates	December 4, 2024 - Not set

Asset group

Asset group name	Display Network
Assets	14 images, 5 logos, 5 videos, 12 headlines, 5 long headlines, 5 descriptions, 4 sitelinks, and 1 call
Search themes	Learn from India's best IT training company, TOPS Technologies provides the b...
Audience	Tops technologies

97.8%

Campaign optimization score ⓘ



Weekly estimates

Based on your daily budget and bid settings

Weekly spend	Cost/L Conv.
17.2	₹1,293.76
Weekly cost	
₹22,252.65	

