**Module – 4**

1. **What are the main factors that can affect PPC bidding003F**

* Bid Amount (max CPC)
* Keywords Selection and Average CPC
* Quality Score / Ad Quality
* Competition
* Budget
* Campaign Goals
* External Factors
* Ad Renk

1. **How does a search engine calculate actual CPC?**

* A search engine calculates actual cost-per-click (CPC) based on the minimum amount required to surpass the Ad Rank of the competitor immediately below the advertiser in an auction. This amount is often lower than the advertiser's maximum CPC bid. Ad Rank is determined by factors such as bid amount, ad quality (including expected click-through rate, relevance, and landing page experience), and auction competitiveness. If no competitors are directly below, the advertiser may only pay a reserve price. Additionally, enhanced bidding strategies or adjustments can influence actual CPC, potentially exceeding the maximum bid in specific cases.

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

* **Quality Score** is a metric used in digital advertising, particularly in platforms like Google Ads, to evaluate the relevance and quality of an advertiser's ads, keywords, and landing pages. It is measured on a scale from 1 to 10, with higher scores indicating better quality and relevance. This score directly impacts ad placement, cost-per-click (CPC), and overall campaign performance.
* **Why It Matters** Google prioritizes user experience by showing ads that are relevant and valuable. A high-quality score ensures that advertisers create meaningful content while optimizing costs and performance.

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

* **Create an ad forwww.tops-int.com to get the maximum Clicks.**
* **Create an ad for** [**www.tops-int.com**](http://www.tops-int.com)
* **Create an ad for the display network.**
* **Choose a proper Target audience.**
* **Expected conversion: need maximum user engagement within the budget.**
* **Budget: 5000.**
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