

## Module : 4

- What are the main factors that can affect PPC bidding?
  - Quality Score, Competition, Bid Amount, Ad Rank, Keyword Relevance, Conversation Rate, Budget Caps, Automated Bidding Strategies.
- How does a search engine calculate actual CPC?
  - $\text{Actual CPC} = \frac{\text{Your Quality Score} \times \text{Ad Rank of the Advertiser Below You}}{\text{Quality Score}}$  / 100
- What is a quality score and why it is important for Ads?
  - Quality Score is a metric used by platforms like Google Ads to measure the relevance and quality of your ads, keywords, and landing pages. It's rated on a scale from 1 to 10, where 10 is the best score.
  - Importance Of Quality Score :
  - Reduced Cost-Per-Click, Better Ad Rank, Increased Ad Visibility, Higher ROI, Enhanced User Experience.