### **MODULE -4**

**Que-1.** What are the main factors that can affect PPC bidding?

### Ans-1.

Several key factors can significantly impact Pay-Per-Click (PPC) bidding in online advertising campaigns. These factors influence how much an advertiser pays for each click and the overall success of the campaign. Here are the main factors that can affect PPC bidding.

- 1. Keyword Relevance: The relevance of keywords to the ad copy and landing page content is crucial. High relevance leads to better Quality Scores, which can result in lower costs and better ad placements.
- 2. Quality Score: Search engines assign Quality Scores to ads based on factors like click-through rates, ad relevance, and landing page experience. Higher Quality Scores generally lead to lower costs and better ad positions.
- 3. Bid Amount: The maximum bid an advertiser is willing to pay for a click directly impacts ad visibility. A higher bid might result in a better ad position, but it's not the sole determinant.
- 4. Ad Format: Different ad formats, such as text ads, image ads, or video ads, have varying costs and levels of engagement. Advertisers should choose formats that resonate with their target audience.
- 5.Competition: The number of advertisers bidding on the same keywords affects costs. Highly competitive keywords may lead to higher bids and costs per click.
- 6. Ad Extensions: Using ad extensions, like site links, callouts, or structured snippets, can enhance an ad's visibility and attractiveness, potentially improving click-through rates.
- 7. Landing Page Quality: The landing page experience matters. A relevant and user-friendly landing page can improve Quality Scores, reducing costs and increasing conversions.
- 8. Ad Position: Higher ad positions often result in more clicks, but they can also lead to higher costs. Finding the optimal balance is important.
- 9. Geographic Targeting: Targeting specific locations can affect costs. Some locations might have higher competition, driving up bids.

- 10. Device Targeting:Bids can vary based on the devices targeted (desktop, mobile, tablet), as user behavior differs across devices.
- 11. Time of Day/Week: Bidding may be adjusted based on when the target audience is most active, as costs can vary at different times.
- 12. Ad Scheduling: Running ads at specific times or days can impact costs and engagement. Bidding adjustments can be made accordingly.
- 13. Campaign Goals: The goals of the campaign, whether it's brand awareness, lead generation, or direct sales, can influence bidding strategies.
- 14. Historical Performance: Past campaign performance, including click-through rates and conversion rates, can influence bidding decisions.
- 15.Ad Position Preference: Some advertisers might prefer top positions, while others focus on more cost-effective positions lower on the page.

PPC bidding is a dynamic process that requires constant monitoring and adjustment. Advertisers should analyze the interaction of these factors to optimize their bidding strategies for maximum results within their budget constraints.

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

#### Ans-2.

Certainly! A search engine calculates the actual Cost Per Click (CPC) in its advertising platform through a bidding process. Here's how it generally works:

- 1. Advertiser Bidding: When advertisers want their ads to appear for specific keywords or search queries, they participate in an auction-like system. They place bids on how much they're willing to pay for a click on their ad.
- 2. Ad Rank Determination: The search engine doesn't just consider the bid amount; it also factors in the ad's relevance and quality. This is usually expressed as the "Ad Rank," which is a combination of the bid and the Quality Score. The Quality Score is influenced by the ad's expected click-through rate, ad relevance, and landing page experience.
- 3. Auction Outcome: The search engine then compares the Ad Ranks of all the ads competing for the same keyword or query. The ad with the highest Ad Rank typically gets the top ad spot.
- 4. CPC Calculation: The CPC is not necessarily the same as the bid amount. It's calculated using the following formula:

CPC = (Ad Rank of the Advertiser Below You / Your Quality Score) + \$0.01

The CPC is what the advertiser actually pays when someone clicks on their ad. It's usually slightly higher than the bid of the advertiser just below them, divided by their own Quality Score, plus a small increment (like \$0.01).

5. Ad Placement: Advertisers are charged only when someone clicks on their ad, not when the ad is displayed. So, the actual CPC can vary depending on the competition, the Quality Score, and the ad's performance.

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

#### Ans-3.

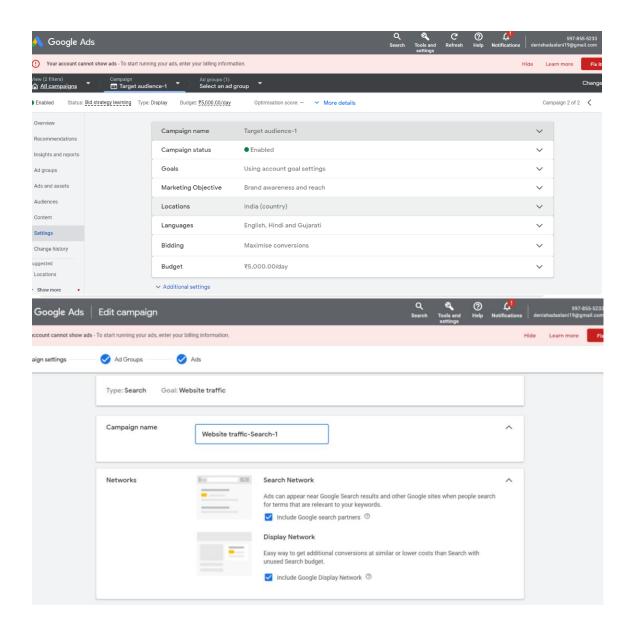
A Quality Score is a metric used by search engines, like Google, to evaluate the relevance and quality of ads and keywords in their advertising platforms. It's an important factor because it directly influences ad position, cost-per-click (CPC), and ad eligibility. Here's why Quality Score matters for ads:

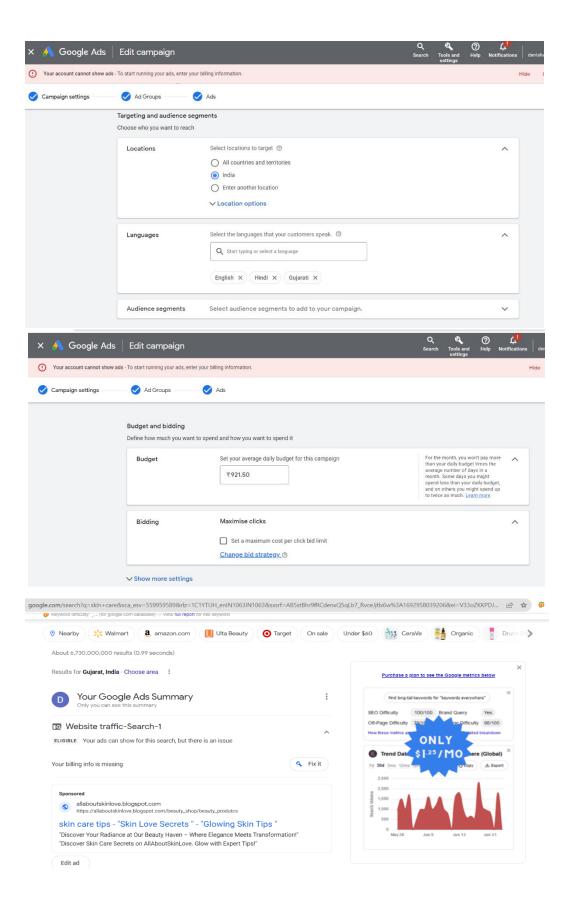
- 1.Ad Ranking: Search engines want to provide users with the best experience by displaying ads that are relevant to their search queries. Quality Score helps determine an ad's position on the search results page. Even if an advertiser places a high bid, a low Quality Score can result in a lower ad placement compared to an ad with a higher Quality Score and a lower bid.
- 2. Cost Efficiency: Ads with higher Quality Scores often pay lower CPCs to achieve higher ad positions. This means that advertisers can achieve better placements at a lower cost if their ads are deemed highly relevant and valuable to users.
- 3. Ad Eligibility: Low-quality ads might even be rejected by search engines. Quality Score serves as a threshold for ad approval; ads with very low Quality Scores might not even be displayed.
- 4. User Experience: Search engines want to maintain a positive user experience. Relevant ads are more likely to lead to clicks, which in turn benefits both users and advertisers. Quality Score ensures that ads are not only targeted but also valuable to users, leading to higher user satisfaction.
- 5.Optimization Guidance: Quality Score is composed of factors like expected click-through rate, ad relevance, and landing page experience. Advertisers receive insights into these factors, helping them understand how to improve their ads' performance and relevance.

6. Long-Term Success: Advertisers who focus on creating high-quality, relevant ads are likely to build stronger, longer-lasting campaigns. Over time, this can lead to better results, increased user engagement, and improved return on investment (ROI).

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

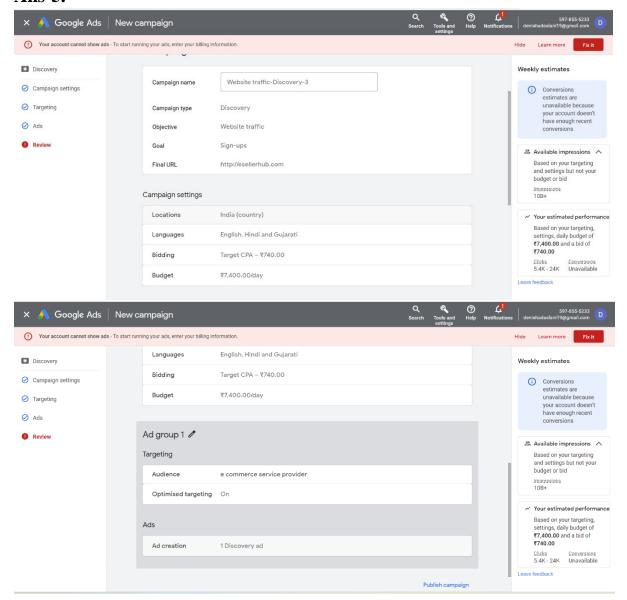
## Ans-4.





# Que-5. Create an ad for http://esellerhub.com/ to get the maximum Clicks.

## Ans-5.



# Que-6. Create an ad for http://www.designer2developer.com

- Create an ad for the display network.
- Choose a proper Target audience.
- Expected conversion: need maximum user engagement within the budget.
- Budget: 5000.

#### Ans-6.

