

Module – 4

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

Ans.

1. Semantic Keywords:

The semantic depth of your keywords impacts bidding dynamics. Delving beyond surface-level terms into semantic clusters can uncover less competitive yet highly relevant keywords, potentially reducing bidding costs while maintaining effectiveness.

2. Bid Flexibility:

Adapting bid amounts dynamically based on real-time factors like user intent signals and market trends allows for agile bidding strategies, ensuring optimal ad placements without overspending.

3. Experience Optimization:

Elevating the user experience through responsive landing pages and ad creative refinement can positively influence Quality Score, subsequently lowering bidding costs and enhancing ad visibility.

4. Psycho-geographic Targeting:

Integrating psychological and geographic targeting factors into bidding strategies enables precision targeting based on both user mindset and physical location, fostering deeper engagement and conversion opportunities.

5. Innovative Ad Formats:

Embracing innovative ad formats beyond traditional text ads, such as interactive ads or shoppable images, can differentiate your campaigns, potentially reducing bidding competition and lowering costs per click.

6. Dynamic Ad Positioning:

Leveraging dynamic ad positioning algorithms that prioritize ad placements based on factors like user behavior and competitor activity optimizes visibility while maintaining cost-efficiency.

7. Niche Audience Segmentation:

Segmentation beyond basic demographics to encompass nuanced psychographic traits allows for tailored bidding strategies, resonating more deeply with niche audiences and driving higher quality traffic at competitive costs.

8. Strategic Ad Scheduling:

Strategic scheduling of ad delivery aligns with peak user engagement periods, ensuring maximum impact while minimizing bidding costs during off-peak hours.

9. Multi-channel Integration:

Integrating PPC bidding with other digital channels like social media or display advertising enables cross-channel synergies, potentially reducing bidding competition and amplifying campaign reach at optimized costs.

10. Predictive Analytics:

Harnessing the power of predictive analytics to forecast bidding trends and consumer behavior empowers proactive bidding adjustments, preemptively optimizing campaign performance and cost-efficiency.

Q.2 How does a search engine calculate actual CPC?

Ans.

1) Ad Rank:

When a user enters a search query, the search engine runs an auction to determine which ads will appear and in what order. Ad Rank is the metric used to determine the position of your ad on the search results page. It's calculated based on your bid amount, ad quality (Quality Score), and expected impact of ad extensions and other ad formats.

2) Quality Score:

Quality Score is a key component of ad ranking. It's determined by factors such as the relevance of your ad and landing page to the search query, the historical performance of your account, and the expected click-through rate (CTR). A higher Quality Score can lead to better ad positions and lower CPC.

3) Ad Rank Threshold:

To participate in the auction, your ad needs to meet a certain Ad Rank threshold. If your Ad Rank doesn't meet the threshold, your ad won't be displayed, regardless of how much you bid.

4) Actual CPC Calculation:

The actual CPC you pay is calculated using the following formula: $\text{Actual CPC} = (\text{Ad Rank of the ad below yours} / \text{Your Quality Score}) + \0.01 This means that your actual CPC is determined by the Ad Rank of the ad below yours divided by your Quality Score, plus one cent.

5) Ad Auction Dynamics:

The auction process happens in real-time, and the actual CPC can vary based on factors such as competition, bid adjustments, changes in Quality Score, and the overall performance of your campaign.

6) Bid Strategy:

Your bidding strategy also influences the actual CPC. Different bidding strategies, such as manual bidding or automated bidding, can affect how much you pay for clicks.

Q.3 What is a quality score and why it is important for Ads?

Ans.

Ad Ranking:

Quality Score plays a crucial role in determining where your ads appear on the search results page. Ads with higher Quality Scores are more likely to be shown in top positions, above lower-quality ads, even if those ads have higher bid amounts.

Cost-Effectiveness:

Ads with higher Quality Scores often have lower costs per click (CPC) and lower costs per conversion. This means you can achieve better ad placements and results while potentially spending less money on clicks and conversions.

Visibility:

Higher Quality Scores can lead to improved ad visibility and increased click-through rates (CTRs). Ads with better relevance to the user's search query are more likely to attract clicks, driving more traffic to your website.

Ad Extensions:

Quality Score can also affect the eligibility and performance of ad extensions, such as sitelinks, callouts, and structured snippets. Higher Quality Scores can improve the visibility and effectiveness of ad extensions, providing users with more information and enhancing your ad's overall appeal.

Keyword Relevance:

Quality Score provides insights into the relevance of your keywords to your ads and landing pages. By improving keyword relevance, you can enhance the overall quality of your campaigns and increase their effectiveness in reaching your target audience.

Ad Performance:

Quality Score is influenced by various factors, including historical performance data, ad relevance, and landing page experience. By optimizing these elements, you can improve your Quality Score over time, leading to better ad performance and ROI.

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

Q.5 create an ad for <http://esellerhub.com/> to get the maximum Clicks.

Q.6 Create an ad for <http://www.designer2developer.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: 500

Q – 4, 5 and 6 that ans are as above

Display campaign - 877-755-8135

ads.google.com/aw/campaigns/new/display?campaignId=281496242171764&ocid=6555516872&workspaceId=0&cmpnInfo=%7B%22%2C%22%3A%22%2F%2Ftestandtales.blogspot... 19feb.dm.dharmik@gmail.com

Google Ads New campaign Search for a page or campaign

Display Campaign settings Budget and bidding Targeting Ads Ad creation Review

For a stronger ad set up, include at least 5 high quality images (2 landscape, 2 square), 5 headlines, and 5 descriptions.

Ad strength Good

Images Headlines Videos Descriptions

Descriptions Add up to 5 descriptions Suggested descriptions More ideas

We don't have any suggestions right now.

Embark on a Flavorful Journey. Irresistible

Required 77 / 90

Discover a Gastronomic Wonderland: Ur

82 / 90

Description 0 / 90

+ Description

Additional format options

Ad URL options

More options

All changes saved

Your ads might not always include all your text and images. Some cropping or

Weekly estimates

Available impressions Based on your targeting and settings but not your budget or bid Impressions 10B+ 0 since last update

Your estimated performance Based on your targeting, settings, daily budget of ₹6,000.00 and a bid of ₹250.00 Clicks 12K - 77K Conversions Unavailable

Leave feedback

Display campaign - 877-755-8135

ads.google.com/aw/campaigns/new/display?campaignId=281496242171764&ocid=6555516872&workspaceId=0&cmpnInfo=%7B%22%2C%22%3A%22%2F%2Ftestandtales.blogspot... 19feb.dm.dharmik@gmail.com

Google Ads New campaign Search for a page or campaign

Display Campaign settings Budget and bidding Targeting Ads Ad creation Review

Add a long headline

Ad strength Incomplete

Images Headlines Videos Descriptions

Headlines Add up to 5 headlines Suggested headlines More ideas

We don't have any suggestions right now.

Best Food And Beverage

Required 22 / 30

Testy Foods

11 / 30

Crunchy Foods

13 / 30

Headline 0 / 30

+ Headline

Long headline

Previews shown here are examples and don't include all possible formats. You're responsible for the content of your ads. Please make sure that your provided assets don't violate any Google policies or applicable laws, either individually, or in combination.

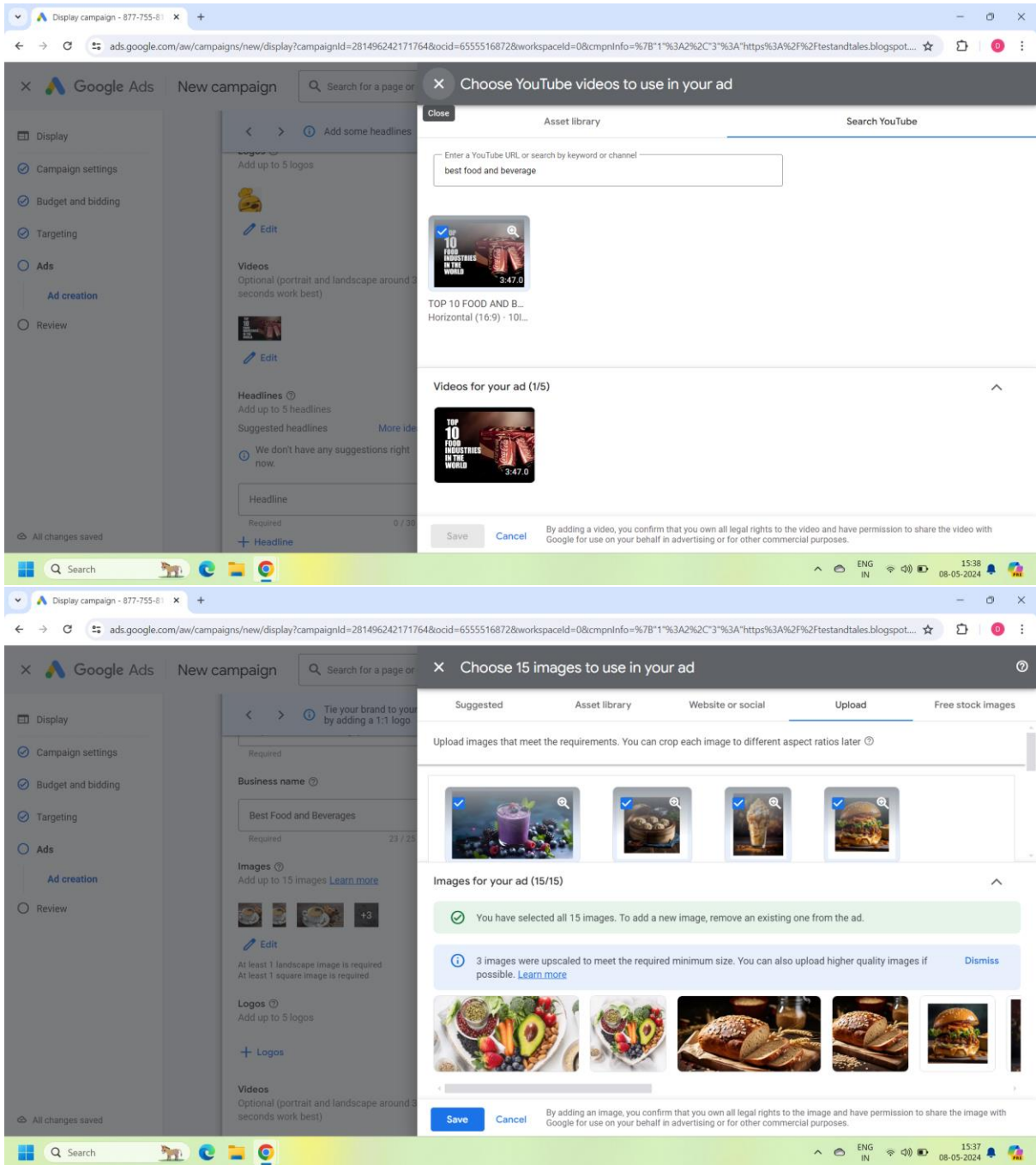
Weekly estimates

Available impressions Based on your targeting and settings but not your budget or bid Impressions 10B+ 0 since last update

Your estimated performance Based on your targeting, settings, daily budget of ₹6,000.00 and a bid of ₹250.00 Clicks 12K - 77K Conversions Unavailable

Leave feedback

https://support.google.com/google-ads/answer/7005917?hl=en_US&gl=1*62mwy*_ga*MTQ0MzgyMjYwMC4vZm9kZG8NPjMTc0NTA3OTMzMzMy4vM4xJjE3MTUwODAA4Mjc0NjAuMC4w



The screenshot displays the Google Ads 'New campaign' interface. The left sidebar shows navigation options: Display, Campaign settings, Budget and bidding, Bidding, Targeting, Ads, and Review. The main content area is divided into sections for Budget, Bidding, and Targeting. The Budget section shows a daily budget of ₹6,000.00. The Bidding section shows a selection of 'Conversions' with a recommendation to 'Automatically maximize conversions'. The Targeting section shows a target CPA of ₹250.00 and a payment method of 'Interactions'. On the right, a sidebar provides 'Weekly estimates', including available impressions and estimated performance metrics like clicks, conversions, and cost per acquisition.

New campaign

Search for a page or campaign

Sales Drive sales online, in app, by phone, or in store	Leads Get leads and other conversions by encouraging customers to take action	Website traffic Get the right people to visit your website	App promotion Get more installs, engagement and pre-registration for your app
Awareness and consideration Reach a broad audience and build interest in your products or brand	Local store visits and promotions Drive visits to local stores, including restaurants and dealerships.	Create a campaign without a goal's guidance Choose a campaign type first, without a recommendation based on your objective.	

Select a campaign type

Search Get in front of high-intent customers at the right time on Google Search	Performance Max Reach audiences across all of Google with a single campaign. See how it works	Display Reach customers across 3 million sites and apps with engaging creative	Shopping Showcase your products to shoppers as they explore what to buy
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Campaigns - 877-755-8135 - G

ads.google.com/aw/campaigns?campaignId=21265535247&ocid=6555516872&workspaceId=0&euid=1150343513&_u=4719107537&uscid=6555516872&_c=5343784328&authuser=0&sub...

Google Ads

Search for a page or campaign

AppearanceRefreshHelpNotifications877-755-813519feb.dm.dharmik@gmail.com

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

HideLearn moreFix it

Create

Campaigns

Goals

Tools

Billing

Admin

Overview

Recommendations

Insights and reports

Campaigns

Ad groups

Ads

Experiments

Assets

Assets

Audiences, keywords, and content

View (2 filters)All campaignsCampaignfoodyAd groups (1)Select an ad group

EnabledStatus: All ads limited by policyType: DisplayBudget: ₹5,000.00/dayOptimization score: -More detailsSimulate campaign changes

CampaignsAll timeApr 29 - May 8, 2024Show last 30 days

CampaignsDraftsSettings

Add filter

SearchSegmentColumnsReportsDownloadExpandMore

<input type="checkbox"/>	Campaign ↑	Budget	Status	Optimization score	Campaign type	Clicks	Impressions
<input type="checkbox"/>	foody	₹5,000.00/day	All ads limited by policy	-	Display	0	0
Total: All but removed campaigns in your ...							0
Total: Campaign		₹5,000.00/day		-		0	

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Reporting is not real-time.

Time zone for all dates and times: (GMT+05:30) India Standard Time.

Learn more

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.

Get the Google Ads mobile app.

https://ads.google.com/aw/campaigns?campaignId=21265535247&ocid=6555516872&workspaceId=0&authuser=0&_u=4719107537&_c=5343784328

Search

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