

Module-4 Assignment

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

The main factors that can affect PPC bidding include:

1. **Quality Score:** Higher scores can lower costs per click (CPC) and improve ad positioning.
2. **Ad Rank:** A combination of bid amount and Quality Score determines ad visibility.
3. **Competition:** The number of advertisers bidding on the same keywords influences costs.
4. **Keyword Selection:** Highly competitive keywords typically have higher bids.
5. **Target Audience:** Geographic location and demographics can impact bid strategies.
6. **Ad Relevance:** More relevant ads to the targeted keywords can lead to better performance and lower costs.
7. **Seasonality:** Demand fluctuations during specific times (e.g., holidays) can affect bid prices.

2. How does a search engine calculate actual CPC?

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

Actual CPC = Ad Rank of the competitor below you / Quality Score + Bid Increment

Key Components:

1. **Ad Rank:** Determined by your bid and Quality Score.
2. **Competitor's Ad Rank:** Influences your CPC; you pay just enough to stay above the next highest bidder.
3. **Quality Score:** Affects CPC; higher scores can lower costs.
4. **Bid Increment:** A small amount added to ensure you surpass the competitor's CPC.

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

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

Importance of Quality Score for Ads:

1. **Ad Position:** Higher scores improve your ad rank for better visibility.
2. **Lower Costs:** Leads to lower Cost Per Click (CPC).
3. **Relevance:** Indicates how relevant your ads are to search queries.
4. **Improved Performance:** Higher scores often result in better click-through rates (CTR) and conversions.
5. **Competitive Advantage:** Provides an edge over competitors, even with lower bids.

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

Ans.

A.Campaign Objective

×

Google Ads

New campaign

🔍

Search for a page or campaign

?

Help

🔔

Notifications

514-911-7097

drashtipadariya145@gmail.com

👤

What's your campaign objective?

Choose your objective

Select an objective to tailor your experience to the goals and settings that will work best for your 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 shop visits and promotions

Drive visits to local shops, including restaurants and dealerships.

⚙️

Create a campaign without a goal's guidance

Choose a campaign type first, without a recommendation based on your objective.

B.Campaign Type

×

Google Ads

New campaign

🔍

Search for a page or campaign

?

Help

🔔

Notifications

514-911-7097

drashtipadariya145@gmail.com

👤

Select a campaign type

📄

Display

Reach customers across three million sites and apps with engaging creative

📺

Video

Reach viewers on YouTube and get conversions

📄

Demand Gen

Drive demand and conversions on YouTube, Discover and Gmail with image and video ads

This is the web page people will go to after clicking your ad

🌐

https://ethicalstyleinhomeemade.blogspot.com/

C.Name of Campaign

Campaign name

Sangita's Fashion

D.Settings

© Ronnie 2024


E. Budget and Bidding


F.Targeting

Optimised targeting

Optimised targeting helps you get more conversions within your budget. Google may find people beyond your targeting signals. [Learn more about targeting expansion in display campaigns](#)

☒ Use optimised targeting

 With optimised targeting, you're expanding your campaign's reach to gain more conversions.

 Add targeting

Information such as your targeting signals, landing page and assets are used to find people likely to convert. Your targeting signals may see reduced traffic if better performance is found elsewhere.

Next

Google Ads | New campaign

Search for a page or campaign

- Display
- Campaign settings
- Budget and bidding
- Targeting
- Ads**
- Ad creation
- Review

Ads

Ad creation

In Progress
Responsive display ad
[Change](#)

Your ads are ready! They'll have a higher chance of performing well.

Ad strength ⓘ
Excellent

Images ✓
Video ✓

Headlines ✓
Descriptions ✓

Final URL ⓘ

<https://ethicalstylehomemade.blogspot.com/>

Required

Business name ⓘ

Sangita's Fashion

Required 17 / 25

Images ⓘ
Add up to 15 images [Learn more](#)

+11

[Edit](#)

At least 1 landscape image is required
At least 1 square image is required

Logos ⓘ
Add up to 5 logos

Preview

Share preview Preview ads

Display Gmail YouTube

Weekly estimates

Available impressions ⤴

Based on your targeting and settings but not your budget or bid impressions:
2.7B
0 since last update

Your estimated performance

Based on your targeting, settings and daily budget of **₹10,000.00**

Clicks	Conversions
12K - 56K	Unavailable
Average CPA	Unavailable

[Leave feedback](#)

All changes saved

Search for a page or campaign

Your ads are ready! They'll have a higher chance of performing well.

Ad strength ⓘ
Excellent

Logos ⓘ
Add up to 5 logos

Videos ⓘ
Optional (portrait and landscape around 30 seconds work best)

Headlines ⓘ
Add up to 5 headlines
Suggested headlines
You have entered the maximum number of headlines.

Ethical Style: Shop from Home
Required 29 / 90

Shop Ethical from Home
22 / 90

Sustainable style, made easy
29 / 90

Eco-Friendly Fashion at Home
28 / 90

Shop Ethical Fashion Online

Shop Ethical Fashion Online
Shop ethical brands online and reduce your carbon footprint in style

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.

Additional format options

Ad URL options

More options

Your ads might not always include all your text and images. Some cropping or shortening may occur in some formats, and either of your custom colours may be used.

Create ad Cancel

Next

Search for a page or campaign

Your ads are ready! They'll have a higher chance of performing well.

Ad strength ⓘ
Excellent

Long headline ⓘ
27 / 90

Eco-Friendly Fashion: Shop Sustainable, Ethical Styles from Home for a Greener Future
Required 85 / 90

Descriptions ⓘ
Add up to 5 descriptions
Suggested descriptions
You have entered the maximum number of descriptions.

Shop ethical, sustainable fashion online.
Required 41 / 90

Discover eco-friendly brands that prioritize fair labor.
56 / 90

Stay stylish while reducing your carbon footprint—Delivere
77 / 90

Find sustainable, ethical fashion online. Shop eco-consocio
82 / 90

Shop ethical brands online and reduce your carbon footpri
69 / 90

Additional format options

Ad URL options

More options

More ads related to this ad include all creative assets and images

H. Summery

Ad group 1

Targeting

Audiences Lifestyles & Hobbies + 11 more

Demographics Gender (Male + 1 more), Age (18 - 24 + 5 more), Parental status (Parent + 1 mor...

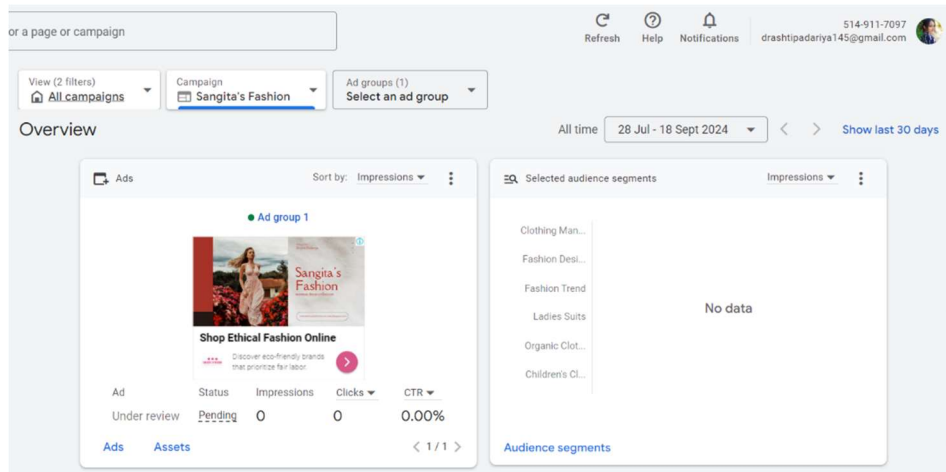
Optimised targeting On

Ads

Ad creation 1 responsive display ad

Publish campaign

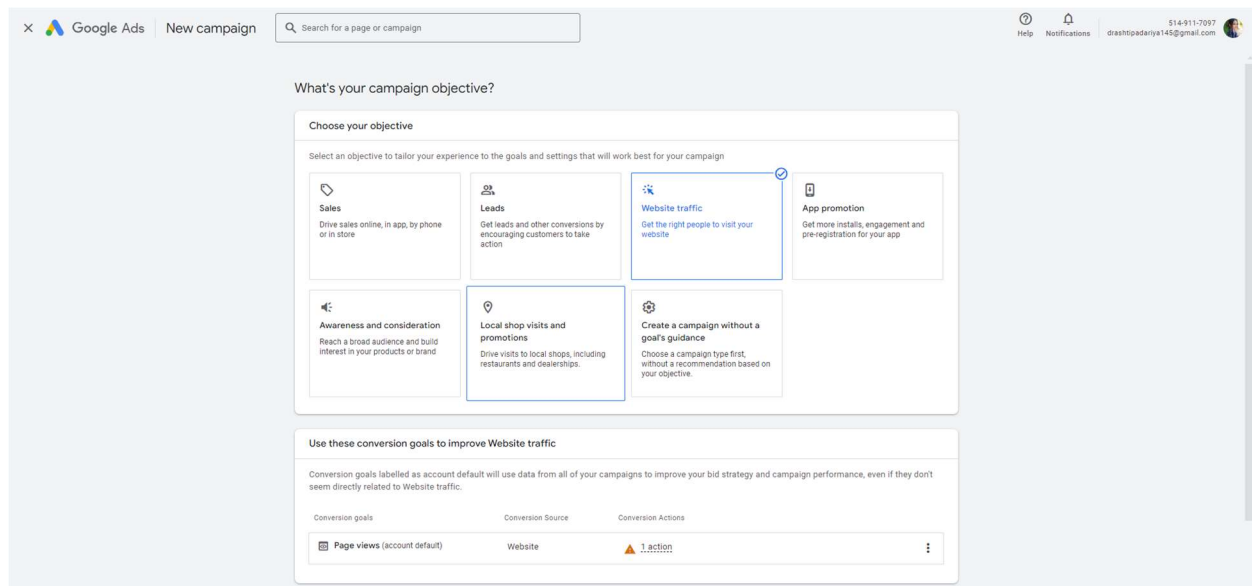
I. Publish the Ad and the Results



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


Ans.

A.Campaign Objective




B. Campaign Type

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 three million sites and apps with engaging creative




Shopping

Showcase your products to shoppers as they explore what to buy



Video


Reach viewers on YouTube and get conversions



Demand Gen

Drive demand and conversions on YouTube, Discover and Gmail with image and video ads

Select the ways you'd like to reach your goal ⓘ


 http://esellerhub.com/

Cancel

Continue

C.Name of Campaign

Select the ways you'd like to reach your goal ⓘ

 http://esellerhub.com/

Campaign name

Eseller Empower

Cancel

Continue

D.Bidding

Search

Bidding

Bidding

Customer acquisition

Campaign settings

Keyword and asset generation

Keywords and ads

Budget

Review

Bidding

What do you want to focus on? ⓘ
Clicks ▾

☒ Set a maximum cost per click bid limit

Maximum CPC bid limit ⓘ
₹ 2,000.00

Alternative bid strategies like portfolios are available in settings after you create your campaign

E.Campaign Settings

Campaign settings

To reach the right people, start by defining key settings for your campaign

Networks

Search Network

Ads can appear near Google Search results and other Google sites when people search for terms that are relevant to your keywords.

☒ Include Google search partners ⓘ

Display Network

Easy way to get additional conversions at similar or lower costs than Search with unused Search budget.

☒ Include Google Display Network ⓘ

Locations

Select locations for this campaign ⓘ

☒ All countries and territories

☐ India

☐ Enter another location

Location options

Languages

Select the languages that your customers speak. ⓘ

Start typing or select a language

Search for a page or campaign

☒ All countries and territories

☐ India

☐ Enter another location

Location options

Languages

Select the languages that your customers speak. ⓘ

Start typing or select a language

English X Hindi X Gujarati X

Audience segments

Select audience segments to add to your campaign.

Broad match keyword

Broad match keywords work with Smart Bidding to help you reach your campaign goals. Using broad match keywords for your entire campaign ensures consistency and provides access to additional settings, such as brand inclusions. [Learn more about broad match keywords](#)

☐ On: Use broad match keywords for your entire campaign

☒ Off: Use keyword match types

☒ To use broad match keywords, switch to a conversion or conversion value based bidding strategy.

More settings

Next

ign

Search for a page or campaign

Help

Notifications

Ads

Your ads are ready! They'll have a higher chance of performing well.

Ad strength

Excellent

✓ Add headlines

View ideas

✓ Include popular keywords

View ideas

✓ Make headlines unique

View ideas

✓ Make descriptions unique

View ideas

Final URL

Final URL

esellerhub.com/

This will be used to suggest headlines and descriptions

Display path

www.esellerhub.com

/

0 / 15

/

0 / 15

Headlines 15/15

For optimal ad performance, include these keywords in your headlines

✓ inventory management

✓ inventory software

✓ inventory management software

✓ ecommerce inventory software

More ideas

eBay Inventory Management

Preview

Sponsored

www.esellerhub.com/

Your Business. Your Software. - Product & Supplier Management

Inventory Management Software for Amazon, eBay, Walmart, Jet, Sears, and more. Manage your inventory, buy and sell items online with the best price guaranteed.

Career Opportunities

Contact Us

About Us

This preview shows potential ads assembled using your assets. Not all combinations are shown. Assets can be shown in any order, so make sure that they make sense individually or in combination, and don't violate our policies or local law. Some shortening may also occur in some formats. You can make sure certain text appears in your ad. [Learn more](#)

Get help creating your ad

ULTRA

tools, and multi-channel scalability. Its flexibility allows businesses to optimize operations, reduce manual tasks, and improve efficiency. Additionally, the platform's ability to adapt to specific business needs and provide personalized support sets it apart in the e-commerce management space.

Based on the information that you shared, I generated 10 keywords.

I generated the following assets for you to review:

• 15 headlines

• 4 descriptions

You can always talk to me to get more ideas.

Generate more headlines and descriptions

How do I improve my ad strength?

Type message

Ad strength

Excellent

✓ Add headlines

View ideas

✓ Include popular keywords

View ideas

✓ Make headlines unique

View ideas

✓ Make descriptions unique

View ideas

Headlines 15/15

For optimal ad performance, include these keywords in your headlines

✓ inventory management

✓ inventory software

✓ inventory management software

✓ ecommerce inventory software

More ideas

eBay Inventory Management

Required 25 / 30

Warehouse Management System

Required 27 / 30

Multi Channel Inventory

Required 23 / 30

Be-Spoke E-Commerce Solutions

29 / 30

Manage Inventory, Orders

24 / 30

Amazon Inventory Management

27 / 30

Your Business. Your Software.

Preview

Sponsored

www.esellerhub.com/

Your Business. Your Software. - Best Value For Money

Inventory Management Software for Amazon, eBay, Walmart, Jet, Sears, and more. Manage your inventory, buy and sell items online with the best price guaranteed.

About Us

Repricer Software

Contact Us

Caree

This preview shows potential ads assembled using your assets. Not all combinations are shown. Assets can be shown in any order, so make sure that they make sense individually or in combination, and don't violate our policies or local law. Some shortening may also occur in some formats. You can make sure certain text appears in your ad. [Learn more](#)

Your ads are ready! They'll have a higher chance of performing well.

Ad strength ⓘ
Excellent

- ✓ Add headlines [View ideas](#)
- ✓ Include popular keywords [View ideas](#)
- ✓ Make headlines unique [View ideas](#)
- ✓ Make descriptions unique [View ideas](#)

Descriptions 4/4 ⓘ [View ideas](#)

eSellerHub: Customizable, end-to-end solutions for multi-channel e-commerce businesses.

Required 87 / 90

Inventory Management Software for Amazon, eBay, Walmart, Jet, Sears, and more

Required 77 / 90

eSellerHub helps e-commerce businesses manage their inventory, orders, and shipping

84 / 90

Manage your inventory, buy and sell items online with the best price guaranteed.

89 / 90

Business name and logos

If you don't add a name or logo, Google will use your URL to add them for you

[Get access](#)

Sitelinks ⓘ

Add links to your ads to take people to specific pages on your website.

[Repricer Software](#)

Add a description

[About Us](#)

Add a description

Preview

Sponsored

[www.esellerhub.com/](#)

Your Business. Your Software - Best Value For Money

Manage your inventory, buy and sell items online with the best price guaranteed. eSellerHub helps e-commerce businesses manage their inventory, orders, and shipping.

[Repricer Software](#) [About Us](#) [Contact Us](#) [Caree](#)

This preview shows potential ads assembled using your assets. Not all combinations are shown. Assets can be shown in any order, so make sure that they make sense individually or in combination, and don't violate our policies or local law. Some shortening may also occur in some formats. You can make sure certain text appears in your ad. [Learn more](#)

Your ads are ready! They'll have a higher chance of performing well.

Ad strength ⓘ
Excellent

- ✓ Add headlines [View ideas](#)
- ✓ Include popular keywords [View ideas](#)
- ✓ Make headlines unique [View ideas](#)
- ✓ Make descriptions unique [View ideas](#)

Sitelinks ⓘ

Add links to your ads to take people to specific pages on your website.

[Repricer Software](#)

Add a description

[About Us](#)

Add a description

[Career Opportunities](#)

Add a description

[Contact Us](#)

Add a description

[Edit](#)

Callouts ⓘ

Add more business information

[+ Callouts](#)

✓ **More asset types (0/7)**

Improve your ad performance and make your ad more interactive by adding more details about your business and website

✓ **Ad URL options**

Preview

Sponsored

[www.esellerhub.com/](#)

Advanced Reporting - Manage Inventory, Orders

eSellerHub: Customizable, end-to-end solutions for multi-channel e-commerce businesses. Manage your inventory, buy and sell items online with the best price guaranteed.


[Contact Us](#) [About Us](#) [Repricer Software](#)

This preview shows potential ads assembled using your assets. Not all combinations are shown. Assets can be shown in any order, so make sure that they make sense individually or in combination, and don't violate our policies or local law. Some shortening may also occur in some formats. You can make sure certain text appears in your ad. [Learn more](#)

Add callouts: Help your ads show more prominently by adding callouts ⓘ **+2.8%**

Add sitelinks: Draw more attention to your ads by adding at least four sitelinks. ⓘ **+6.2%**

ions

514-911-7097 

drahtipadaryi145@gmail.com

90.9%

Campaign optimisation score ⓘ

Weekly estimates

Estimates are based on your keywords and daily budget ⓘ

Ad group 1 ⓘ

Weekly_clicks	Avg_CPC
4,387	₹11.19
Weekly_cost	
₹49,076.14	

H.Summary

page or campaign

Help

Notifications

91,611,7097
drashepadarya145@gmail.com

Your campaign is ready to publish

Publish campaign

Recommendations

Apply these recommendations to optimise campaign performance

< 1 / 1 >

Add callouts: Help your ads show more prominently by adding callouts

View

Overview

Campaign name

ESeHer

Campaign type

Search

Objective

Website traffic

Goal

Page views

Bidding

Bidding

Maximise clicks

Campaign settings

Networks

Search partners, Display Network

Locations

All countries and territories

Languages

English, Hindi and Gujarati

Audiences

No segments

Broad match keyword

Off: Use keyword match types

90.9%

Campaign optimisation score

Weekly estimates

Estimates are based on your keywords and daily budget

Ad group 1

Weekly clicks

4,387

Avg. CPC

₹11.19

Weekly cost

₹49,076.14

page or campaign

Objective

Website traffic

Goal

Page views

Bidding

Bidding

Maximise clicks

Campaign settings

Networks

Search partners, Display Network

Locations

All countries and territories

Languages

English, Hindi and Gujarati

Audiences

No segments

Broad match keyword

Off: Use keyword match types

Keywords and ads

Keywords

10 keywords

Ads

1 ad

Budget

Budget

₹7,012.55/day

Publish campaign

I.Publish the Campaign and Results

Overview

All time 28 Jul - 18 Sept 2024 < > Show last 3

Keywords			
Summary of how your keywords are performing			
	Cost	Clicks	CTR
inventory management software	₹0.00	0	0.00%
inventory management	₹0.00	0	0.00%
inventory software	₹0.00	0	0.00%
warehouse management software	₹0.00	0	0.00%
order management software	₹0.00	0	0.00%

Keywords Negative keywords < 1 / 2 >

Ads				
Ad group 1				
eSellerHub No Monthly Fees Online Inventory Syste...				
www.esellerhub.com				
ShopGBPI - Top Amazon and eBay Seller. Be-Spoke E-Commerce Solutions Handcrafted for Your Business.				
Repricer Software		Contact Us		
About Us		Career Opportunities		

Ad	Status	Impressions	Clicks	CTR
----	--------	-------------	--------	-----

Q.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.

A.Select Your Campaign Objective and Type

Choose your objective

Select an objective to tailor your experience to the goals and settings that will work best for your 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 shop visits and promotions
Drive visits to local shops, 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 three million sites and apps with engaging creative



Shopping

Showcase your products to shoppers as they explore what to buy



Video

Reach viewers on YouTube and get conversions



Demand Gen

Drive demand and conversions on YouTube, Discover and Gmail with image and video ads

This is the web page people will go to after clicking your ad ⓘ

 <https://www.designer2developer.com/>

Cancel

Continue

This is the web page people will go to after clicking your ad ⓘ

 <https://www.designer2developer.com/>

Campaign name

Designer2Developer: Transform Your Vision into C

Cancel

Continue

B.Campaign Settings

Campaign settings

Locations

Select locations for this campaign ⓘ

☐ All countries and territories

☐ India

☒ Enter another location

Locations (1)

Rajkot, Gujarat, India city

ⓧ

ⓧ

🔍 Enter a location to include or exclude

Advanced search

▼ Location options

Languages

Select the languages that your customers speak. ⓘ

🔍 gujarati

English ✕

Hindi ✕

Gujarati ✕

⚙️ More settings

C. Budget and Bidding

Budget and bidding

Budget

Set your average daily budget for this campaign

₹ 15,000.00

The most that you'll pay per month is your daily budget times 30.4 (the average number of days in a month). Some days, you might spend more or less than your daily budget. [Learn more](#)

Bidding

What do you want to focus on? ⓘ

Conversions ▼

Recommended for your campaign goal

How do you want to get conversions? ⓘ

Automatically maximise conversions ▼

☐ Set a target cost per action

✔️ This campaign will use the **Maximise conversions** bid strategy to help you get the most conversions for your budget

Or, select a bid strategy directly (not recommended)

Next

D.Targeting

Targeting

People

Audience Segments

Suggest who should see your ads. You can create new segments in [Audience Manager](#).

Targeted segments (45)

What their interests and habits are
Fashionistas + 9 more

What they're actively researching or planning
Blog Writing Service + 34 more

Demographics

Suggest people based on age, gender, parental status or household income.

Targeted demographics

Gender
Male, Female

Age
18 - 24 + 5 more

Parental status
Parent, Not a parent

Household income
Top 10% + 5 more

E.Create an Ad

Ads

Ad creation

In Progress
Responsive display ad
[Change](#)

Your ads are ready! They'll have a higher chance of performing well.

Ad strength

Excellent

Images

Headlines

Video

Descriptions

Final URL

https://www.designer2developer.com/

Required

Business name

Designer2Developer

Required 18 / 25

Images

Add up to 15 images [Learn more](#)

Edit

At least 1 landscape image is required

At least 1 square image is required

Logos

Add up to 5 logos

Edit

Preview

Share preview

Preview ads

Display

Gmail

YouTube

MOBILE APP Development

We Love Agile Development

Everything You Want in a Mobile & Web App Development Partner

Your ads are ready! They'll have a higher chance of performing well.

Ad strength ⓘ Excellent

Images ✓ Video ✓ Headlines ✓ Descriptions ✓

Videos
Optional (portrait and landscape around 30 seconds work best)

[Edit](#)

Some of your headlines and descriptions for this responsive display ad have been prefilled with suggestions from your final URL and previous high-performing ads.

Headlines ⓘ
Add up to 5 headlines
Suggested headlines [More ideas](#)
You have entered the maximum number of headlines.

We Love Agile Development
Required 25 / 90

Android App Development
33 / 90

IOT Application Development
27 / 90

NodeJS Web Development
22 / 90

HTML5 Game Development
22 / 90

Long headline ⓘ
Intelligence Software Development
Required 55 / 90

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.

Your ads are ready! They'll have a higher chance of performing well.

Ad strength ⓘ Excellent

Images ✓ Video ✓ Headlines ✓ Descriptions ✓

Long headline ⓘ
Intelligence Software Development
Required 55 / 90

Descriptions ⓘ
Add up to 5 descriptions
Suggested descriptions [More ideas](#)
You have entered the maximum number of descriptions.

SmartHome Automation App Development
Required 28 / 90

Everything You Want In A Mobile & Web App Development
81 / 90

IOT development company/Top Mobile App Development
58 / 90

Our Clients Come To Us Because We Offer Amazing Qualit
78 / 90

We Provide Expert Resource, Best Infrastructure & Comm.
74 / 90

Additional format options
Ad URL options
[More options](#)

Your ads might not always include all your text and images. Some cropping or shortening may occur in some formats, and either of your custom colours may be used.

[Create ad](#) [Cancel](#)

F.Summary

Campaign review

[Publish campaign](#)


Campaign name	Designer2Developer: Transform Your Vision into C
Campaign type	Display
Objective	Website traffic
Goal	Page views
Final URL	https://www.designer2developer.com/

Campaign settings

Locations	Rajkot
Languages	English, Hindi and Gujarati

Budget and bidding

Budget	₹15,000.00/day
Bidding	Maximise conversions

Ad group 1 

Targeting




Audiences	Beauty & Wellness + 44 more
Demographics	Gender (Male + 1 more), Age (18 - 24 + 5 more), Parental status (Parent + 1 more), Household incom...
Optimised targeting	On


Ads

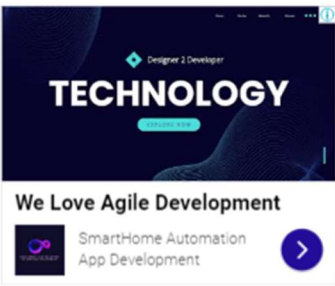
Ad creation	1 responsive display ad
-------------	-------------------------



Publish campaign

G.Results

 Ads
 Sort by: Impressions 


 Ad group 1



Ad	Status	Impressions	Clicks 	CTR 
Under review	Pending	0	0	0.00%

Ads Assets

< 1 / 1 >