

# Module-4 Assignment

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

Pay-per-click (PPC) bidding involves setting the maximum amount you're willing to pay for a click on your ad. Several factors can influence PPC bidding and impact the effectiveness and cost of your advertising campaigns. Here are the main factors:

### 1. Keyword Selection

- **Relevance:** Keywords must be relevant to your ad and landing page. Highly relevant keywords usually have higher Quality Scores, which can lower your cost-per-click (CPC).
- **Competition:** Popular keywords with high competition can drive up the cost per click. Niche or long-tail keywords might be less expensive but also less competitive.

### 2. Quality Score

- **Components:** Google's Quality Score is based on the relevance of your keywords, ad copy, and landing page, as well as the historical performance of your ads.
- **Impact:** A higher Quality Score can lower your CPC and improve your ad position. A low Quality Score can increase costs and reduce ad visibility.

### 3. Ad Rank

- **Calculation:** Ad Rank determines the position of your ad on the search engine results page (SERP). It's calculated based on your bid amount, Quality Score, and the expected impact of extensions and other ad formats.
- **Impact:** Higher Ad Rank means better ad placement, potentially leading to more clicks and lower costs over time.

### 4. Bid Strategy

- **Manual Bidding:** Allows you to set individual bids for keywords, giving you control but requiring more management.

- **Automated Bidding:** Uses algorithms to optimize bids based on your goals (e.g., maximize clicks, target CPA). Automated strategies can help achieve better results but might not always align with your budget constraints.

## 5. Ad Extensions

- **Types:** Ad extensions include site links, callouts, structured snippets, and call extensions.
- **Impact:** Ad extensions can improve your ad's visibility and click-through rate (CTR), which can positively affect your Quality Score and overall bidding effectiveness.

## 6. Targeting Options

- **Geographic Targeting:** Ads targeted to specific locations can affect bidding based on competition in those regions.
- **Demographic Targeting:** Bidding strategies might vary based on age, gender, or other demographic factors that influence user behavior and competition.

## 7. Device and Platform

- **Device Type:** Bids can vary based on whether users are searching on desktops, tablets, or mobile devices. Mobile users might have different behaviors and conversion rates.
- **Platform:** Different advertising platforms (e.g., Google Ads, Bing Ads) have varying competition levels and bidding dynamics.

## 8. Time of Day and Day of Week

- **Performance Trends:** Ad performance can vary based on the time of day or day of the week. You might need to adjust bids based on when your target audience is most active.
- **Seasonality:** Bidding might need adjustments based on seasonal trends or events that affect user behavior and competition.

## 9. Budget Constraints

- **Daily Budget:** Your overall daily budget influences how much you can bid on keywords. If you have a limited budget, you may need to adjust your bids to stay within your spending limits.
- **Bid Cap:** Setting a maximum bid cap helps control costs but can impact ad visibility and performance.

## 10. Competition

- **Competitors' Bids:** The bidding strategies of your competitors can affect your own bids. High competition can drive up CPC, requiring adjustments to stay competitive.
- **Market Trends:** Changes in the market or industry trends can influence bidding strategies and costs.

## 11. Landing Page Experience

- **Relevance and Quality:** The user experience on your landing page, including relevance to the ad and quality of content, can impact your Quality Score and bidding effectiveness.
- **Optimization:** Well-optimized landing pages with fast loading times and clear calls to action can improve ad performance and reduce costs.

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

A search engine calculates the actual Cost-Per-Click (CPC) using a formula based on several key factors, including the maximum bid, Quality Score, and Ad Rank. Here's a detailed breakdown of how the actual CPC is determined:

### 1. Ad Rank

- **Definition:** Ad Rank determines the position of your ad on the search engine results page (SERP). It is calculated based on your maximum bid, Quality Score, and the expected impact of ad extensions and other ad formats.
- **Formula:**  $\text{Ad Rank} = \text{Maximum Bid} \times \text{Quality Score}$

### 2. Actual CPC Formula

The actual CPC you pay is influenced by the Ad Rank of the ad below yours, as well as your own Ad Rank. The formula used by search engines like Google Ads is:

$$\text{Actual CPC} = (\text{Ad Rank of the Ad Below} / \text{Your Quality Score}) + \$0.01$$

### Steps to Calculate Actual CPC

1. **Determine Your Ad Rank:**
  - **Example:** Suppose you set a maximum bid of \$2.00 and your Quality Score is 8. Your Ad Rank would be  $2.00 \times 8 = 16.00$ .
2. **Identify the Ad Rank of the Ad Below:**
  - **Example:** The Ad Rank of the ad immediately below yours is 15.00.
3. **Apply the Actual CPC Formula:**
  - **Formula:**  $\text{Actual CPC} = (15.00 / 8) + \$0.01$
  - **Calculation:**  $\text{Actual CPC} = 1.875 + 0.01 = \$1.885$

In this example, your actual CPC would be \$1.885, which is slightly above the next highest bidder's CPC.

### Key Factors Influencing Actual CPC

1. **Maximum Bid:**
  - The highest amount you are willing to pay for a click.
2. **Quality Score:**
  - A metric used by search engines to measure the relevance and quality of your ad and landing page. It includes factors like click-through rate (CTR), ad relevance, and landing page experience.
3. **Ad Rank of the Ad Below:**
  - The Ad Rank of the competitor directly below your ad in the SERP.
4. **Ad Extensions:**
  - While not directly influencing the CPC, ad extensions can affect Ad Rank and overall ad visibility.

### Examples and Practical Considerations

- **Example 1:** If your maximum bid is \$3.00, Quality Score is 7, and the Ad Rank of the ad below you is 20.00:
  - $\text{Your Ad Rank} = 3.00 \times 7 = 21.00$
  - $\text{Actual CPC} = (20.00 / 7) + \$0.01 = 2.857 + 0.01 = \$2.867$

- **Example 2:** If your maximum bid is \$1.00, Quality Score is 5, and the Ad Rank of the ad below you is 4.00:
  - Your Ad Rank =  $1.00 \times 5 = 5.00$
  - Actual CPC =  $(4.00 / 5) + \$0.01 = 0.80 + 0.01 = \$0.81$

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

**Quality Score** is a metric used by search engines like Google to assess the relevance and quality of your ads, keywords, and landing pages. It plays a crucial role in determining your ad position and the actual cost-per-click (CPC) you pay. Here's an in-depth look at Quality Score and its importance for ads:

#### What is Quality Score?

Quality Score is a rating given to your keywords and ads, ranging from 1 to 10, with 10 being the highest. It is used to evaluate the effectiveness of your ads and how relevant they are to users' search queries.

#### Components of Quality Score

1. **Click-Through Rate (CTR)**
  - **Definition:** The percentage of people who click on your ad after seeing it.
  - **Importance:** A high CTR indicates that your ad is relevant to the user's search query and attracts clicks. It is a strong factor in determining Quality Score.
2. **Ad Relevance**
  - **Definition:** How well your ad matches the intent of the keywords and the user's search query.
  - **Importance:** Ads that closely align with the keywords and user intent are rated higher in relevance, contributing to a better Quality Score.
3. **Landing Page Experience**
  - **Definition:** The quality and relevance of the landing page that users are directed to after clicking on your ad.
  - **Importance:** A landing page that provides a good user experience, relevant content, and clear calls to action will positively impact Quality Score.

Factors include page load speed, mobile-friendliness, and content relevance.

## Why Quality Score is Important for Ads

### 1. Ad Position

- **Impact:** Quality Score helps determine your ad's position on the search engine results page (SERP). Higher Quality Scores can improve your ad position without necessarily increasing your bid amount.
- **Example:** Two ads with the same bid might differ in position if their Quality Scores are different, with the higher Quality Score ad appearing in a better position.

### 2. Cost-Per-Click (CPC)

- **Impact:** A higher Quality Score can lower your CPC. Search engines reward high-quality ads with lower costs by reducing the amount you need to pay for each click.
- **Example:** If you have a high Quality Score, you might pay less for each click compared to a competitor with a lower Quality Score, even if your maximum bid is the same.

### 3. Ad Performance

- **Impact:** Quality Score reflects how well your ads perform in terms of relevance and user engagement. Higher Quality Scores generally lead to better ad performance and more efficient advertising spend.
- **Example:** Higher CTRs and better ad relevance can lead to increased traffic and conversions, maximizing the effectiveness of your ad spend.

### 4. Competitive Advantage

- **Impact:** A good Quality Score can give you a competitive edge in the auction. Even if you bid lower than competitors, a higher Quality Score can improve your ad's visibility and performance.
- **Example:** A well-optimized ad with a high Quality Score can outperform competitors' ads with lower Quality Scores and higher bids.

### 5. Ad Relevance and User Experience

- **Impact:** Quality Score ensures that ads are relevant and provide a good user experience, which benefits both users and advertisers. It promotes the delivery of relevant ads and improves overall satisfaction.
- **Example:** Users are more likely to engage with ads that are relevant to their search queries and lead to high-quality landing pages.

## How to Improve Quality Score

### 1. Optimize Keywords

- Use relevant and specific keywords in your campaigns.
- Regularly review and update keyword lists to ensure relevance.

### 2. Enhance Ad Copy

- Write compelling and relevant ad copy that matches user intent.
- Include keywords in your ad copy to increase relevance.

### 3. Improve Landing Pages

- Ensure landing pages are relevant to your ad and keywords.
- Optimize for speed, mobile-friendliness, and user experience.

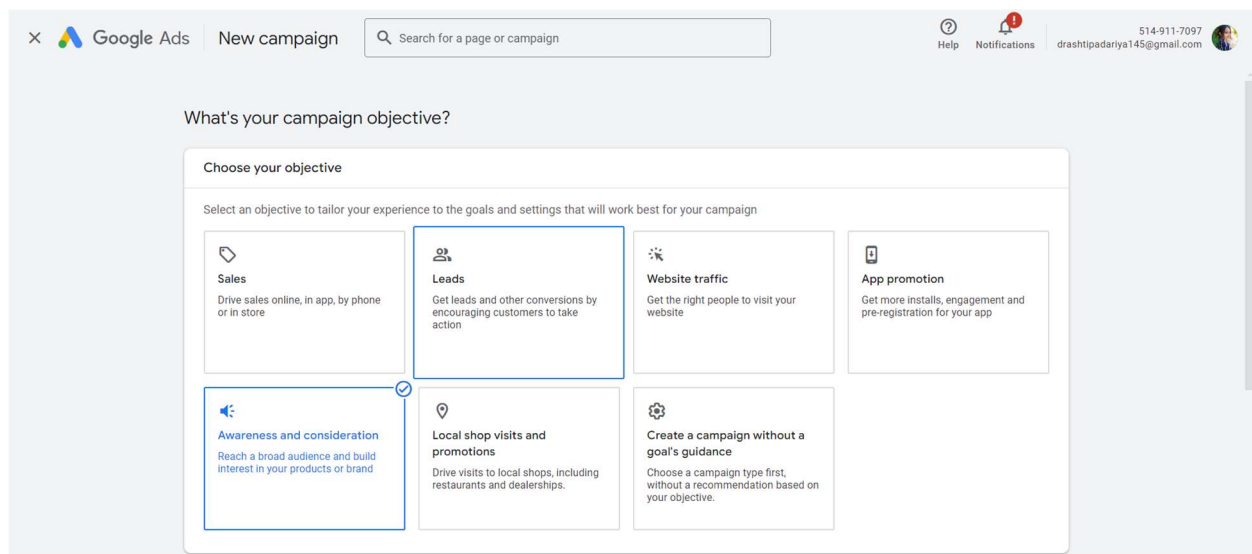
### 4. Monitor and Adjust

- Regularly analyze performance data and make adjustments to improve Quality Score.
- Conduct A/B testing to find the most effective ad variations and landing pages.

**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



## 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://ethicalstyleinhomemade.blogspot.com/>

## C.Name of Campaign

Campaign name

Sangita's Fashion

## D.Settings

Google Ads

New campaign

Search for a page or campaign

Help

Notifications

514-911-7097

drashtipadariya145@gmail.com

Display

Campaign settings

Locations

Languages

Budget and bidding

Targeting

Ads

Review

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

gujarat

English

Hindi

Gujarati

More settings

Next

Weekly estimates

Available impressions

Based on your targeting and settings but not your budget or bid

Impressions: 2.3B

+300M since last update

Your estimated performance

To see estimated performance, enter the following settings:

Bid

Budget

Leave feedback



## E. Budget and Bidding

Google Ads

New campaign

Search for a page or campaign

Help

Notifications

514-911-7097  
drashtipadaryai145@gmail.com

Display

Campaign settings

Budget and bidding

Budget

Bidding

Targeting

Ads

Review

Budget and bidding

Budget

Set your average daily budget for this campaign

₹10,000.00

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

Viewable Impressions is 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)

Weekly estimates

Available impressions

Based on your targeting and settings but not your budget or bid

Impressions  
2.3B

0 since last update

Your estimated performance

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

Clicks  
12K - 57K

Conversions  
Unavailable

Average CPA  
Unavailable

[Leave feedback](#)

## F.Targeting

Google Ads

New campaign

Search for a page or campaign

Help

Notifications

514-911-7097  
drashtipadaryai145@gmail.com

Display

Campaign settings

Budget and bidding

Targeting

Audience Segments

Demographics

Optimised targeting

Ads

Review

Targeting

People

Audience Segments

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

Targeted segments (12)

What their interests and habits are  
Shoppers + 2 more

What they're actively researching or planning  
Ladies Suits + 6 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

Weekly estimates

Available impressions

Based on your targeting and settings but not your budget or bid

Impressions  
2.7B

+2.2B since last update

Your estimated performance

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

Clicks  
12K - 56K

Conversions  
Unavailable

Average CPA  
Unavailable

[Leave feedback](#)

## G.Create an Ad

**Logos**

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

Add up to 5 logos

[Add](#)

[Edit](#)

**Videos**

Optional (portrait and landscape around 30 seconds work best)

[Add](#)

[Edit](#)

**Headlines**

Add up to 5 headlines

Suggested headlines

- You have entered the maximum number of headlines.

Ethical Style: Shop from Home

Required 29 / 30

Shop Ethical from Home

22 / 30

Sustainable style, made easy.

29 / 30

Eco-Friendly Fashion at Home

28 / 30

Shoo Ethical Fashion Online

**Ad strength**

Excellent

☒ Images

☒ Video

☒ Headlines

☒ Descriptions

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.

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**Longos**

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

Add up to 5 longos

[Add](#)

[Edit](#)

**Videos**

Optional (portrait and landscape around 30 seconds work best)

[Add](#)

[Edit](#)

**Headlines**

Add up to 5 headlines

Suggested headlines

- You have entered the maximum number of headlines.

Ethical Style: Shop from Home

Required 29 / 30

Shop Ethical from Home

22 / 30

Sustainable style, made easy.

29 / 30

Eco-Friendly Fashion at Home

28 / 30

Shoo Ethical Fashion Online

**Ad strength**

Excellent

☒ Images

☒ Video

☒ Headlines

☒ Descriptions

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

**Ans.**

## **A.Campaign Objective**

Google Ads | New campaign | Search for a page or campaign

Help | Notifications | 914-911-7097 | drashpadiya145@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** (Selected)  
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.

Use these conversion goals to improve Website traffic

Conversion goals labelled as account default will use data from all of your campaigns to improve your bid strategy and campaign performance, even if they don't seem directly related to Website traffic.

Conversion goals	Conversion Source	Conversion Actions
Page views (account default)	Website	1 action

## **B. Campaign Type**

Select a campaign type

- Search** (Selected)  
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. ⓘ

guar

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

Search for a page or campaign

HelpNotifications514-911-7097drashtipadaria145@gmail.com

## Keyword and asset generation

### Keyword and asset generation

**Get help creating your ad** BETA

Google AI will use your URL and the information you provide to create assets, like keywords, headlines, and descriptions for you to review. Generated content may be inaccurate or offensive, so please review and check the responses. To improve Google AI, human reviewers may read, annotate, and process the information you provide. Don't enter anything you wouldn't want reviewed or used.

Your use is subject to Google's [Terms of Service](#) and [Generative AI Additional Terms of Service](#). Your data is handled as explained in the Google [Privacy Policy](#).

Where will people go when they click your ad?

Final URL

<http://esellerhub.com/>

What makes your products or services unique?

esellerhub's products and services stand out for their customizable, end-to-end solutions tailored for multi-channel e-commerce businesses. The platform integrates seamlessly with popular marketplaces, enabling users to manage inventory, orders, and shipping from one centralized hub. Key unique features include real-time inventory tracking, automated workflows, advanced reporting 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.

679 / 3000

[Skip](#) [Back](#) [Generate](#)

Your estimated performance is shown after you've entered

- Keywords

## G. Keywords and Ads

Sign

Search for a page or campaign

HelpNotifications514-911-7097drashtipadaria145@gmail.com

## Keywords and ads

Ad groups help you organise your ads around a common theme. For the best results, focus your ads and keywords on one product or service.

Ad group 1

### Keywords

**Get keyword suggestions (optional)**

Google Ads can find keywords for you by scanning a web page or seeing what's working for similar products or services

<http://esellerhub.com/>

[inventory management software](#) [inventory management](#)

[warehouse inventory management software](#) [inventory systems](#)

Add products or services to advertise

[Update keyword suggestions](#)

**Enter keywords**

Keywords are words or phrases that are used to match your ads with the terms people are searching for

amazon supply chain management  
inventory management software  
inventory software  
inventory systems  
inventory management  
order management software  
warehouse inventory management software  
multi channel inventory management software  
warehouse management software  
ecommerce inventory software

Match types help control which searches can trigger your ads

### Get help creating your ad

BETA

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

90.9%

Ad group 1

Weekly clicks 4,426

Avg. CPE ₹11.09

Weekly cost ₹49,08...

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:

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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

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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](#)

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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

Campaign optimisation score

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 + Add keyword

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](http://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

Advanced search

Location options

Languages

Select the languages that your customers speak. ⓘ

English × Hindi × Gujarati ×

More settings

## C. Budget and Bidding

### Budget and bidding

Budget

Set your average daily budget for this campaign

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








Required

Business name

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](#)

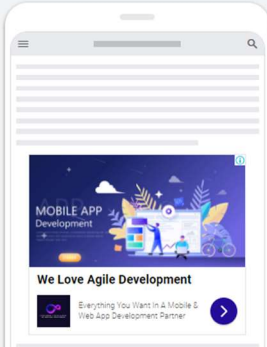
Preview

[Share preview](#) [Preview ads](#)

Display

Gmail

YouTube



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

Ad strength Excellent

Images Headlines   
Video 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 Headlines   
Video 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  
61 / 90

IOT development company/Top Mobile App Development  
58 / 90

Our Clients Come To Us Because We Offer Amazing Qualit  
76 / 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 >