

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

Ans : In 2026, PPC (Pay-Per-Click) bidding has evolved into a highly automated, AI-driven process. While "setting a price" is the starting point, the actual auction is influenced by several layers of data.

Here are the main factors that affect your bidding success:

1. The Core Auction Variables

These are the fundamental settings you control within your ad platform (like Google Ads or Microsoft Advertising).

- **Maximum Bid (Max CPC):** This is the highest amount you are willing to pay for a single click.
- **Bid Strategy:** Are you bidding for **Manual CPC** (you control the price) or using **Smart Bidding**? In 2026, AI strategies like *Maximize Conversions* or *Target ROAS* automatically adjust your bids in milliseconds based on the likelihood of a sale.
- **Daily Budget:** If your daily budget is too low compared to your bid, the system may throttle your "bid competitiveness" to make your budget last the whole day.

2. Quality and Relevance Signals

Search engines prioritize user experience. If your ad is high-quality, you don't have to bid as much as a low-quality competitor to get the top spot.

+1

- **Ad Rank:** This is a score calculated by multiplying your **Bid** by your **Quality Score**.
 - **Ad Relevance:** Does your ad copy actually answer the user's search query?
 - **Landing Page Experience:** If your website is slow or hard to navigate, the system will increase your "required bid" to penalize the poor user experience.
-

3. Contextual and Environmental Factors

Modern bidding is "context-aware." The auction environment changes based on the user's specific situation at the moment they search.

- **Competition Levels:** The more advertisers bidding on a keyword, the higher the "floor" price becomes.
- **Device Type:** Bids often differ between **Mobile**, **Desktop**, and **Tablet**. Mobile bids might be higher for "near me" searches, while Desktop is often higher for B2B services.
- **Geographic Location:** Bidding for a keyword in New York City is typically more expensive than bidding for the

same keyword in a small town due to population density and competition.

- **Time and Seasonality:** Bidding prices often spike during "Power Hours" (when users are most active) or during seasonal events like Black Friday or Back-to-School.
-

4. 2026 Specific Factor: AI Intent Signals

By 2026, search engines use "predictive intent." They look at:

- **User Search History:** If a user has visited your site before, the AI might automatically bid higher to "re-capture" that lead.
- **Multimodal Intent:** If a user searches via Voice or Image (Google Lens), the bidding dynamics shift to favor "answer-based" content over traditional sales copy.

Would you like me to help you calculate the "Actual CPC" you might pay based on a specific bid and quality score?

- **How does a search engine calculate actual CPC?**

Ans : In the world of PPC, you almost never pay your maximum bid. Search engines use a specific auction mechanic called a **Second-Price Auction** to ensure that advertisers only pay the minimum amount necessary to maintain their position.

The calculation depends on two main pillars: **Ad Rank** and **Quality Score**.

1. The Ad Rank Foundation

Before calculating the cost, the search engine must determine who wins the top spot. Every advertiser is assigned an **Ad Rank**, which is essentially a "competition score."

$\text{Ad Rank} = \text{Max CPC} \times \text{Quality Score}$

Even if your bid is \$10, if your Quality Score is low, your Ad Rank might be lower than a competitor bidding only \$5 with a perfect Quality Score.

2. The Actual CPC Formula

Once the ranks are determined, the search engine calculates your **Actual CPC** (the price you see on your bill). You pay just enough to beat the Ad Rank of the competitor directly below you.

The formula is:

$$\text{Actual CPC} = \frac{\text{Ad Rank}}{\text{Quality Score}} + \$0.01$$

3. A Real-World Example

Imagine three advertisers competing for the top spot:

Advertiser	Max Bid	Quality Score	Ad Rank	Actual CPC Calculation
A	\$2.00	10	20	$(\$2.00 / 10) + 0.01 = \1.61
B	\$4.00	4	16	$(\$4.00 / 4) + 0.01 = \1.51
C	\$6.00	1	6	Pays the minimum floor price.

The Result: * **Advertiser A** wins the #1 position because they have the highest Ad Rank (20).

- However, they only pay **\$1.61**, even though they were willing to pay \$2.00.
 - **Advertiser B** pays **\$1.51** to stay ahead of Advertiser C.
-

Why this matters in 2026:

Because the formula divides by **your** Quality Score, increasing your score is the most effective way to lower your costs. If Advertiser A improves their Quality Score, the denominator in that equation gets larger, and their price per click drops even further.

Would you like me to explain the specific steps you can take to increase your Quality Score and lower that actual CPC?

- **What is a quality score and why it is important for Ads?**

Ans : In 2026, **Quality Score** remains the most important diagnostic tool in your PPC arsenal. It is a rating from **1 to 10** that Google and other search engines assign to each of your keywords to measure how relevant and useful your ads are to a user's search.

+1

Think of it as a "GPA" for your advertising efforts: the higher your score, the more the search engine trusts you, and the less you have to pay for top-tier results.

1. The Three Pillars of Quality Score

Quality Score is calculated based on three specific components, which you can see in your Google Ads account as "Above Average," "Average," or "Below Average."

- **Expected Click-Through Rate (eCTR):** How likely is it that someone will click your ad? This is based on your ad's historical performance and its ability to grab attention.
- **Ad Relevance:** How closely does your ad copy match the *intent* behind a user's search? If someone searches for "silk poems" and your ad talks about "polyester shirts," your relevance score will drop.
- **Landing Page Experience:** Does the page the user lands on actually deliver what the ad promised? Google

looks at load speed, mobile-friendliness, and content relevance.

+1

2. Why is Quality Score Important?

In 2026, Quality Score is not just a "nice-to-have"—it directly dictates the financial success of your campaign.

A. It Determines Your Ad Position (Ad Rank)

In the ad auction, your position is determined by **Ad Rank**. If your Quality Score is high, you can beat competitors who are bidding much more money than you.

Formula: \$Ad\ Rank = Max\ Bid \times Quality\ Score\$

B. It Lowers Your Cost Per Click (CPC)

Google rewards high-quality advertisers with a "discount" on their bids. Conversely, if your Quality Score is low (below 5), you are effectively "taxed" and must pay a penalty to show your ads.

Quality Score	Impact on your CPC
10/10	~50% Discount
7/10	~29% Discount

5/10	Benchmark (No discount/No penalty)
3/10	~67% Increase (Penalty)

[Image showing the relationship between higher Quality Score and lower Cost Per Click]

C. It Ensures "Ad Eligibility"

If your Quality Score is too low (usually 1 or 2), Google may decide that your ad is so irrelevant that it won't show it at all, regardless of how much you are willing to bid.

2026 Strategy: The "Check Engine" Light

By 2026, most PPC experts treat Quality Score as a **diagnostic tool** rather than a final goal.

- If your score is **low (1-4)**, it's a warning that your account structure is disorganized or your landing page is broken.
- If your score is **high (7-10)**, you are in the "efficiency zone" where your budget will stretch the furthest.

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

Ans:

The screenshot shows the Google Ads interface. On the left, a sidebar lists campaign components: Campaign, Ad group, Search keywords, Conversion action, Asset, Search terms, Billing, and When and where ads. The 'Search terms' section is currently selected. The main area is titled 'Overview' and displays account diagnostics and a message: 'A few recent campaigns need attention'. It shows a campaign for 'Artist' with the status 'Not eligible' due to an exhausted account balance. A 'View details' button is available. Below this, there's a section for selecting an objective: 'Select an objective to tailor your experience to the goals and settings that will work best for your campaign'. The 'Sales' objective is selected, indicated by a blue checkmark. Other objectives shown are Leads, Website traffic, App promotion, Awareness and consideration, Local store visits and promotions, and Create a campaign without guidance.

Campaign

Ad group

Search keywords

Conversion action

Asset

Search terms

Billing

When and where ads

Overview

View (2 filters)

All campaigns

Account diagnostics

A few recent campaigns need attention

Artist

Not eligible

Account balance is exhausted, +3 more issues

View details

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 store visits and promotions

Drive visits to local stores, including restaurants and dealerships.

Create a campaign without guidance

You'll choose a campaign next

with ads on Google Search, YouTube, Display, and more [See how it works](#)

and more with image and video ads



Display

Reach potential customers across 3 million sites and apps with your creative



Shopping

Promote your products from Merchant Center on Google Search with Shopping ads

This is the web page people will go to after clicking your ad [?](#)

 Your business's website



Display

Reach potential customers across 3 million sites and apps with your creative



Shopping

Promote your products from Merchant Center on Google Search with Shopping ads

This is the web page people will go to after clicking your ad [?](#)

 <https://backgroundartist20s.blogspot.com/>

Campaign name

Digital Market

Locations

Select locations for this campaign [?](#)

All countries and territories

India

Enter another location

 [Location options](#)

Languages

Select the languages your customers speak. [?](#)



Start typing or select a language

English X

Urdu X

Hindi X

EU political ads

Does your campaign have European Union political ads?

Required



Yes, this campaign has EU political ads



No, this campaign doesn't have EU political ads

Ad rotation

Optimize: Prefer best performing ads

Do not optimize: Rotate ads indefinitely

Show ads that are expected to get more clicks or conversions.

Recommended for most advertisers.

Ad rotation	Optimize: Prefer best performing ads	▼
Ad schedule	Mon - Fri, 9:45 AM - 10:45 PM	▼
Devices	All mobile phones	▼
Campaign URL options	No options set	▼
Dynamic ads	Business type: Education No data feed	▼
Start and end dates	Start date: February 20, 2026 End date: February 27, 2026	▼
Content exclusions	Parked domains + 4 more	▼

[Next](#)

26.

Budget

Set your average daily budget for this campaign

₹ 5000

Bidding

What do you want to focus on? [?](#)

Viewable impressions ▾

Conversions is recommended for your campaign goal

Enter your viewable CPM bid for this ad group [?](#)

₹

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

Targeted segments (6)



What they are actively researching or planning
Web Traffic Generation + 5 more

Demographics

Suggest people based on age, gender, parental status, or household income [?](#)

Targeted demographics

Gender

Male, Female

Age

18 - 24 + 3 more

Parental status

Parent

Household income

Top 10%, 11 - 20%

Content

Keywords

Suggest terms related to your products or services to target relevant websites [?](#)

Targeted keywords (19)

blog post + 18 more

Topics

Suggest webpages, apps, and videos about a certain topic [?](#)

Targeted topics (3)

Business & Industrial + 2 more

Placements

Suggest websites, videos, or apps where you'd like to show your ads [?](#)

Targeted placements (0)



Final URL [?](#)



Display



Gmail



YouTube

Business name [?](#)

9 / 25



Images

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



+11

 Edit

Couldn't find any images to suggest

[Dismiss](#)

Logos

Add up to 5 logos



Marketing With US

 Improve Your Business
Audians



Logos

Add up to 5 logos



 Edit

Videos

Optional (portrait and landscape around 30 seconds work best)



 Edit

Headlines

Add up to 5 headlines

Suggested headlines

[More ideas](#)



Disp



Disp



Headlines 

Add up to 5 headlines

Suggested headlines

[More ideas](#)

 We don't have any suggestions right now.

Marketing With US

17 / 30

New Marketing Sratage

21 / 30

Stop Guessing, Start Growing:

29 / 30

Your Competitors Are Winning

28 / 30


Dis



Descriptions ?

Add up to 5 descriptions

Suggested descriptions

[More ideas](#)

ⓘ We don't have any suggestions right now.

Inprove Your Business Audians

29 / 90

Double Your Lead Flow Without Doubling Your Ad Budget.

54 / 90

From Zero to Viral: Master the Art of Digital Dominance.

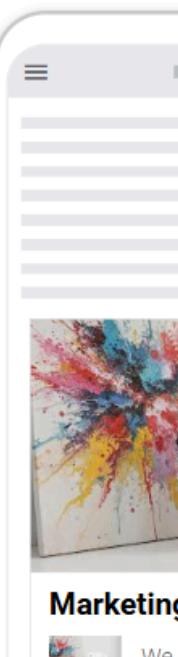
56 / 90

We Don't Just Get Traffic. We Get Sales.

40 / 90

Description

0 / 90



MAIN LINK

- Create an ad for www.tops-int.com to get the maximum Clicks.
- Create an ad for www.tops-int.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: 5000.

Ans 

Main link

https://ads.google.com/aw/campaigns/new/display?ocid=7918177883&workspaceId=0&ascid=7918177883&cmpnInfo=%7B%221%22%3A2%2C%228%22%3A%22a234AFE7C-BA93-44C4-AF8D-3CE814289F74--24%22%2C%2218%22%3A18%2C%2228%22%3A%22Digital+Market%22%2C%2231%22%3Atrue%2C%2264%22%3A%5B%22construction-selection-header%22%2C%22marketing-objective-selection-view-v4%22%2C%22marketing-objective-subtype-picker%22%2C%22channel-selection-v3%22%2C%22continue-cancel%22%5D%2C%2267%22%3Afalse%2C%2277%22%3A2%2C%2282%22%3A0%2C%2283%22%3A1%7D¤tStep=display-ads%2CMultiCreativesPlugin&src=ads_onebox&__u=6989961182&__c=9033337667&authuser=0

Choose an awareness and consideration goal

Different campaigns are optimized for different goals. Select the goal that's most important for your campaign.

Reach

Reach the maximum number of people

Video views

Get people to watch your video ads

YouTube subscriptions and engagements

Get people to subscribe and engage with your YouTube channel

Locations

Select locations for this campaign [?](#)

All countries and territories

India

Enter another location

 [Location options](#)

Languages

Select the languages your customers speak. [?](#)



gu

English

Hindi

Gujarati

EU political ads

Does your campaign have European Union political ads?

Required

Yes, this campaign has EU political ads

No, this campaign doesn't have EU political ads

EU political ads	Doesn't have EU political ads	▼
Ad rotation	Optimize: Prefer best performing ads	▼
Ad schedule	Mon - Fri, 8:00 AM - 8:30 PM	▼
Devices	Show on all devices	▼
Campaign URL options	Using URL tracking options	▼
Dynamic ads	Business type: Education No data feed	▼
Start and end dates	Start date: February 28, 2026 End date: Not set	▼
Content exclusions	Parked domains + 4 more	▼

26.

Next

Bidding

What do you want to focus on? [?](#)

Clicks ▾

Recommended for your campaign goal

How do you want to get clicks? [?](#)

Automatically maximize clicks ▾

- Set a maximum cost per click bid limit

Maximum CPC bid limit [?](#)

₹ 5000

 This campaign will use the **Maximize Clicks** bid strategy to help you get the most clicks at a cost per click at or below your bid limit

Targeting

People

Audience Segments Current College Students + 4 more ▾

Demographics Age (18 - 24 + 3 more), Parental status (Parent + 1 more), Household income... ▾

Content

Keywords IT Training Company + 2 more ▾

Topics Jobs & Education ▾

Placements <https://www.tops-int.com/>, TOPS Technologies ▾

Optimized targeting On ▾

Next

'our ads are all set! They'll have a higher chance of performing well.



Ad strength ?
Excellent

Images Headlines
 Videos Descriptions

Final URL ?

Required

Preview

Share

Preview ads



Display



Gmail



YouTube

Business name ?

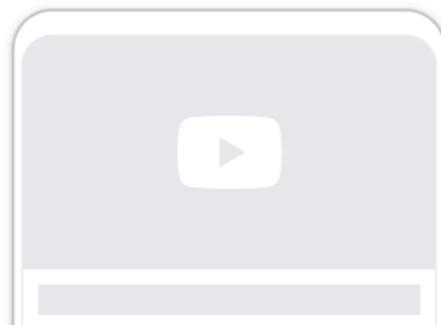
Required

17 / 25

Images ?

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

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



At least 1 square image is required



Edit

Suggested images

Select all



From your URL



From your URL

Logos

Add up to 5 logos



Edit

