

# MODUAL-4 ASSIGNMENT

## **Q:01 What are the main factors that can affect PPC bidding?**

### **Ans:**

Several factors can influence PPC (Pay-Per-Click) bidding strategies. Here are some of the main ones:

1. **Keywords:** The choice of keywords significantly impacts PPC bidding. High-demand keywords often have higher bid prices, while long-tail keywords may be more affordable but less competitive.
2. **Quality Score:** Search engines like Google use Quality Score to determine the relevance and quality of your ads, landing pages, and keywords. A higher Quality Score can lead to lower costs per click (CPC) and better ad placements.
3. **Competitor Activity:** The bidding behavior of competitors can affect PPC costs. In a highly competitive market, bids may increase as businesses compete for ad placements.
4. **Ad Position:** Your desired ad position on search engine results pages (SERPs) can influence bidding strategy. Higher positions typically require higher bids.
5. **Target Audience:** The characteristics and behavior of your target audience can impact PPC bidding. Understanding your audience's preferences, location, and device usage can help optimize bids for better performance.
6. **Budget:** Your budget constraints will influence bidding decisions. Understanding how much you're willing to spend on PPC advertising and allocating funds accordingly is crucial.
7. **Ad Performance:** Monitoring the performance of your ads, including click-through rates (CTR) and conversion rates, can inform bidding adjustments. Ads that perform well may justify higher bids, while underperforming ads may require optimization or lower bids.
8. **Seasonality and Trends:** Market trends and seasonality can affect PPC bidding. For example, during peak seasons or holidays, demand for certain products or services may increase, leading to higher bid prices.
9. **Ad Scheduling:** The time of day and day of the week can impact PPC bidding. Adjusting bids based on when your target audience is most active or when competition is highest can optimize campaign performance.

10. **Device Targeting:** Bidding strategies may differ based on the device used by your target audience (desktop, mobile, tablet). Understanding device preferences and behavior can help optimize bids for each device type.

## **Q:02 How does a search engine calculate actual CPC?**

**Ans :** Search engines like Google use a complex auction-based system to determine the actual CPC (Cost Per Click) for ads in their PPC (Pay-Per-Click) advertising platforms, such as Google Ads. Here's a simplified explanation of how the actual CPC is calculated:

1. **Ad Rank:** Advertisers bid on keywords, and each ad is assigned an Ad Rank, which determines its position on the search engine results page (SERP). Ad Rank is calculated based on the bid amount, ad quality (Quality Score), and expected impact from ad extensions and other ad formats.
2. **Quality Score:** Quality Score is a measure of the relevance and quality of an ad and its corresponding landing page to the user's search query. It considers factors like expected click-through rate (CTR), ad relevance, and landing page experience. A higher Quality Score can lead to higher ad positions and lower CPCs.
3. **Ad Rank of Advertiser Below:** The actual CPC is influenced by the Ad Rank of the advertiser immediately below them in the auction. Google uses a formula that takes into account the Ad Rank of the advertiser below and the Quality Score of the ad.
4. **Minimum Bid:** There's also a minimum bid threshold, below which an advertiser's ad won't be shown. This minimum bid is influenced by factors like keyword competition, quality of the ad and landing page, and historical ad performance.
5. **Ad Format and Extensions:** The inclusion of ad extensions and other ad formats can impact ad rank and, consequently, the actual CPC. Ad extensions provide additional information or features alongside the ad, making it more compelling to users and potentially improving ad performance.
6. **Auction Dynamics:** The actual CPC is ultimately determined by the auction dynamics at the time the ad is displayed. Factors such as advertiser competition, user behavior, and the relevance of the ad to the search query all play a role in determining the final CPC.

### **Q:03 What is a quality score and why it is important for Ads?**

**Ans :** Quality Score is a metric used by search engines, such as Google Ads, to evaluate the relevance and quality of your ads, keywords, and landing pages. It's primarily used in PPC (Pay-Per-Click) advertising campaigns and plays a crucial role in determining ad rank and CPC (Cost Per Click). Here's why Quality Score is important for ads:

1. **Ad Ranking:** Quality Score directly influences the position of your ads on the search engine results page (SERP). Ads with higher Quality Scores are more likely to appear in higher positions, above ads with lower scores, even if they bid less for the keyword.
2. **Cost Per Click (CPC):** Quality Score affects the actual CPC you pay for a click on your ad. Higher Quality Scores typically lead to lower CPCs, as search engines reward advertisers for providing relevant and high-quality ads to users.
3. **Ad Visibility:** Ads with higher Quality Scores are more likely to be shown to users, as search engines prioritize relevant and engaging ads that provide a positive user experience. This increased visibility can result in higher click-through rates (CTR) and better overall ad performance.
4. **Ad Extensions and Formats:** Quality Score can also impact the eligibility and performance of ad extensions and other ad formats. Ads with higher Quality Scores are more likely to be eligible for ad extensions, which can enhance ad visibility and provide additional value to users.
5. **Keyword Performance:** Quality Score provides insights into the performance of your keywords and ad campaigns. By analyzing Quality Score metrics, advertisers can identify areas for improvement and optimize their campaigns for better results.
6. **User Experience:** Quality Score is ultimately a measure of how well your ads meet the needs and expectations of users. By focusing on ad relevance, landing page experience, and overall user satisfaction, advertisers can improve Quality Scores and create more effective ad campaigns.

**Q : 04 Create an ad for your website/ blog in Google Ads that display on the display network with the properly targeted audience**

**Q:05 Create an ad for <http://esellerhub.com/> to get the maximum Clicks.**

**Q:06 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 :**

The screenshot shows the Google Ads 'New campaign' setup interface. The left sidebar contains a navigation menu with the following items: Performance Max, Bidding (selected), Customer acquisition, Campaign settings, Asset generation, Asset group, Budget, and Summary. The main content area is titled 'Bidding' and contains two expandable sections. The 'Bidding' section is expanded, showing 'Maximize conversions' as the selected strategy, with an option to 'Set a target cost per action (optional)' and a link to 'Change bid strategy'. The 'Customer acquisition' section is also expanded, showing an option to 'Bid for new customers only' with a descriptive note. A 'Next' button is located at the bottom right of the main content area. The footer of the page reads '© Google, 2024. [Leave feedback](#)'.

Google Ads New campaign Search for a page or campaign Appearance Help Notifications

Performance Max

Bidding

Customer acquisition

Campaign settings

Asset generation

Asset group

Budget

Summary

### Bidding

Bidding

Maximize conversions

☐ Set a target cost per action (optional)

[Change bid strategy](#)

### Customer acquisition

☐ Bid for new customers only

This option limits your ads to only new customers, regardless of your bid strategy

By default, your campaign bids equally for new and existing customers. However, you can configure your customer acquisition settings to optimize for acquiring new customers. [Learn more](#)

Next

© Google, 2024. [Leave feedback](#)

Google Ads

New campaign

Q

Search for a page or campaign

Appearance

Help

Notifications

Performance Max

Bidding

Campaign settings

Languages

Automatically created assets

Asset generation

Asset group

Budget

Summary

Campaign settings

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

Languages

Select the languages your customers speak. ?

Q

Start typing or select a language

English

Hindi

Gujarati

Automatically created assets

Text assets (w/ Final URL)

More settings

Next

All changes saved

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Google Ads

New campaign

Q

Search for a page or campaign

Appearance

Help

Notifications

Performance Max

Bidding

Campaign settings

Asset generation

Asset generation

Asset group

Budget

Summary

Asset generation

Asset generation

Let Google AI help you generate assets

Tell us about your campaign to generate new images, enhanced existing assets and write texts using Google AI. [Learn more about generating assets](#)

Where will people go when they click your ad?

Final URL

https://shoppy-icecream.blogspot.com/

Asset generation is not available in all languages

What products or services are you advertising in this campaign?

Frozen Desserts, Frozen Novelties & Accompaniments

Dessert Recipes

List product and services that should appear in your ad

What makes your products or services unique?

Explore the world of ice cream with us! We have everything you need to know about the history, flavors, and trends of this delicious frozen treat.

Select pages to enhance and suggest images from

https://shoppy-icecream.blogspot.com/

By selecting a page, you're asking Google to scan, download, and enhance images from that page. In doing so, you confirm that you own all legal rights to the images and have permission to share them with Google for use on your behalf in advertising or for other commercial purposes.

By adding generated assets, you're confirming that you'll review the suggested assets on the next page and ensure that they're accurate, not misleading, and not in violation of any Google advertising policies or applicable laws before publishing them. You're also agreeing to the [additional terms of service](#) for generative AI.

All changes saved

Google Ads

New campaign

Search for a page or campaign

Appearance

Help

Notification

Performance Max

Bidding

Campaign settings

Asset generation

Asset group

Budget

Summary

All changes saved

Asset group name

Shoppy Ice Cream

Assets

Add 1 landscape logo

Ad strength Good

Images

Videos

Headlines

Descriptions

Final URL

https://shoppy-icecream.blogspot.com/

Headline 15/15

Test of Best Indian Ice cream

Required 29 / 30

The Magic of Shoppy Ice Cream

Preview

YouTube

Gmail

Search

Displa

Watch page ad

Google Ads

New campaign

Search for a page or campaign

Appearance

Help

Notification

Performance Max

Bidding

Campaign settings

Asset generation

Asset group

Budget

Summary

All changes saved

Headline 15/15

Test of Best Indian Ice cream

Required 29 / 30

The Magic of Shoppy Ice Cream

Required 29 / 30

Dreamy Ice Cream Delights

Required 25 / 30

Best Vanilla Flavors

Required 20 / 30

Most popular ice cream flavors

Required 30 / 30

biggest flavors of ice cream

Required 28 / 30

Sweet Dreams Come Scooping

Preview

YouTube

Gmail

Search

Displa

Video in-stream ad





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Google Ads

New campaign

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Search for a page or campaign

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Appearance

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Help

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Performance Max

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Bidding

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Campaign settings

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Asset generation

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Asset group

- Name
- Assets
- Search themes
- Audience signal

✓

Budget

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Summary

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All changes saved

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Add 1 landscape logo

📊

Ad strength

Good

✓

Images

✓

Headlines

🎥

Videos

✓

Descriptions

Satisfy Your Cravings: Dive Into Our Creamy Confections

55 / 90

🌟

Generate long headlines

✓

Descriptions 5/5

Ice Cream Paradise: Scoops of Joy Await

Required

39 / 60

Ice Cream Haven: Indulge in Creamy Bliss

Required

40 / 90

Welcome to our magical ice cream wonderland! - just for kids

60 / 90

Kid's Dreamland: Scoops of Fun Await

36 / 90

Scoops of Delight: Exploring the World of Ice Cream

Preview

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Search

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Video in-feed ad

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YouTube

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Summer's Coolest Treats: Refresh Yo...

👤

Kid's Dreamland: Scoops of Fun Await

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Google Ads

New campaign

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Search for a page or campaign

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Appearance

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Help

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Performance Max

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Asset group

- Name
- Assets
- Search themes
- Audience signal

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Budget

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Summary

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All changes saved

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Add 1 landscape logo

📊

Ad strength

Good

✓

Images

✓

Headlines

🎥

Videos

✓


Descriptions

🌟

Generate descriptions

✓

Images 20/20




+17

✎

Edit

✓

Logos 1/5



✎

Edit

✓

Business name

Shoppy Ice Cream

Preview

◀

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YouTube

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Gmail

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Search

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Search ad

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Google

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Sponsored

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Shoppy Ice Cream

shoppy-icecream.blogspot.com/

Best Vanilla Flavors - Sweet Dreams Come Scooping

Ice Cream Paradise: Scoops of Joy Await. Scoops of Delight: Exploring the World of Ice Cream.

Contact Us

Ice Cream Recipes

📍

Gondal





- 🔗 Performance Max
- 🔗 Bidding
- 🔗 Campaign settings
- 🔗 Asset generation
- 🔗 Asset group
- 🔗 Budget
- 🔗 Budget
- 🔗 Summary
- 🔗 All channels saved

### Budget

Select the average you want to spend each day.

Budget

☐ ₹8,266.21

▼

☐ ₹6,888.51

Recommended

▼

☐ ₹5,510.81

▼

☒ Set custom budget

^

Set your average daily budget for this campaign

₹ 5,000.00

Weekly spend

2.52K

Cost/L. Conv.

₹13.88

Weekly cost

₹35,000.00

93.2%

Campaign optimization score ⓘ

#### Weekly estimates

Based on your daily budget and bid settings

Weekly spend	Cost/L. Conv.
2.52K	₹13.88

Weekly cost
₹35,000.00