Module-4

• What are the main factors that can affect PPC bidding?

The main factors that can affect **PPC (Pay-Per-Click) bidding** are:

1. **Competition** – More advertisers bidding on the same keyword increases the bid cost.
2. **Keyword Quality Score** – Higher relevance and better ad performance can lower your bid.
3. **Ad Relevance** – Ads closely matching the keyword and user intent perform better.
4. **Landing Page Experience** – Fast, relevant, and user-friendly pages reduce costs.
5. **Bid Strategy** – Manual or automated strategies impact how bids are adjusted.
6. **Target Location & Device** – Bids vary based on geography, device, and audience.
7. **Time & Seasonality** – Peak times and seasonal demand raise bidding costs.

• How does a search engine calculate actual CPC?

A search engine calculates **Actual CPC (Cost-Per-Click)** using this formula:

Actual CPC = (Ad Rank of the competitor below you ÷ Your Quality Score) + ₹0.01

Explanation:

- **Ad Rank** depends on your bid amount, Quality Score, and ad extensions.
- You **don't pay your maximum bid**; you pay just enough to beat the advertiser below you.
- A **higher Quality Score** helps you pay a lower CPC while maintaining a better ad position.

So, better ad quality and relevance can significantly reduce your actual CPC.

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

Quality Score is a metric used by search engines (like Google Ads) to measure how **relevant and useful** your ad is to users.

Quality Score is based on:

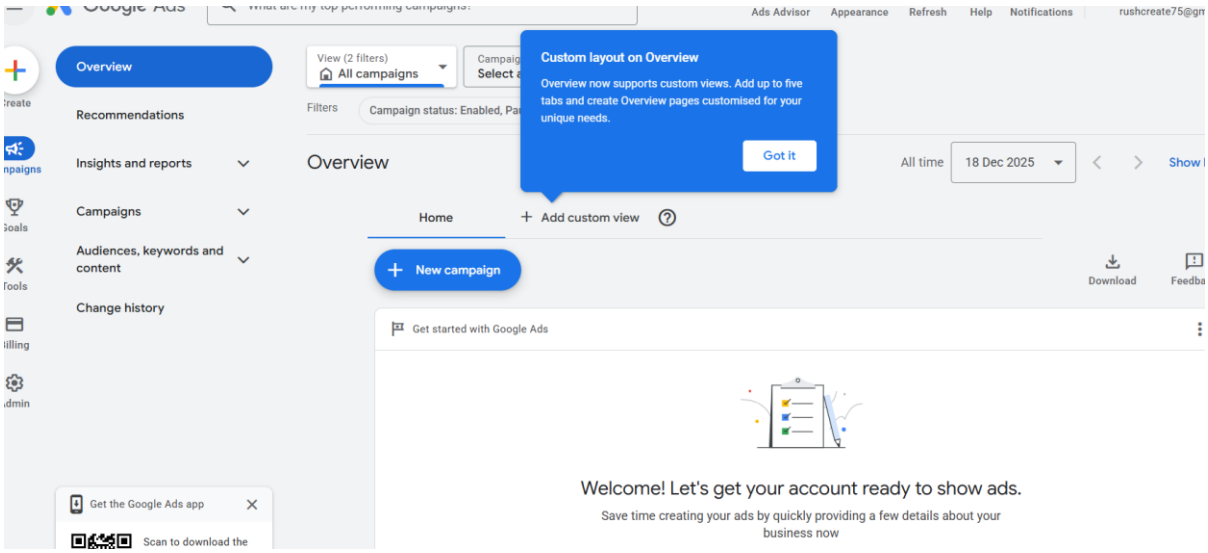
1. **Expected Click-Through Rate (CTR)**
2. **Ad Relevance**
3. **Landing Page Experience**

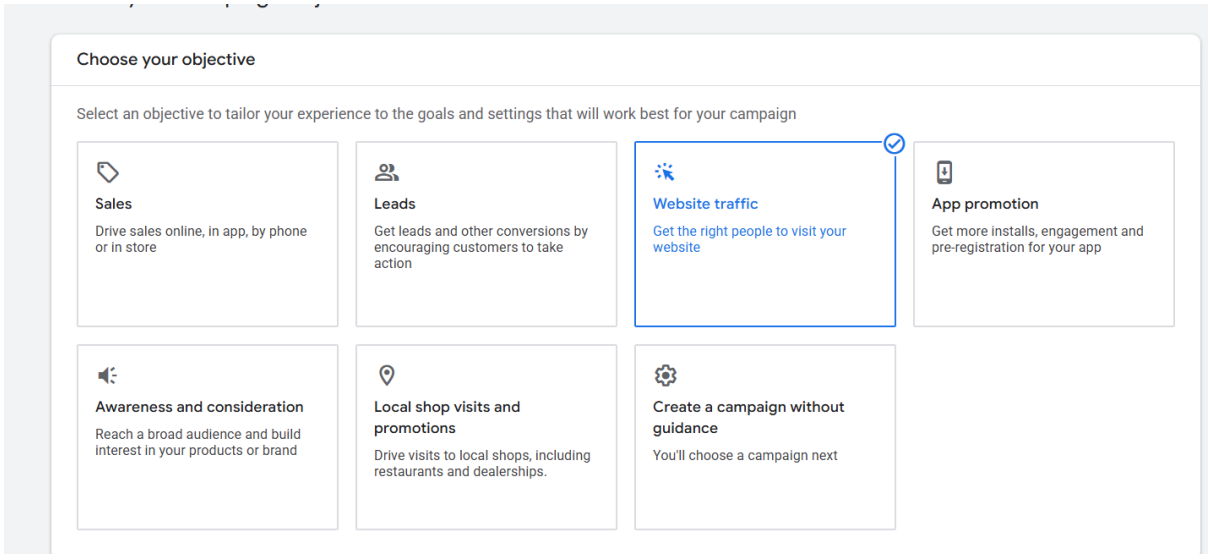
Why Quality Score is important:

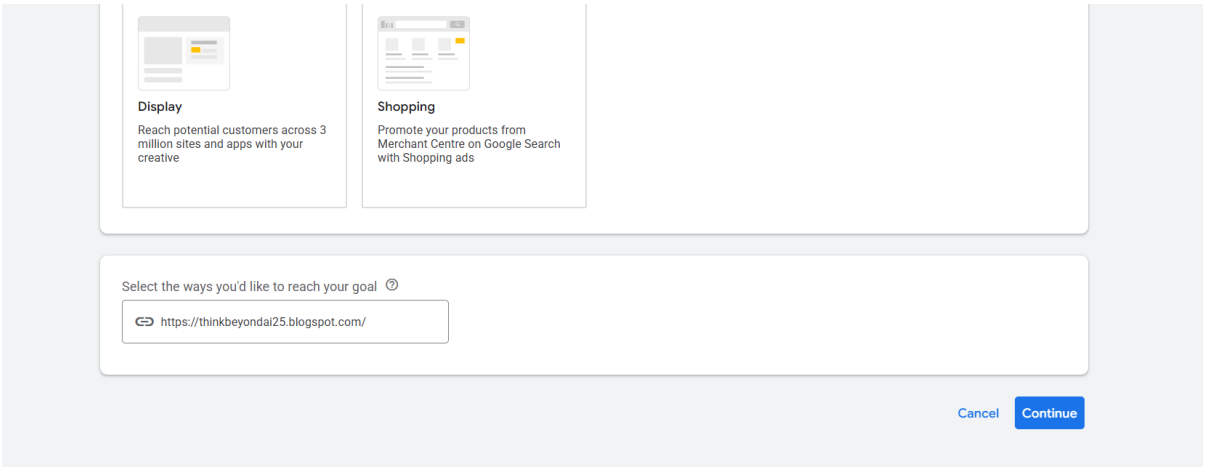
- **Lowers CPC** – Higher Quality Score means you pay less per click
- **Improves Ad Rank** – Helps ads appear in higher positions
- **Increases ROI** – Better performance with less budget
- **Boosts Ad Visibility** – Ads show more frequently

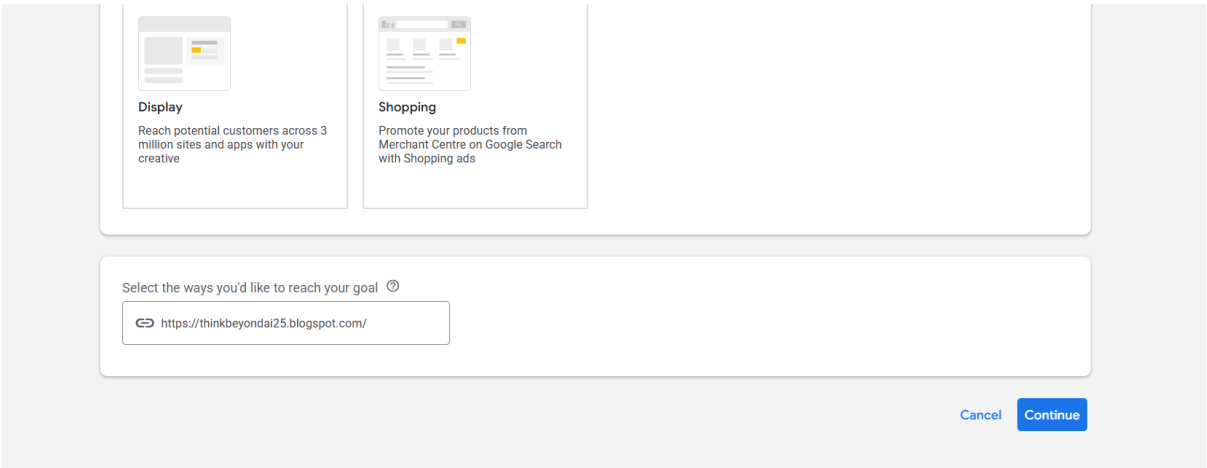
In short, a **high Quality Score = better ads, lower cost, and higher results**.

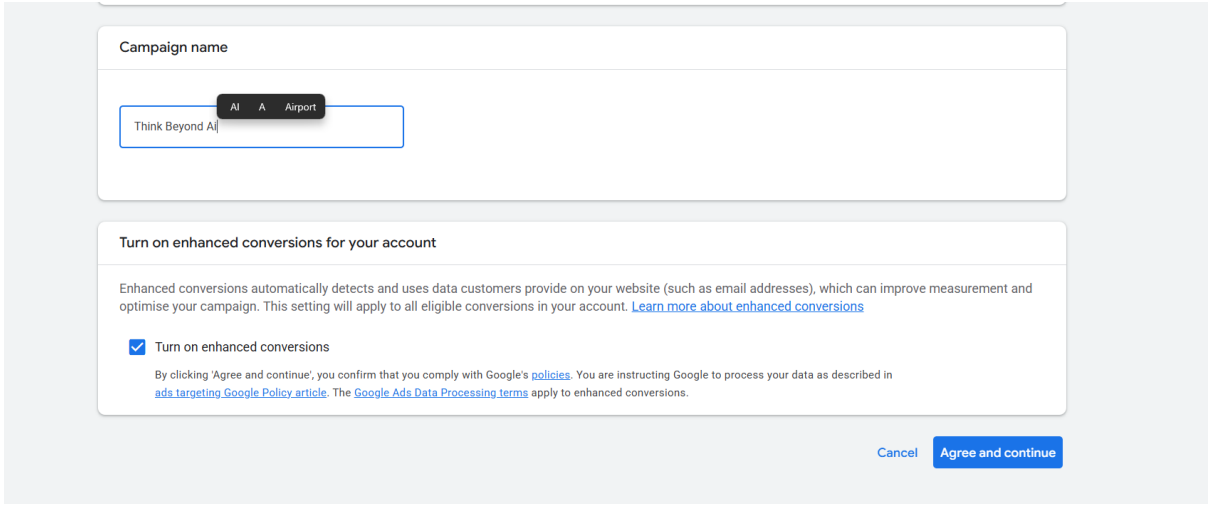
Create an ad for your website/ blog in Google Ads that display on the display network with the properly targeted audience

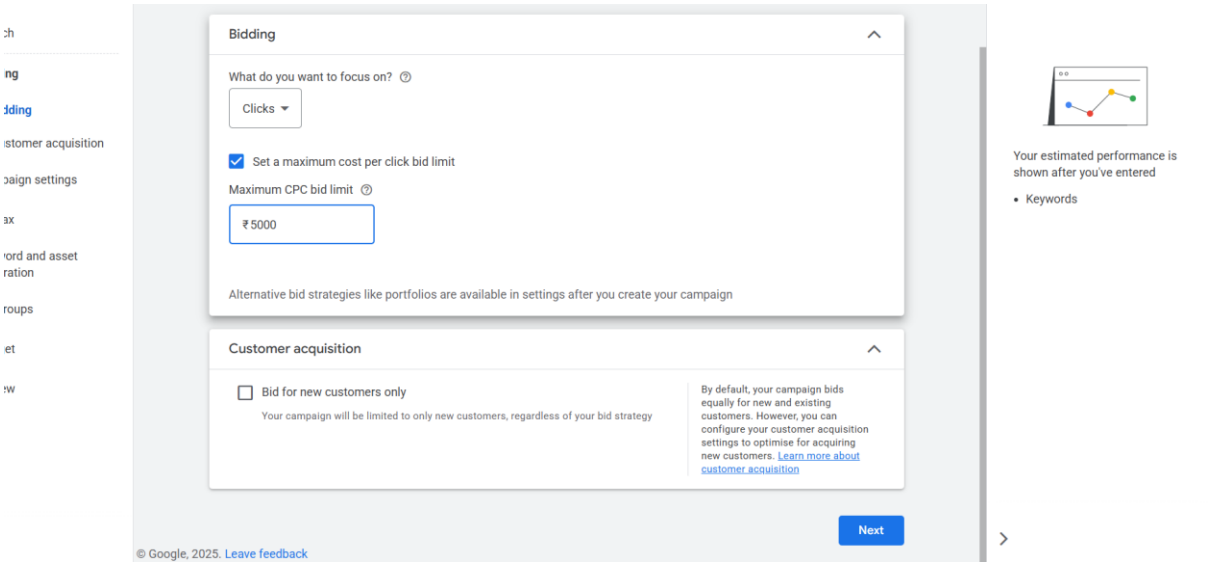

Ads Advisor
Appearance
Refresh
Help
Notifications
Overview
Recommendations
Insights and reports
Campaigns
Audiences, keywords and content
Change history
View (2 filters)
All campaigns
Filters
Campaign status: Enabled, Pa
Custom layout on Overview
Overview now supports custom views. Add up to five tabs and create Overview pages customised for your unique needs.
Got it
Overview
All time
18 Dec 2025
Home
Add custom view
New campaign
Download
Get started with Google Ads
Welcome! Let's get your account ready to show ads.
Save time creating your ads by quickly providing a few details about your business now
Get the Google Ads app
Scan to download the

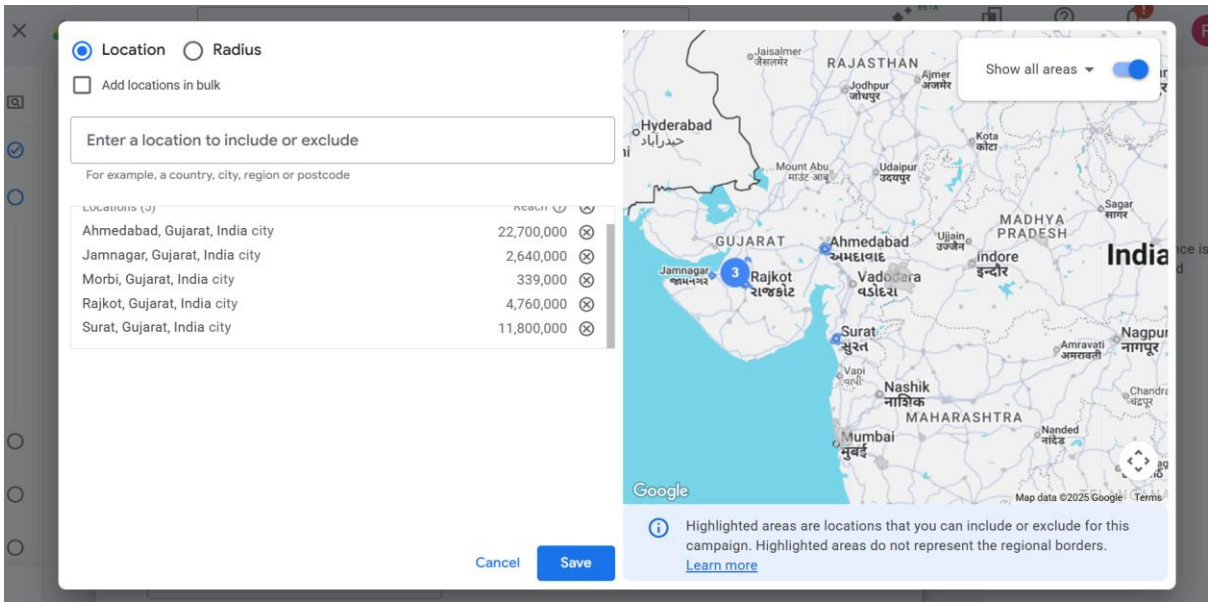

Choose your objective
Select an objective to tailor your experience to the goals and settings that will work best for your campaign
Sales
Drive sales online, in app, by phone or in store
Leads
Get leads and other conversions by encouraging customers to take action
Website traffic
Get the right people 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 guidance
You'll choose a campaign next

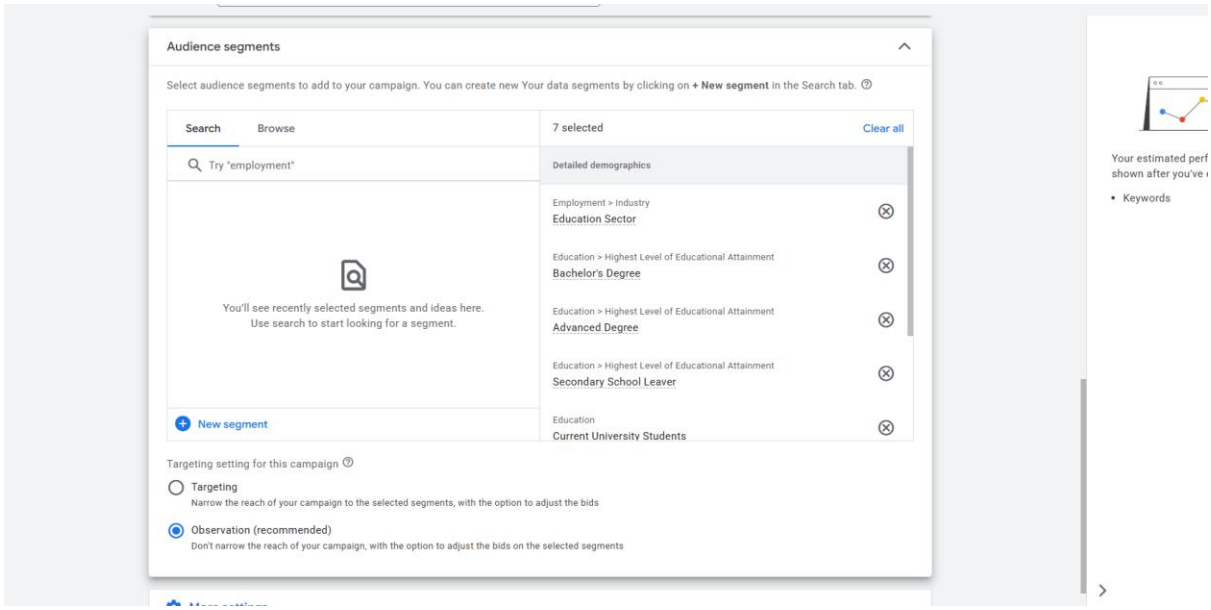

Display
Reach potential customers across 3 million sites and apps with your creative
Shopping
Promote your products from Merchant Centre on Google Search with Shopping ads
Select the ways you'd like to reach your goal
https://thinkbeyondai25.blogspot.com/
Cancel
Continue

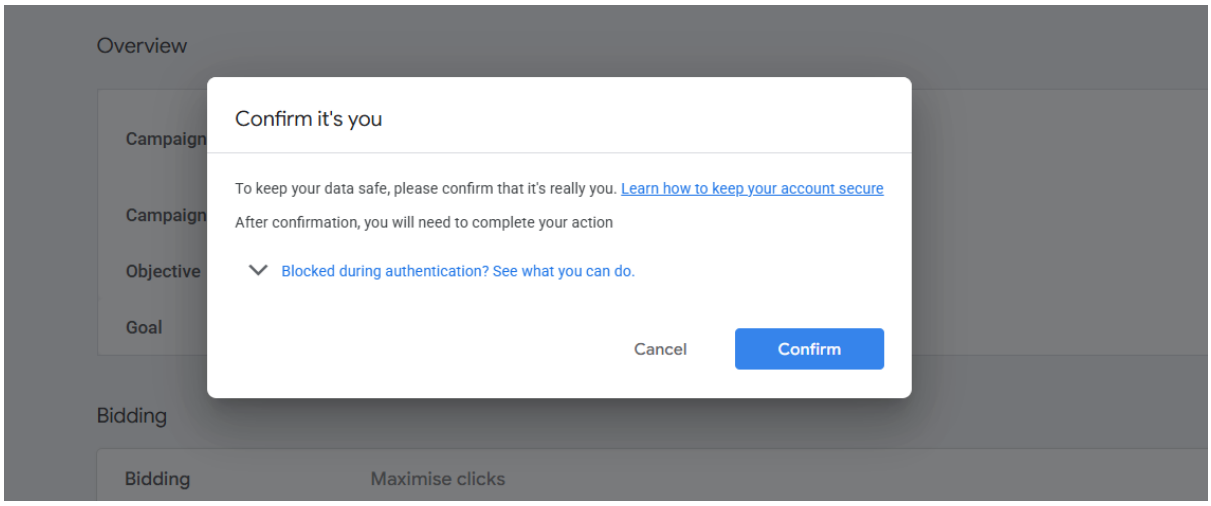

Display
Reach potential customers across 3 million sites and apps with your creative
Shopping
Promote your products from Merchant Centre on Google Search with Shopping ads
Select the ways you'd like to reach your goal
https://thinkbeyondai25.blogspot.com/
Cancel
Continue


Campaign name
Think Beyond Ai
AI A Airport
Turn on enhanced conversions for your account
Enhanced conversions automatically detects and uses data customers provide on your website (such as email addresses), which can improve measurement and optimise your campaign. This setting will apply to all eligible conversions in your account. Learn more about enhanced conversions
Turn on enhanced conversions
By clicking 'Agree and continue', you confirm that you comply with Google's policies. You are instructing Google to process your data as described in ads targeting Google Policy article. The Google Ads Data Processing terms apply to enhanced conversions.
Cancel
Agree and continue


Bidding
What do you want to focus on?
Clicks
Set a maximum cost per click bid limit
Maximum CPC bid limit
₹ 5000
Alternative bid strategies like portfolios are available in settings after you create your campaign
Customer acquisition
Bid for new customers only
Your campaign will be limited 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 optimise for acquiring new customers. Learn more about customer acquisition
Next
© Google, 2025. Leave feedback
Your estimated performance is shown after you've entered
Keywords


Location
Radius
Add locations in bulk
Enter a location to include or exclude
For example, a country, city, region or postcode
Ahmedabad, Gujarat, India city 22,700,000
Jamnagar, Gujarat, India city 2,640,000
Morbi, Gujarat, India city 339,000
Rajkot, Gujarat, India city 4,760,000
Surat, Gujarat, India city 11,800,000
Cancel
Save
Show all areas
RAJASTHAN
Hyderabad
GUJARAT
MADHYA PRADESH
India
MAHARASHTRA
Ahmedabad
Rajkot
Surat
Nashik
Mumbai
Nagpur
Google
Map data ©2025 Google
Terms
Highlighted areas are locations that you can include or exclude for this campaign. Highlighted areas do not represent the regional borders.
Learn more


Audience segments
Select audience segments to add to your campaign. You can create new Your data segments by clicking on + New segment in the Search tab.
Search
Browse
Try "employment"
You'll see recently selected segments and ideas here.
Use search to start looking for a segment.
New segment
7 selected
Clear all
Detailed demographics
Employment > Industry
Education Sector
Education > Highest Level of Educational Attainment
Bachelor's Degree
Education > Highest Level of Educational Attainment
Advanced Degree
Education > Highest Level of Educational Attainment
Secondary School Leaver
Education
Current University Students
Targeting setting for this campaign
Targeting
Narrow the reach of your campaign to the selected segments, with the option to adjust the bids
Observation (recommended)
Don't narrow the reach of your campaign, with the option to adjust the bids on the selected segments
Keywords


Overview
Campaign
Campaign
Objective
Goal
Bidding
Bidding
Maximise clicks
Confirm it's you
To keep your data safe, please confirm that it's really you. Learn how to keep your account secure
After confirmation, you will need to complete your action
Blocked during authentication? See what you can do.
Cancel
Confirm

Your campaign is ready to publish

Publish campaign

Recommendations

Apply these recommendations to optimise campaign performance

1 / 4

Improve your responsive search ads for 'AI vs Human': Get more clicks on your ads by improving your headlines, descriptions and adding sitelinks

View

Overview

Campaign name	Think Beyond Ai
Campaign type	Search
Objective	Website traffic
Goal	Page views

Bidding

Bidding	Maximise clicks
Customer acquisition	Bid equally for new and existing customers

Customer acquisition	Bid equally for new and existing customers

Campaign settings

Networks	Google Search Network, Search partners, Display Network
Locations	Ahmedabad, Jamnagar, Morbi, Rajkot, Surat
Languages	English, Hindi and Gujarati
EU political ads	Doesn't have EU political ads
Audiences	No segments

AI Max

Asset optimisation	Text customisation and Final URL expansion turned on
Brands	Limiting to: 0 brand lists Excluding: 0 brand lists

Ad Groups

Brands	Limiting to: 0 brand lists Excluding: 0 brand lists

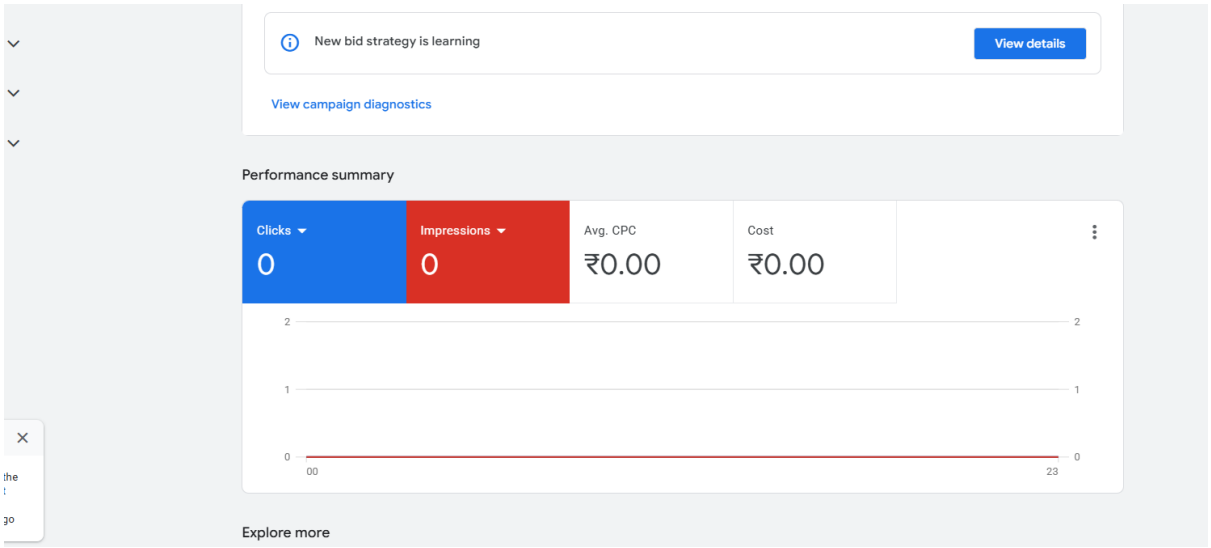
Ad Groups

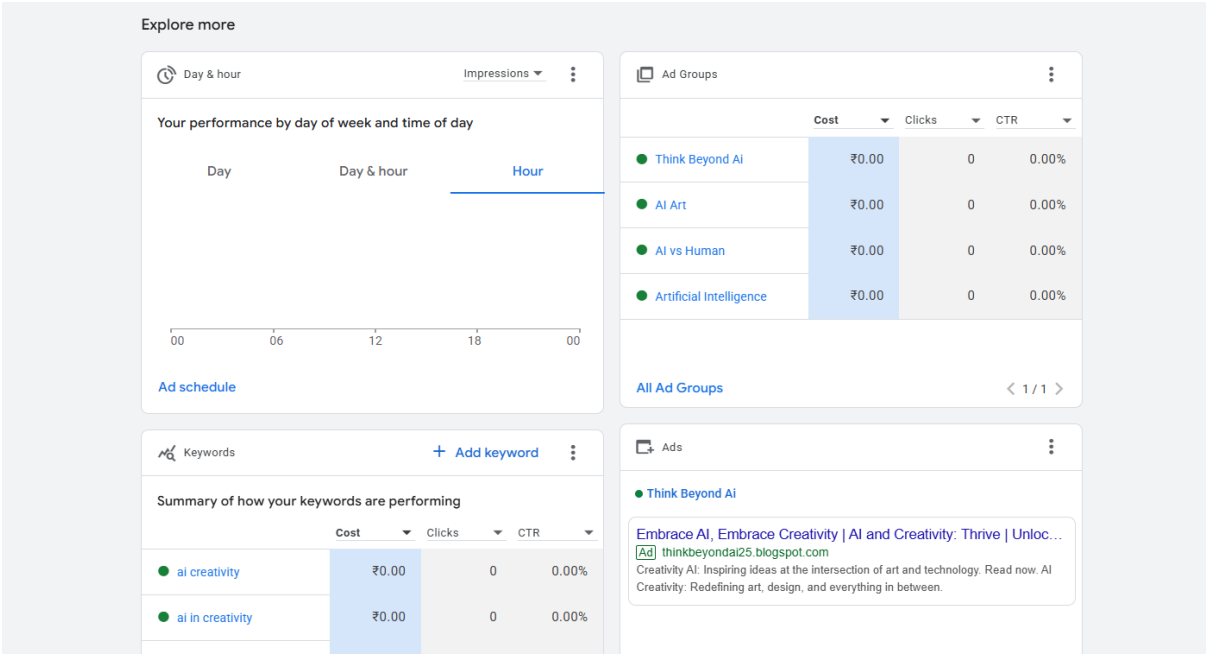
Think Beyond Ai	10 keywords 1 ad
AI Art	15 keywords 1 ad
AI vs Human	8 keywords 1 ad
Artificial Intelligence	9 keywords 1 ad

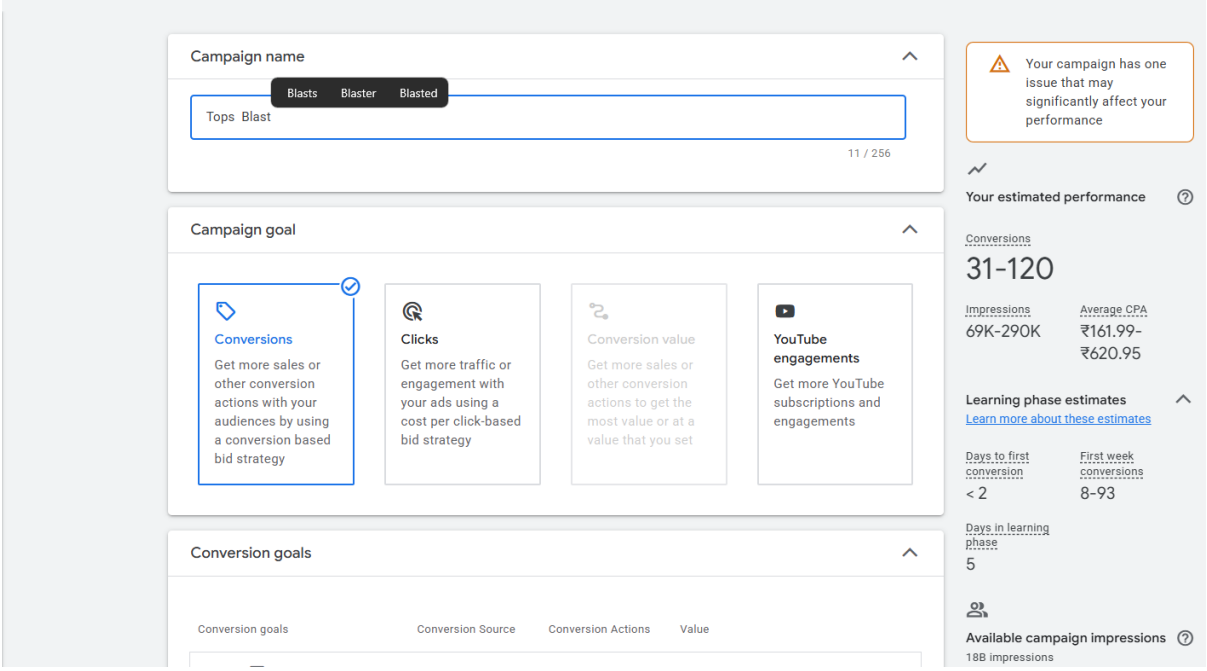
Budget

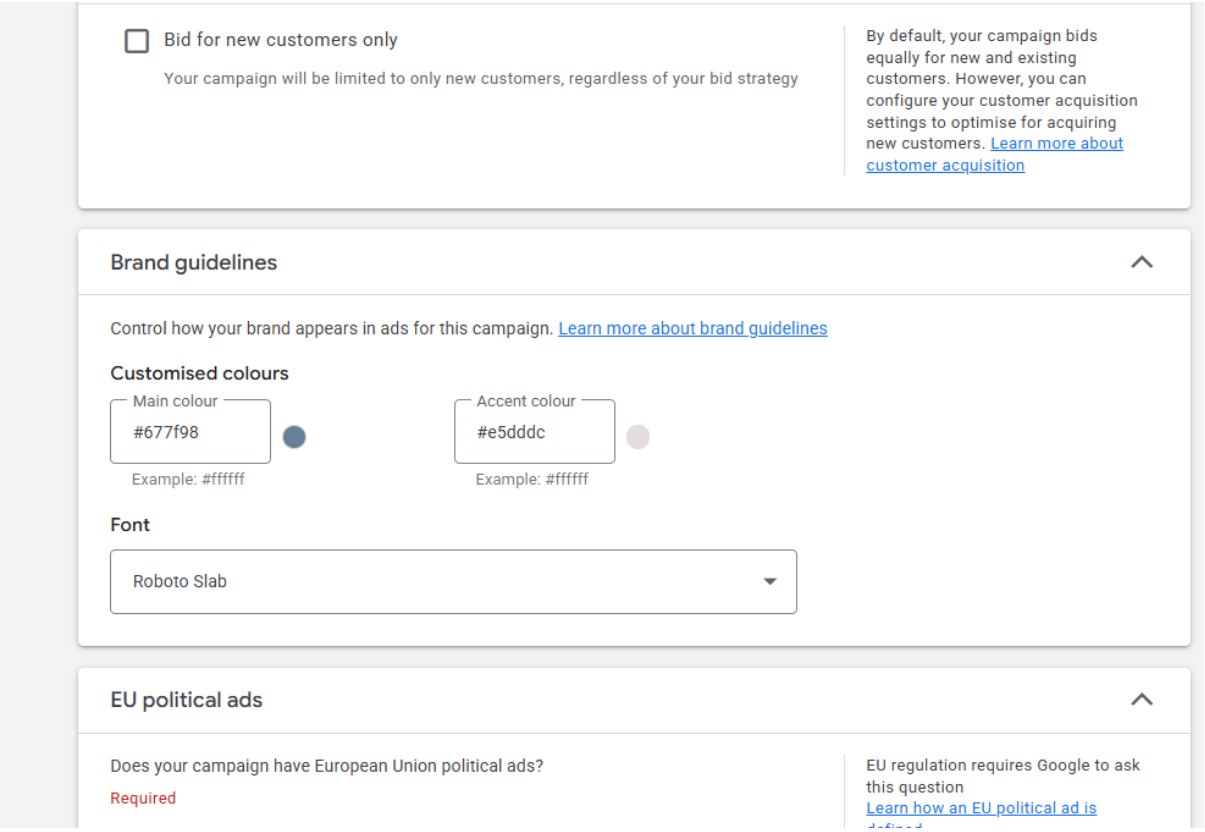
Budget	₹3,000.00/day

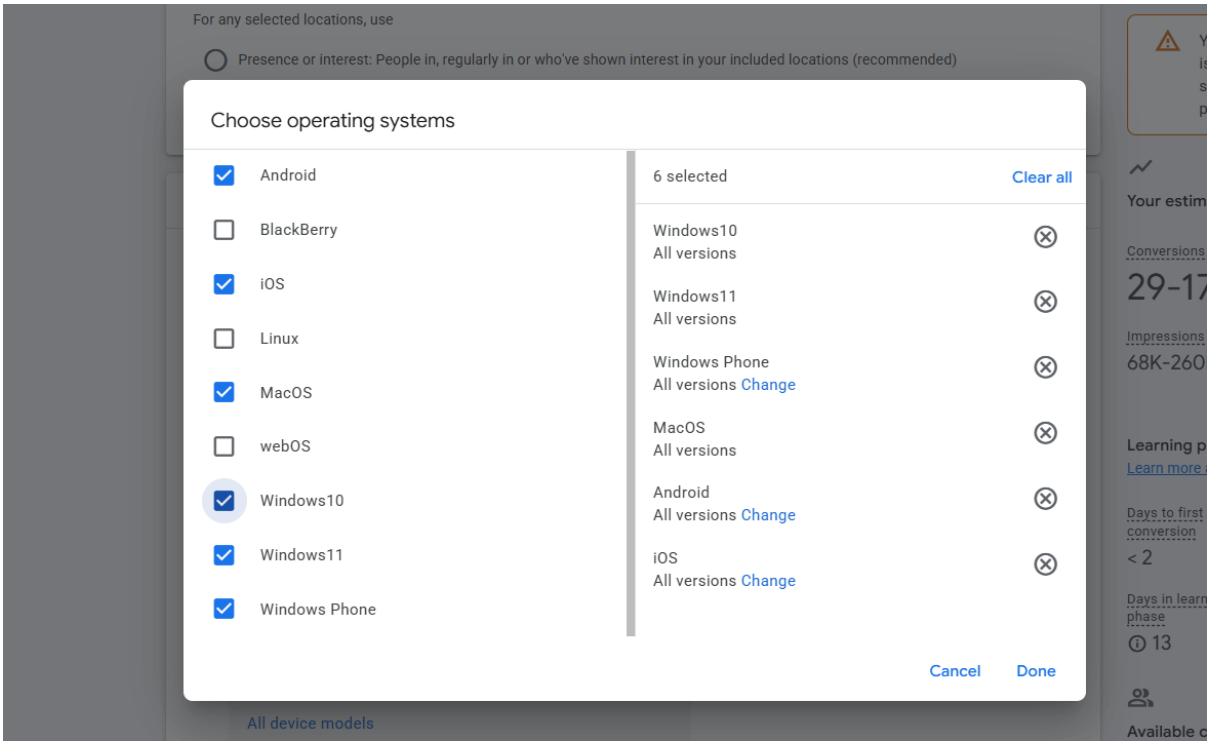
Publish campaign

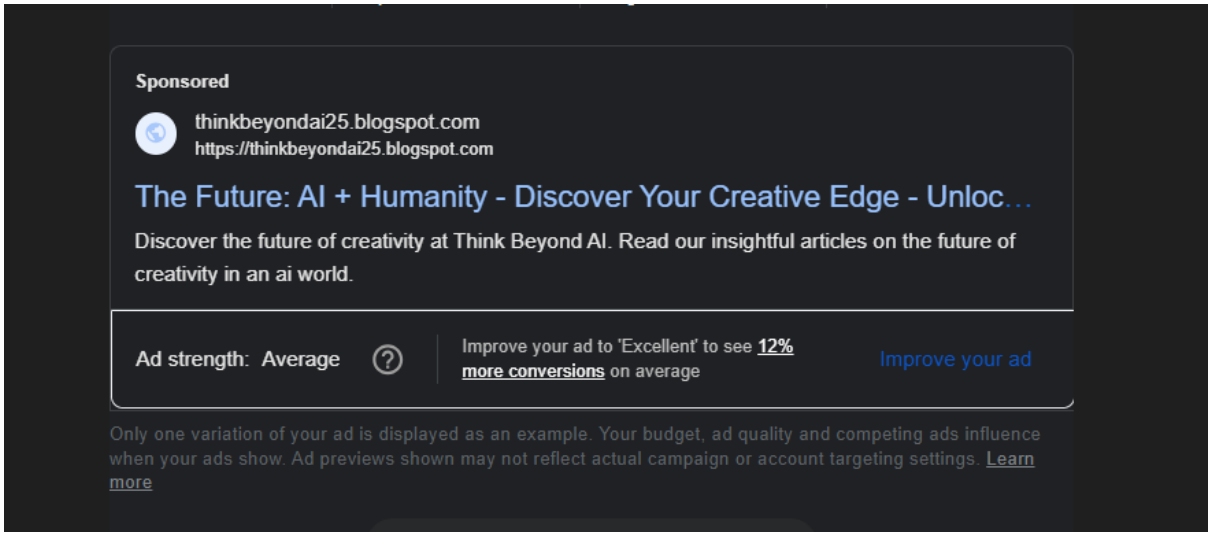



Explore more
Day & hour
Impressions
Your performance by day of week and time of day
Day
Day & hour
Hour
00
06
12
18
00
Ad schedule
Ad Groups
Cost
Clicks
CTR
Think Beyond Ai
₹0.00
0
0.00%
AI Art
₹0.00
0
0.00%
AI vs Human
₹0.00
0
0.00%
Artificial Intelligence
₹0.00
0
0.00%
All Ad Groups
1 / 1
Keywords
Add keyword
Summary of how your keywords are performing
Cost
Clicks
CTR
ai creativity
₹0.00
0
0.00%
ai in creativity
₹0.00
0
0.00%
Ads
Think Beyond Ai
Embrace AI, Embrace Creativity | AI and Creativity: Thrive | Unloc…
Ad thinkbeyondai25.blogspot.com
Creativity AI: Inspiring ideas at the intersection of art and technology. Read now. AI Creativity: Redefining art, design, and everything in between.

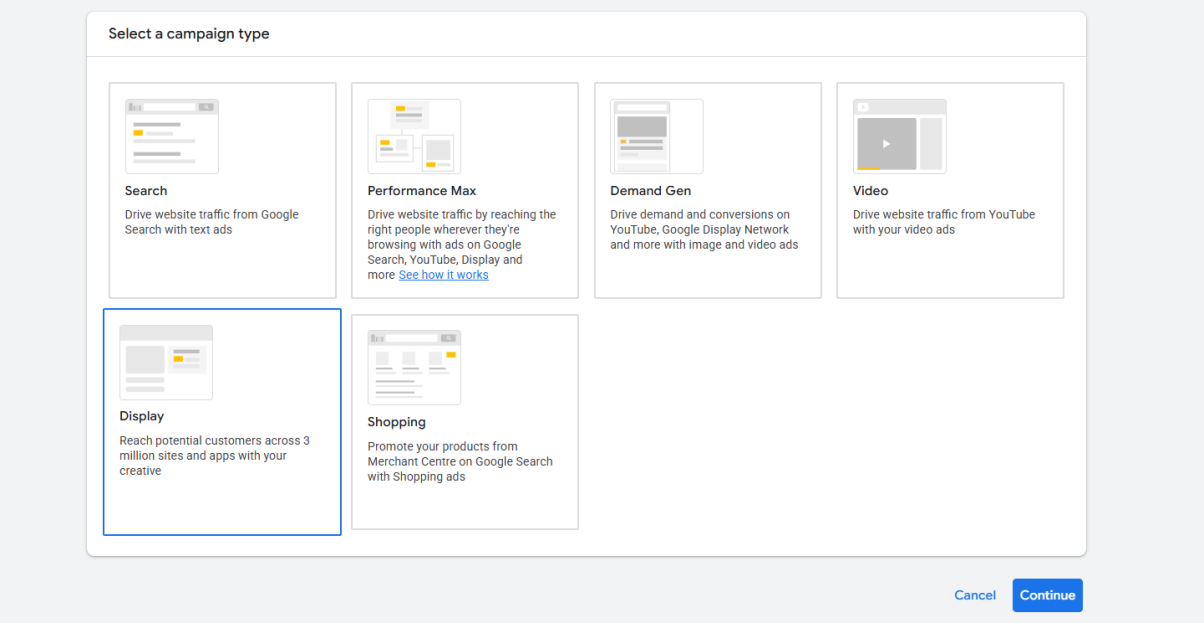

Campaign name
Blasts
Blaster
Blasted
Tops Blast
11 / 256
Campaign goal
Conversions
Get more sales or other conversion actions with your audiences by using a conversion based bid strategy
Clicks
Get more traffic or engagement with your ads using a cost per click-based bid strategy
Conversion value
Get more sales or other conversion actions to get the most value or at a value that you set
YouTube engagements
Get more YouTube subscriptions and engagements
Conversion goals
Conversion goals
Conversion Source
Conversion Actions
Value
Your campaign has one issue that may significantly affect your performance
Your estimated performance
Conversions
31-120
Impressions
69K-290K
Average CPA
₹161.99-₹620.95
Learning phase estimates
Learn more about these estimates
Days to first conversion
< 2
First week conversions
8-93
Days in learning phase
5
Available campaign impressions
18B impressions

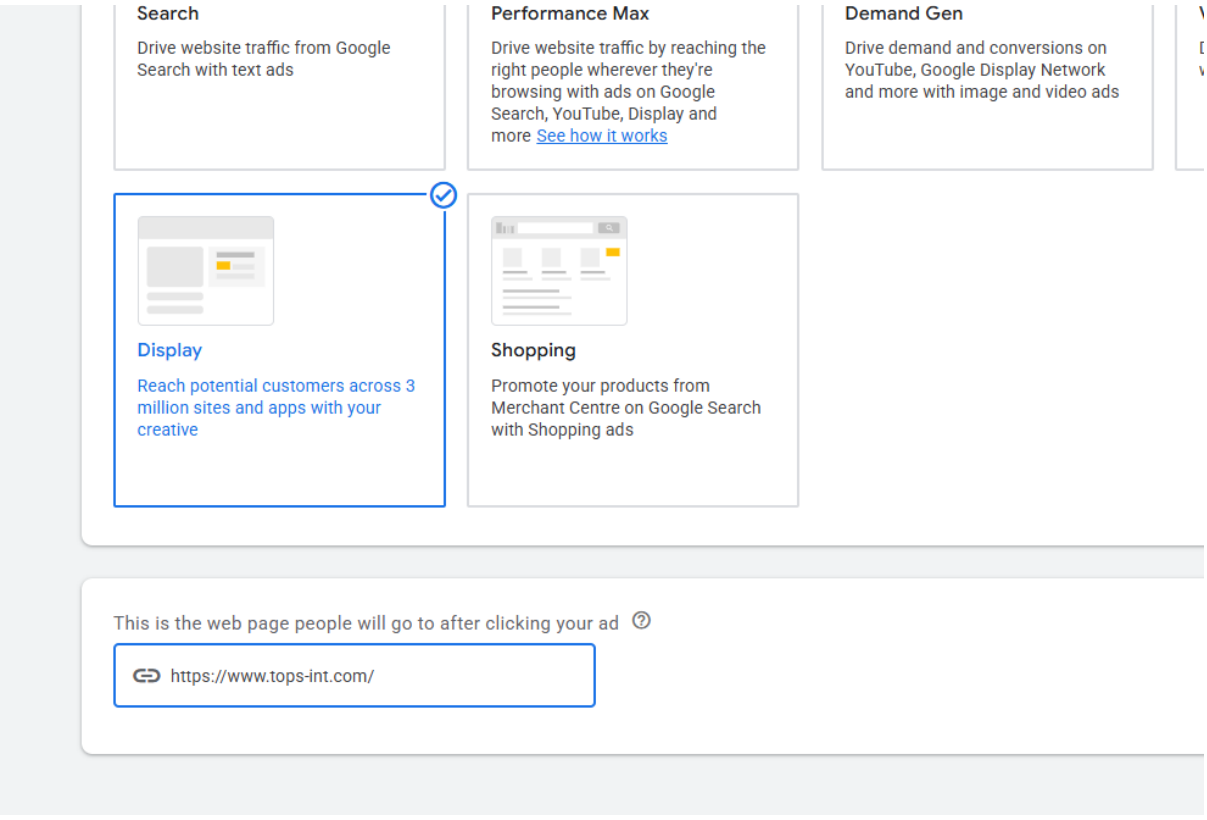

Bid for new customers only
Your campaign will be limited to only new customers, regardless of your bid strategy
By default, your campaign bids equally for new and existing customers. However, you can configure your customer acquisition settings to optimise for acquiring new customers. Learn more about customer acquisition
Brand guidelines
Control how your brand appears in ads for this campaign. Learn more about brand guidelines
Customised colours
Main colour
#677f98
Example: #ffffff
Accent colour
#e5dddc
Example: #ffffff
Font
Roboto Slab
EU political ads
Does your campaign have European Union political ads?
Required
EU regulation requires Google to ask this question
Learn how an EU political ad is

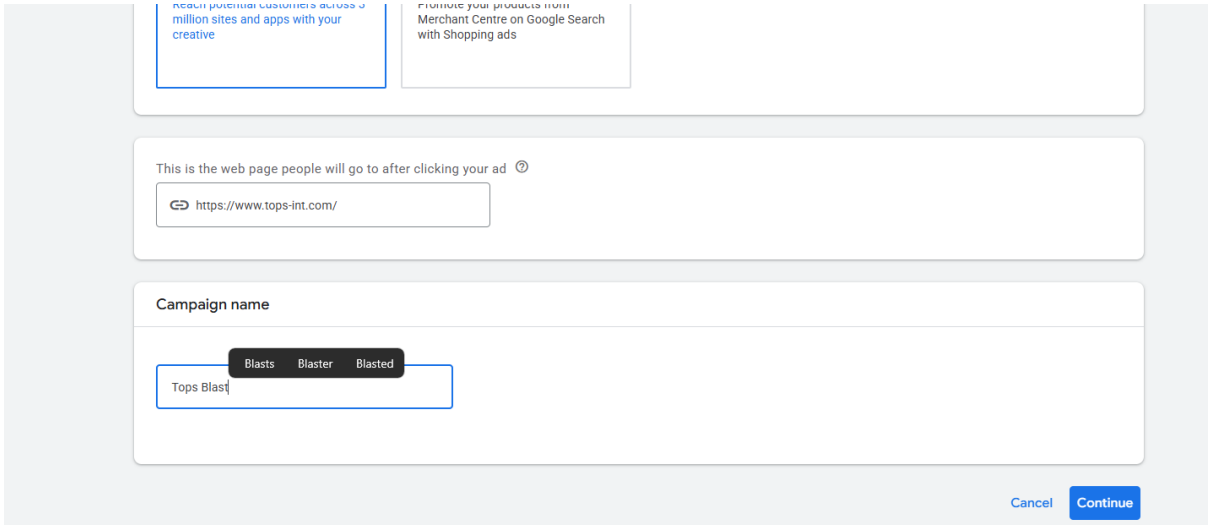

For any selected locations, use
Presence or interest: People in, regularly in or who've shown interest in your included locations (recommended)
Choose operating systems
Android
BlackBerry
iOS
Linux
MacOS
webOS
Windows10
Windows11
Windows Phone
6 selected
Clear all
Windows10
All versions
Windows11
All versions
Windows Phone
All versions Change
MacOS
All versions
Android
All versions Change
iOS
All versions Change
Cancel
Done
All device models

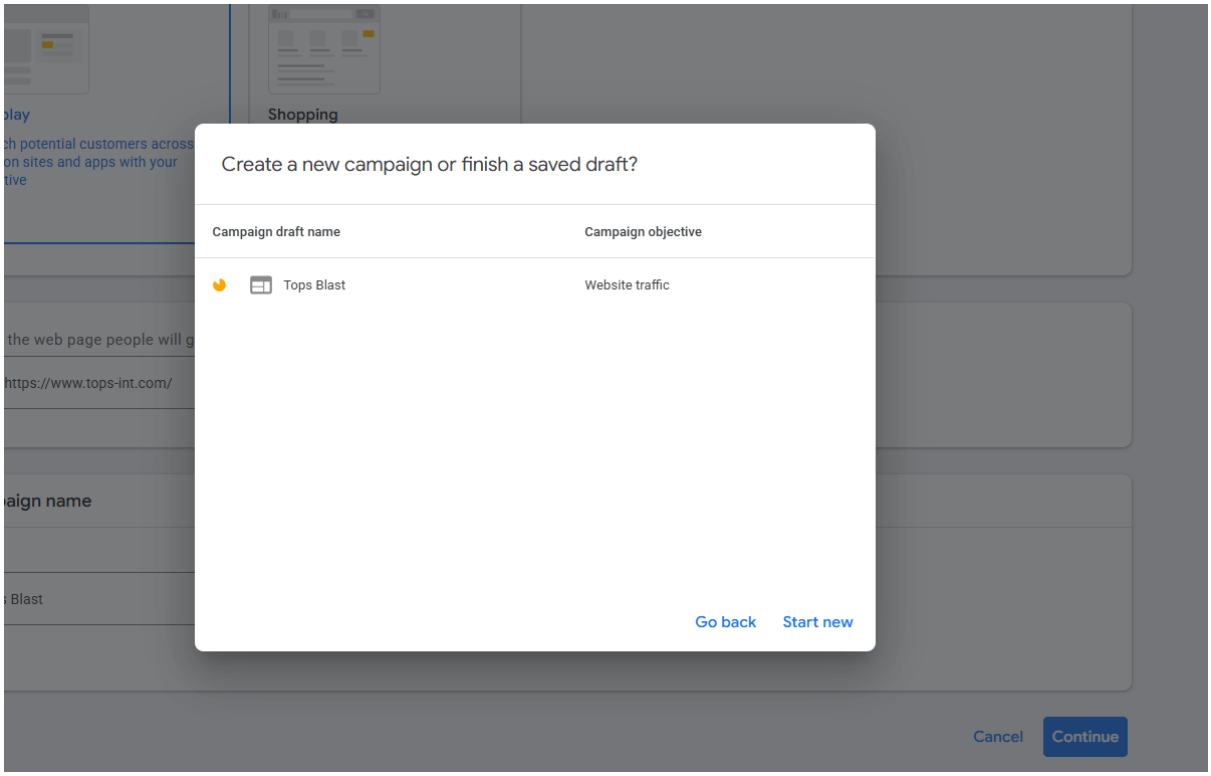

Sponsored
thinkbeyondai25.blogspot.com
https://thinkbeyondai25.blogspot.com
The Future: AI + Humanity - Discover Your Creative Edge - Unloc...
Discover the future of creativity at Think Beyond AI. Read our insightful articles on the future of creativity in an ai world.
Ad strength: Average
Improve your ad to 'Excellent' to see 12% more conversions on average
Improve your ad
Only one variation of your ad is displayed as an example. Your budget, ad quality and competing ads influence when your ads show. Ad previews shown may not reflect actual campaign or account targeting settings. Learn more

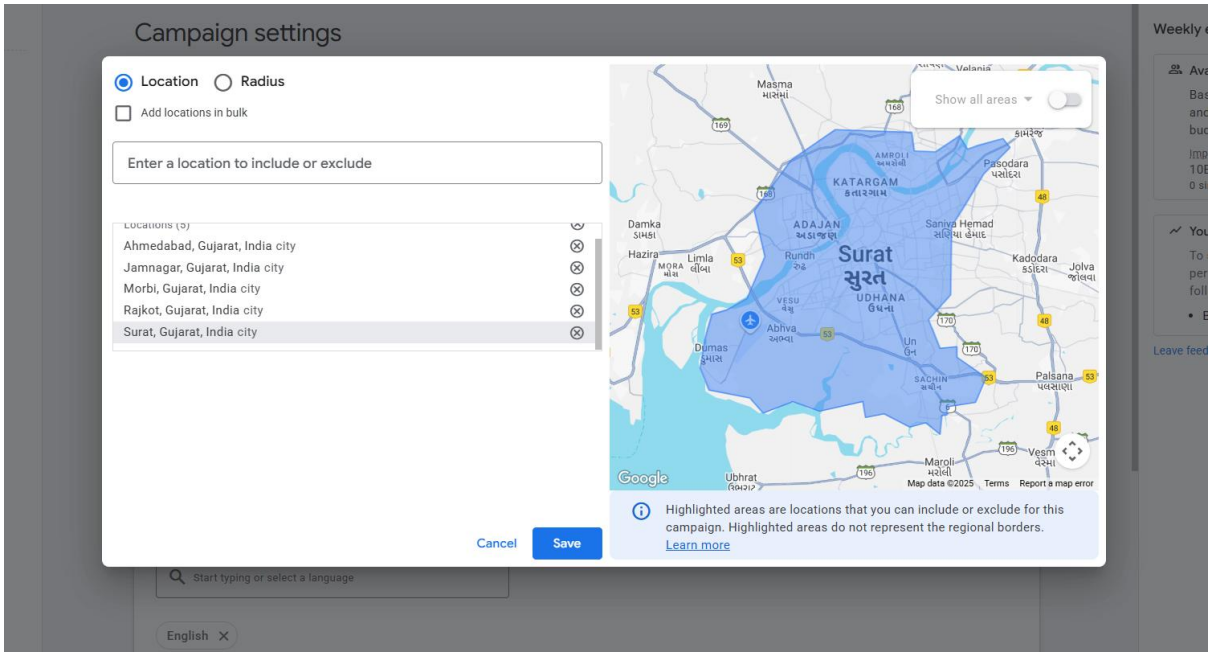
Create an ad forwww.tops-int.com to get the maximum Clicks.

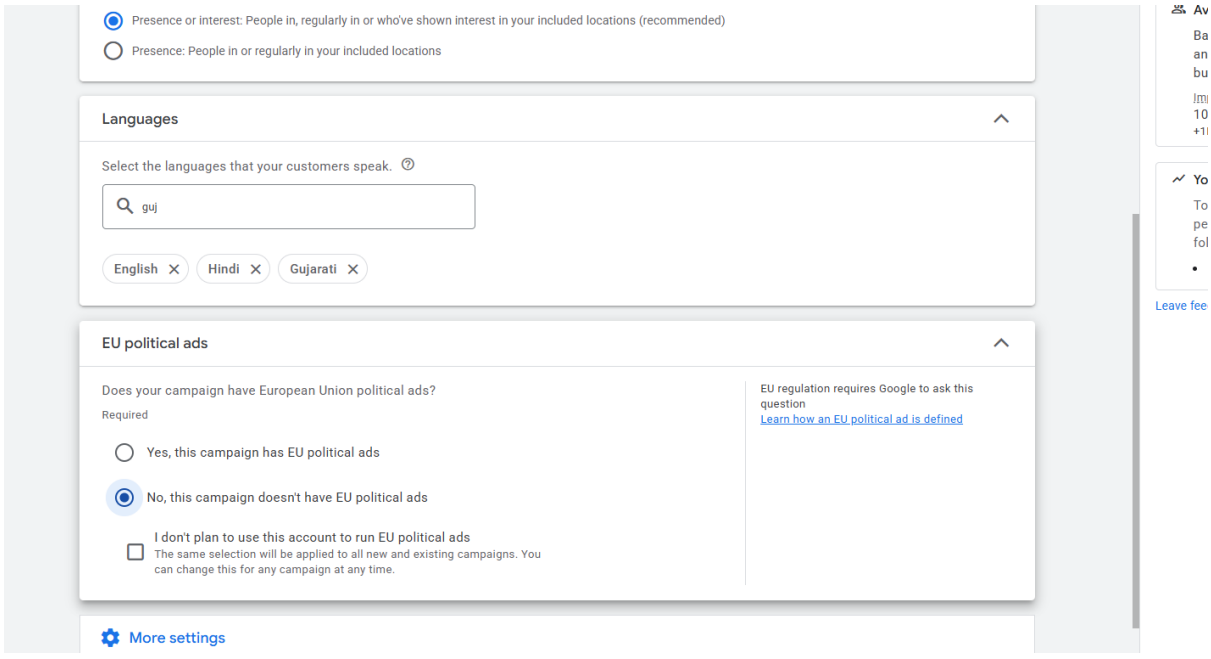


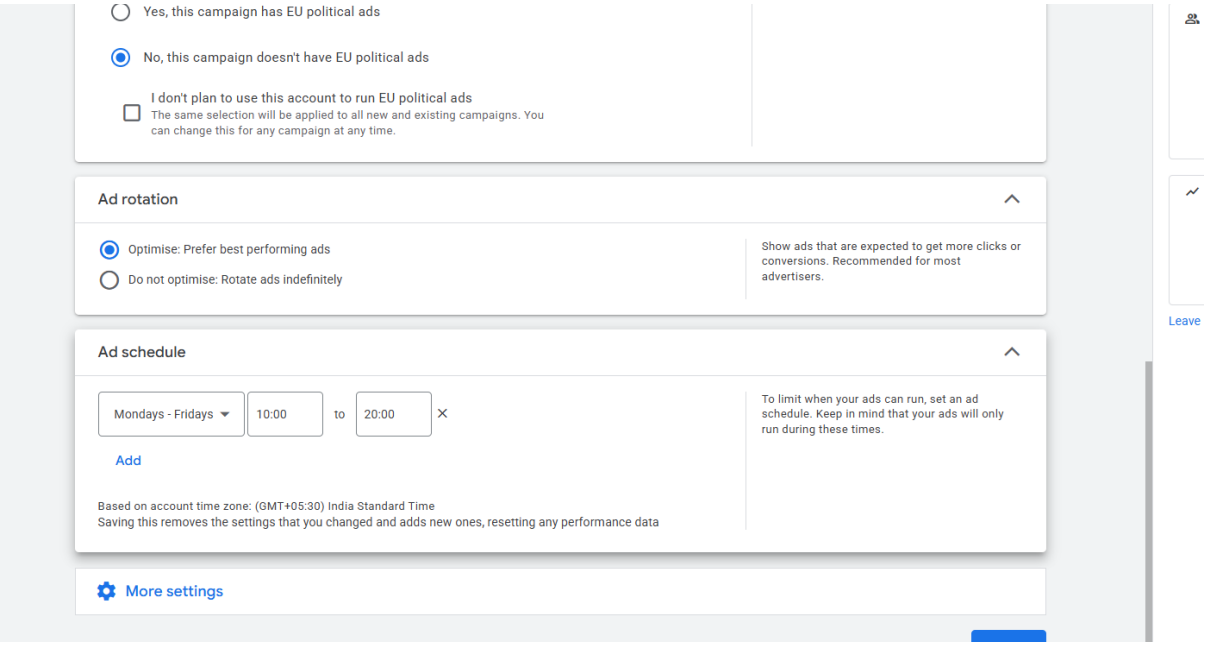


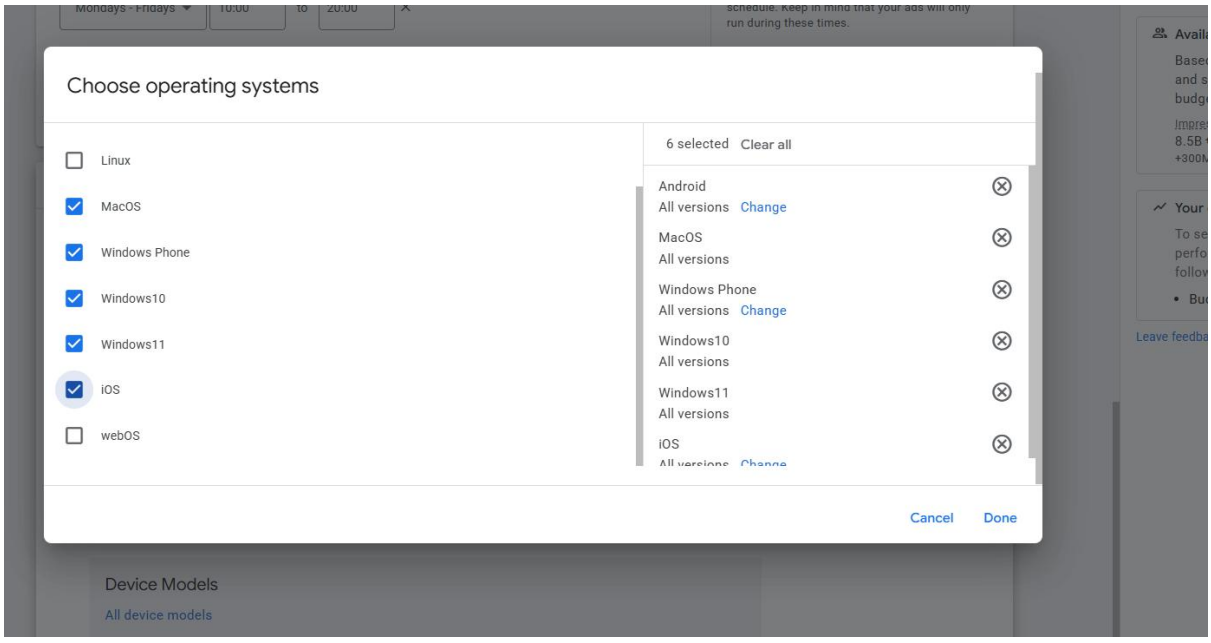

million sites and apps with your creative
Merchant Centre on Google Search with Shopping ads
This is the web page people will go to after clicking your ad
https://www.tops-int.com/
Campaign name
Blasts Blaster Blasted
Tops Blast
Cancel
Continue

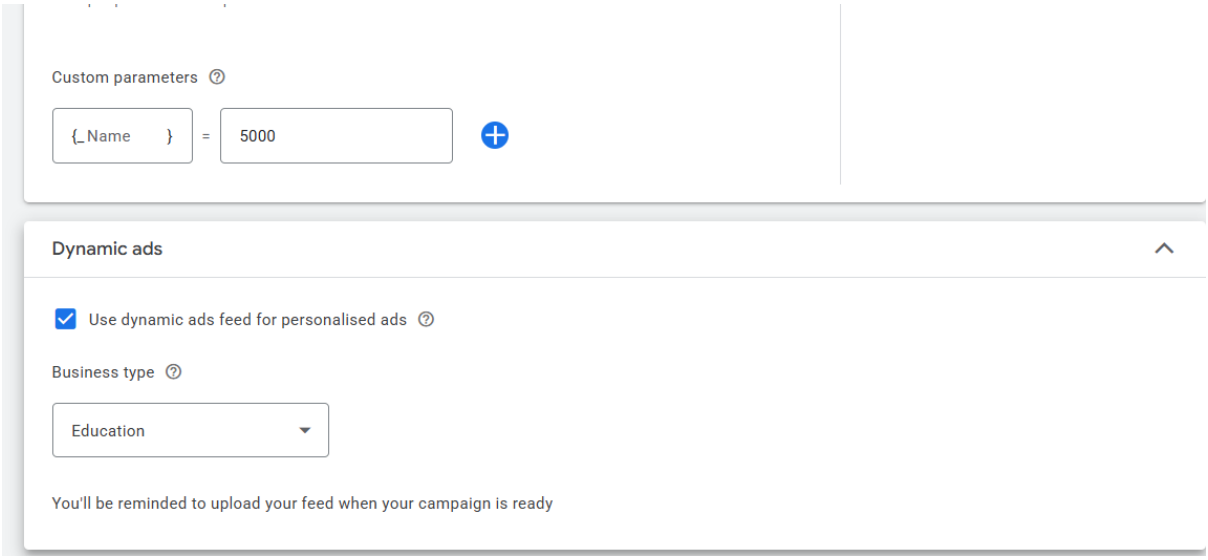

Shopping
Create a new campaign or finish a saved draft?
Campaign draft name
Campaign objective
Tops Blast
Website traffic
Go back
Start new
Cancel
Continue

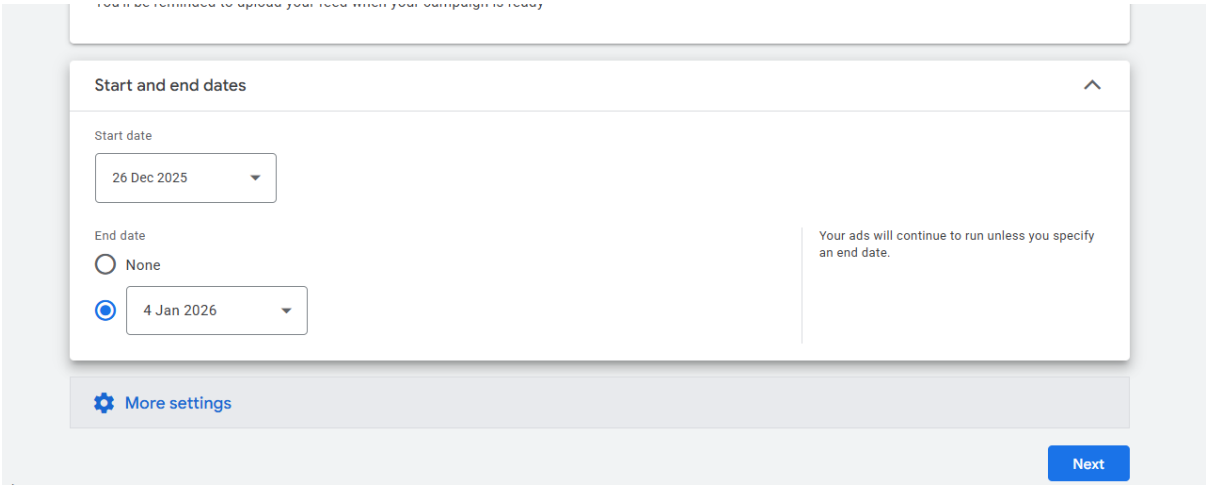

Campaign settings
Location
Radius
Add locations in bulk
Enter a location to include or exclude
Ahmedabad, Gujarat, India city
Jamnagar, Gujarat, India city
Morbi, Gujarat, India city
Rajkot, Gujarat, India city
Surat, Gujarat, India city
Cancel
Save
Show all areas
Surat
Highlighted areas are locations that you can include or exclude for this campaign. Highlighted areas do not represent the regional borders.
Learn more
Start typing or select a language
English

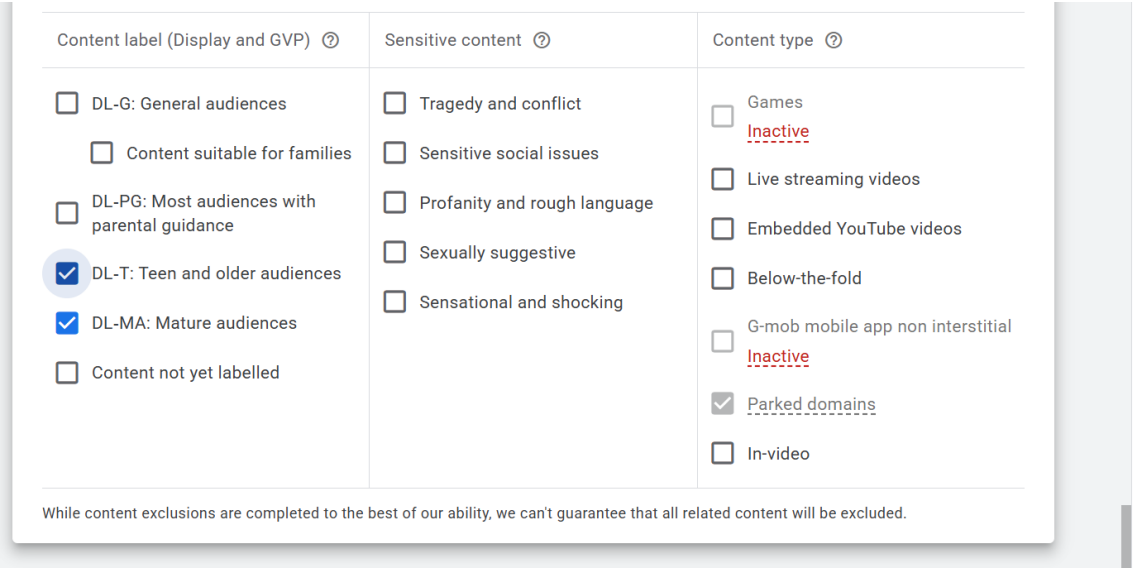

Presence or interest: People in, regularly in or who've shown interest in your included locations (recommended)
Presence: People in or regularly in your included locations
Languages
Select the languages that your customers speak.
guj
English
Hindi
Gujarati
EU political ads
Does your campaign have European Union political ads?
Required
Yes, this campaign has EU political ads
No, this campaign doesn't have EU political ads
I don't plan to use this account to run EU political ads
The same selection will be applied to all new and existing campaigns. You can change this for any campaign at any time.
EU regulation requires Google to ask this question
Learn how an EU political ad is defined
More settings

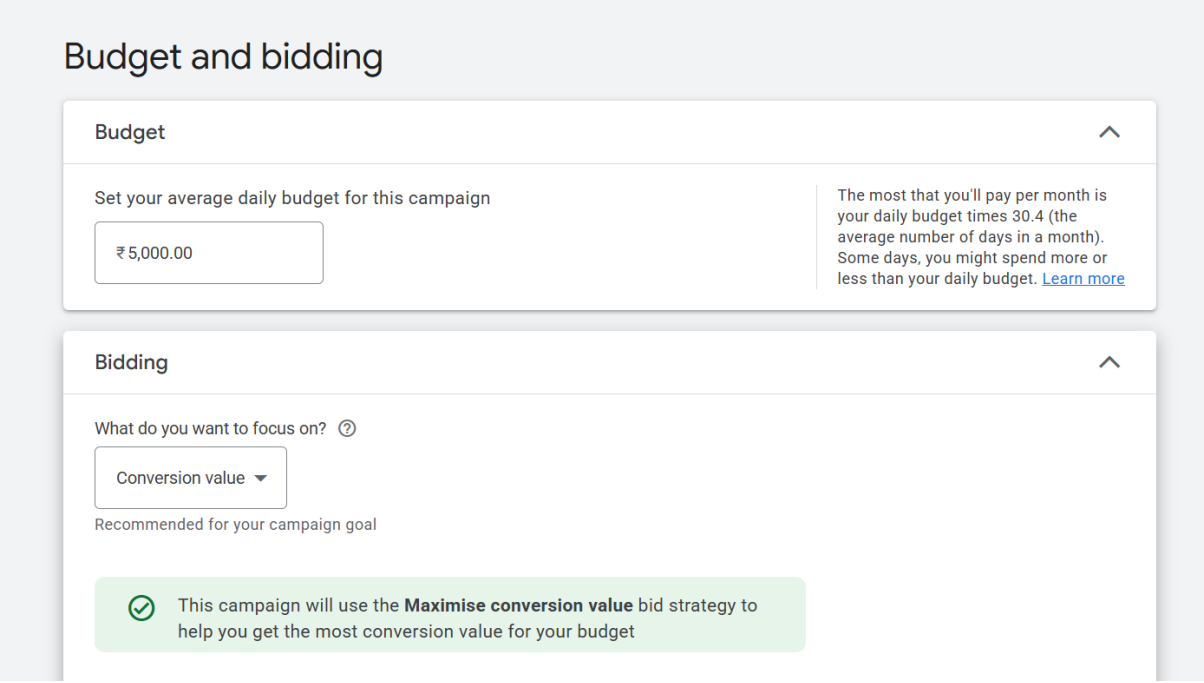

Yes, this campaign has EU political ads
No, this campaign doesn't have EU political ads
I don't plan to use this account to run EU political ads
The same selection will be applied to all new and existing campaigns. You can change this for any campaign at any time.
Ad rotation
Optimise: Prefer best performing ads
Do not optimise: Rotate ads indefinitely
Show ads that are expected to get more clicks or conversions. Recommended for most advertisers.
Ad schedule
Mondays - Fridays
10:00
to
20:00
Add
To limit when your ads can run, set an ad schedule. Keep in mind that your ads will only run during these times.
Based on account time zone: (GMT+05:30) India Standard Time
Saving this removes the settings that you changed and adds new ones, resetting any performance data
More settings
Leave

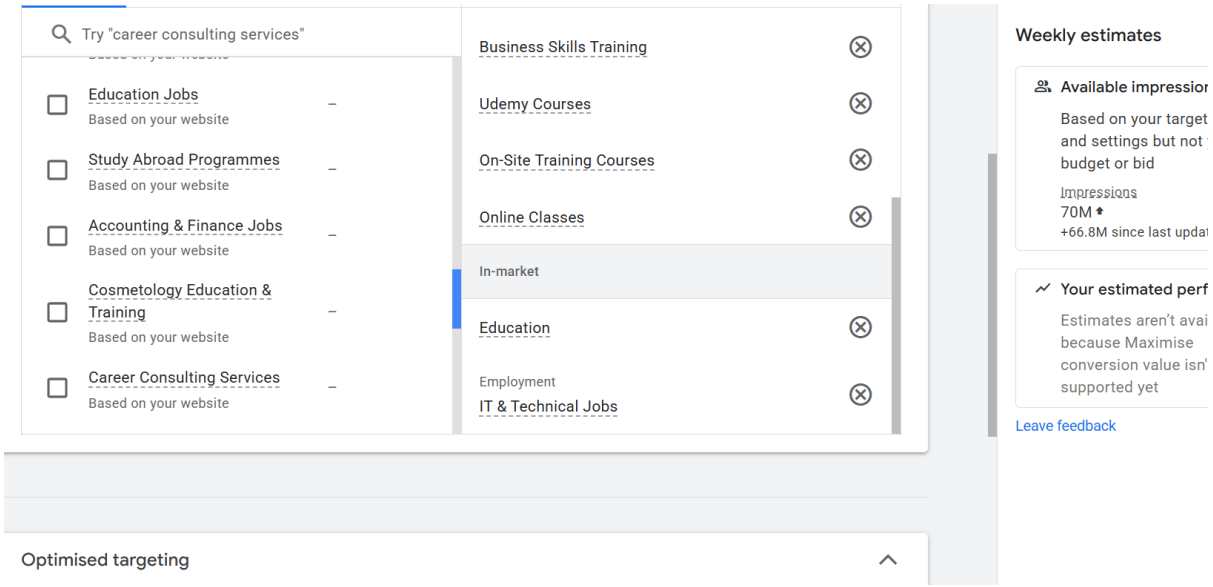

Choose operating systems
Linux
MacOS
Windows Phone
Windows10
Windows11
iOS
webOS
6 selected
Clear all
Android
All versions
Change
MacOS
All versions
Windows Phone
All versions
Change
Windows10
All versions
Windows11
All versions
iOS
Cancel
Done
Device Models
All device models

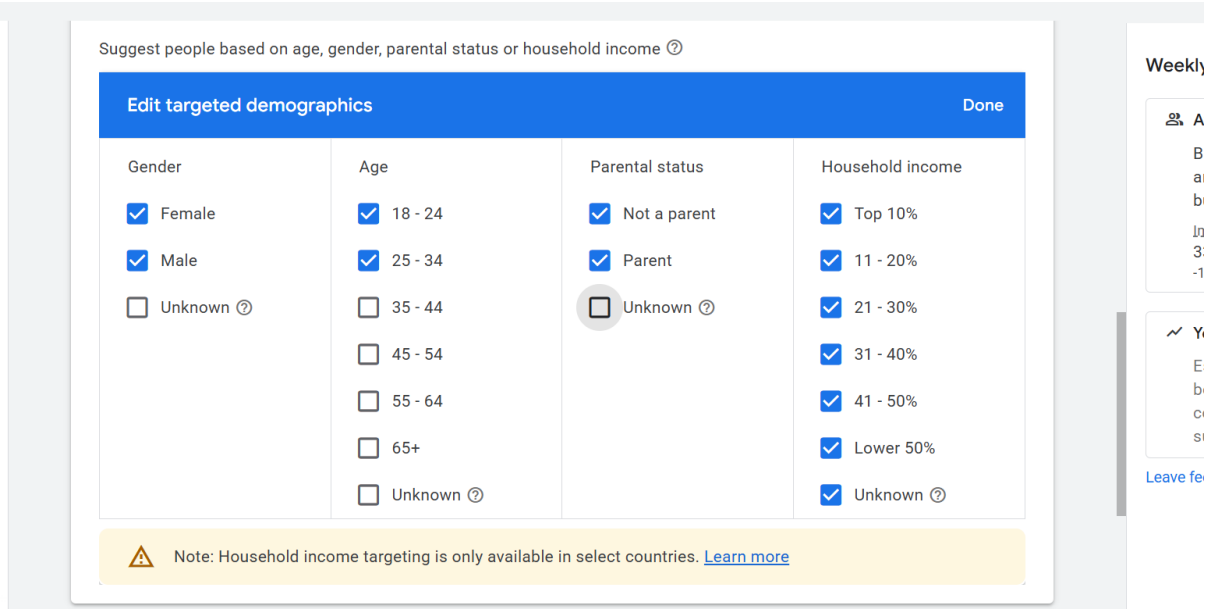

Custom parameters
{_Name }
=
5000
Dynamic ads
Use dynamic ads feed for personalised ads
Business type
Education
You'll be reminded to upload your feed when your campaign is ready

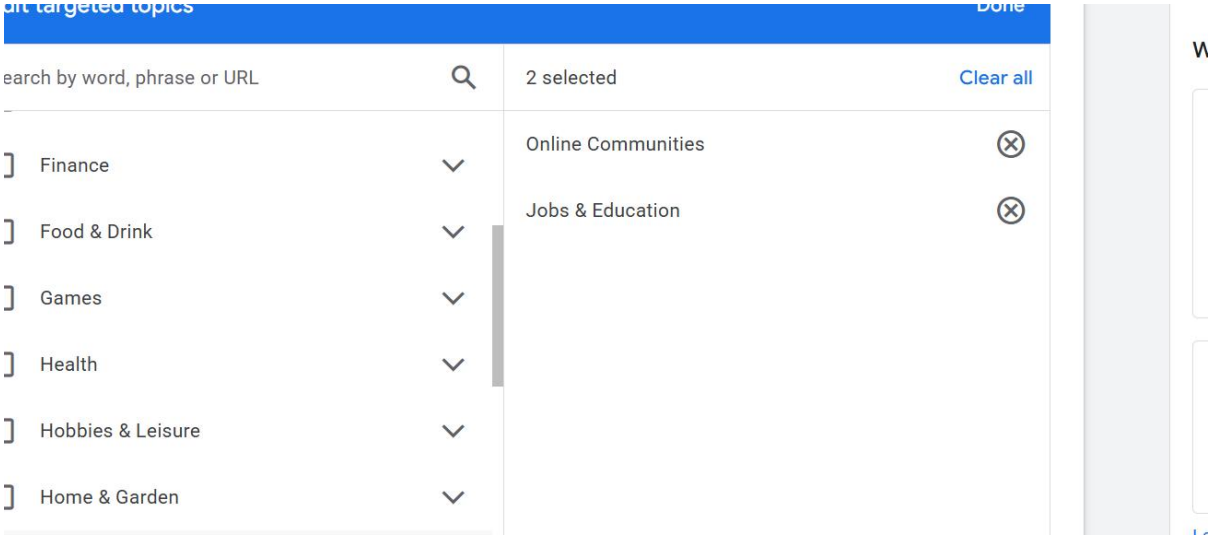

Start and end dates
Start date
26 Dec 2025
End date
None
4 Jan 2026
Your ads will continue to run unless you specify an end date.
More settings
Next

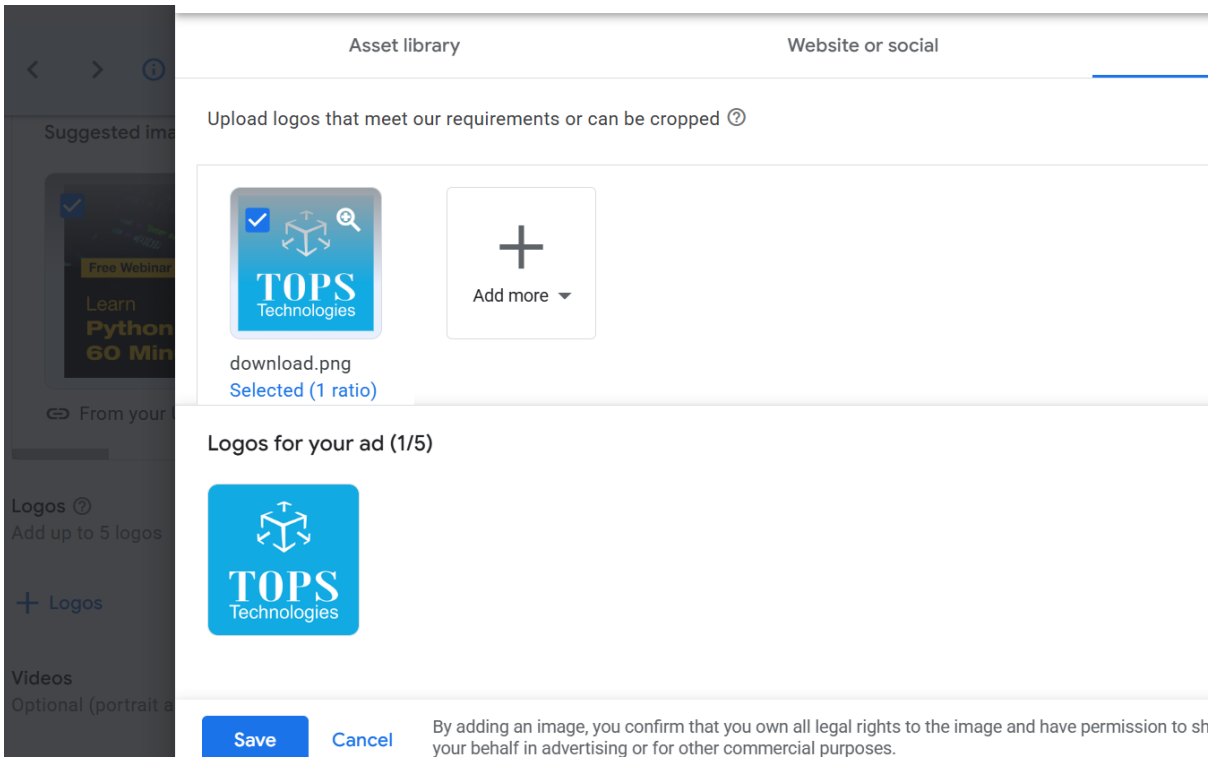

Content label (Display and GVP)
Sensitive content
Content type
DL-G: General audiences
Content suitable for families
DL-PG: Most audiences with parental guidance
DL-T: Teen and older audiences
DL-MA: Mature audiences
Content not yet labelled
Tragedy and conflict
Sensitive social issues
Profanity and rough language
Sexually suggestive
Sensational and shocking
Games
Inactive
Live streaming videos
Embedded YouTube videos
Below-the-fold
G-mob mobile app non interstitial
Inactive
Parked domains
In-video
While content exclusions are completed to the best of our ability, we can't guarantee that all related content will be excluded.


Budget and bidding
Budget
Set your average daily budget for this campaign
₹ 5,000.00
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?
Conversion value
Recommended for your campaign goal
This campaign will use the Maximise conversion value bid strategy to help you get the most conversion value for your budget


Try "career consulting services"
Education Jobs
Based on your website
Study Abroad Programmes
Based on your website
Accounting & Finance Jobs
Based on your website
Cosmetology Education & Training
Based on your website
Career Consulting Services
Based on your website
Business Skills Training
Udemy Courses
On-Site Training Courses
Online Classes
In-market
Education
Employment
IT & Technical Jobs
Weekly estimates
Available impressior
Based on your target
and settings but not
budget or bid
Impressions
70M
+66.8M since last updat
Your estimated perf
Estimates aren't avai
because Maximise
conversion value isn'
supported yet
Leave feedback
Optimised targeting


Suggest people based on age, gender, parental status or household income
Edit targeted demographics
Done
Gender
Female
Male
Unknown
Age
18 - 24
25 - 34
35 - 44
45 - 54
55 - 64
65+
Unknown
Parental status
Not a parent
Parent
Unknown
Household income
Top 10%
11 - 20%
21 - 30%
31 - 40%
41 - 50%
Lower 50%
Unknown
Note: Household income targeting is only available in select countries. Learn more
Weekly


Done
earch by word, phrase or URL
2 selected
Clear all
Finance
Food & Drink
Games
Health
Hobbies & Leisure
Home & Garden
Online Communities
Jobs & Education


Asset library
Website or social
Upload logos that meet our requirements or can be cropped
TOPS
Technologies
download.png
Selected (1 ratio)
Add more
Logos for your ad (1/5)
TOPS
Technologies
Save
Cancel
By adding an image, you confirm that you own all legal rights to the image and have permission to sh
your behalf in advertising or for other commercial purposes.
Logos
Add up to 5 logos
Logos
Videos

five high quality images (two landscape, two square), five headlines and five descriptions.

Ad strength
Good

Video

Descriptions

Include native formats to expand your reach to more publishers. Adding native formats might also improve ad performance. Learn more

Ad URL options

More options

Call to action text

Contact us

English (United Kingd...

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.

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.

Create ad

Cancel

Weekly esti

Availab

Based c and set budget

Impressi 14M +8.1M si

Your es

Estimat becaus convers support

Leave feedback

Ad creation

New ad

Next

Content exclusions: Item not found

Fix it

Campaign review

Campaign name	Tops Blast
Campaign type	Display
Objective	Website traffic
Goal	Page views
Final URL	https://www.tops-int.com/

Campaign settings

Weekly estimates

Available impres

Based on your ta and settings but budget or bid

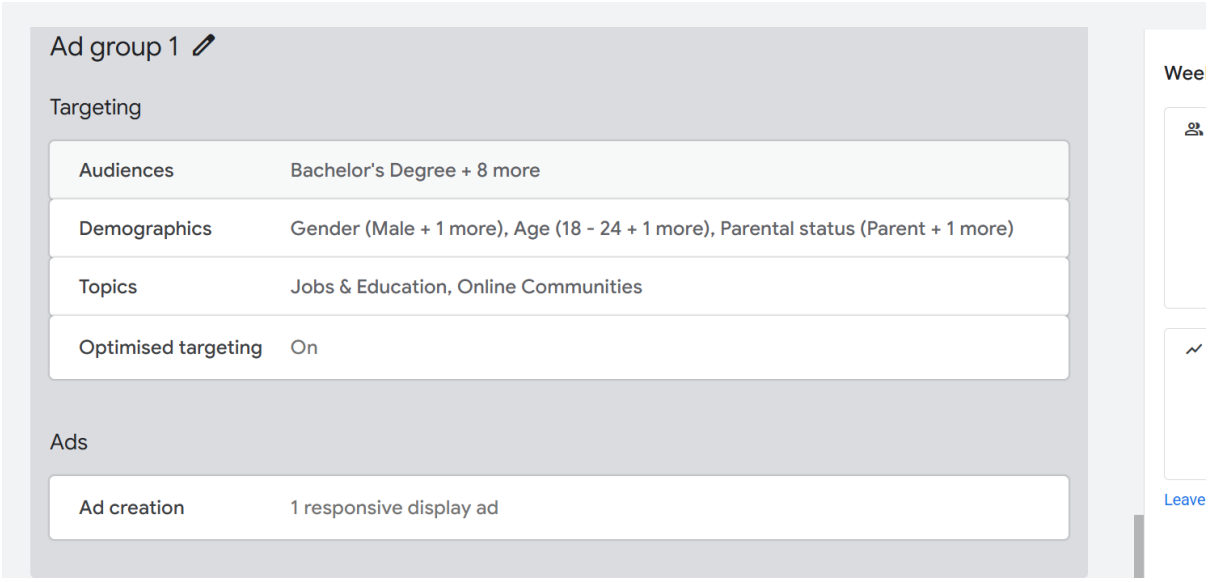
Impressions 290M

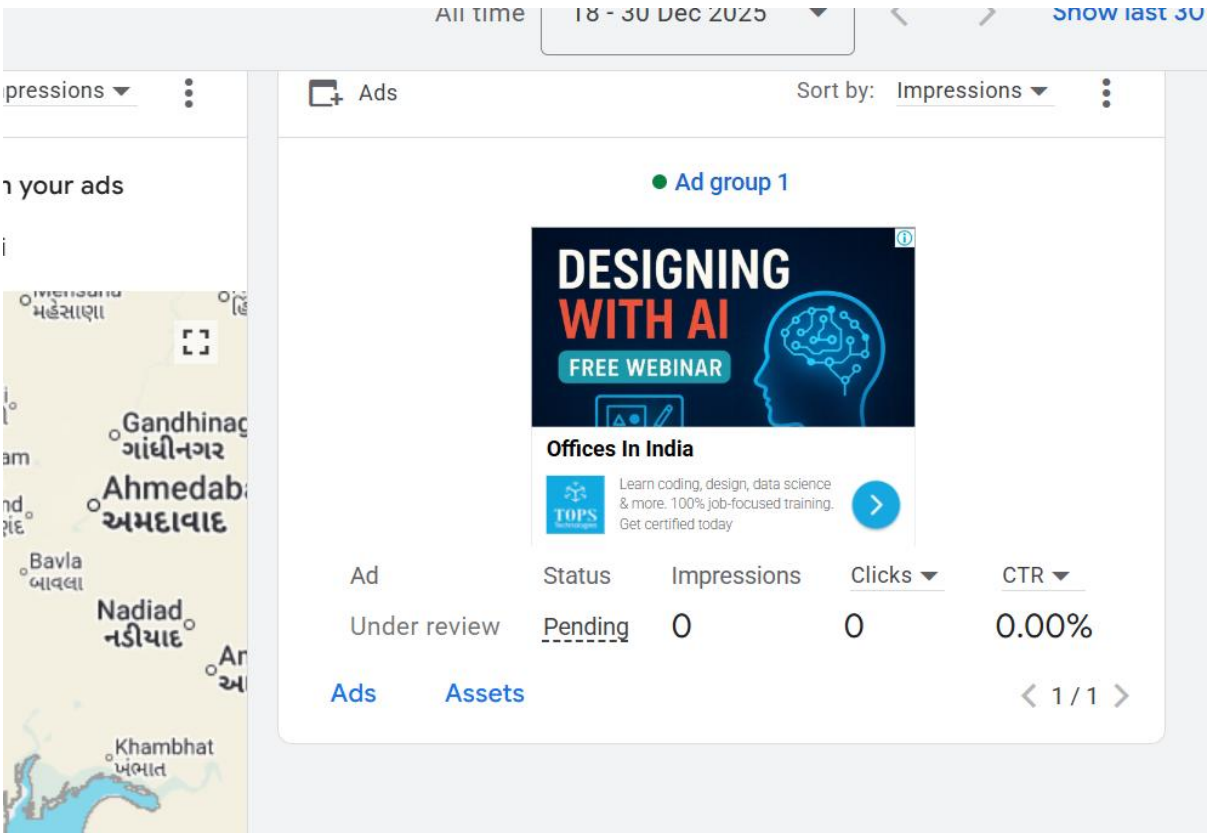
0 since last update

Your estimated

Estimates aren't because Maximi conversion value supported yet

Leave feedback


Ad group 1
Targeting
Audiences
Bachelor's Degree + 8 more
Demographics
Gender (Male + 1 more), Age (18 - 24 + 1 more), Parental status (Parent + 1 more)
Topics
Jobs & Education, Online Communities
Optimised targeting
On
Ads
Ad creation
1 responsive display ad
Wee
Leave


All time
18 - 30 Dec 2025
Show last 30
pressions
Ads
Sort by:
Impressions
your ads
Ad group 1
DESIGNING
WITH AI
FREE WEBINAR
Offices In India
Learn coding, design, data science & more. 100% job-focused training. Get certified today
Ad
Status
Impressions
Clicks
CTR
Under review
Pending
0
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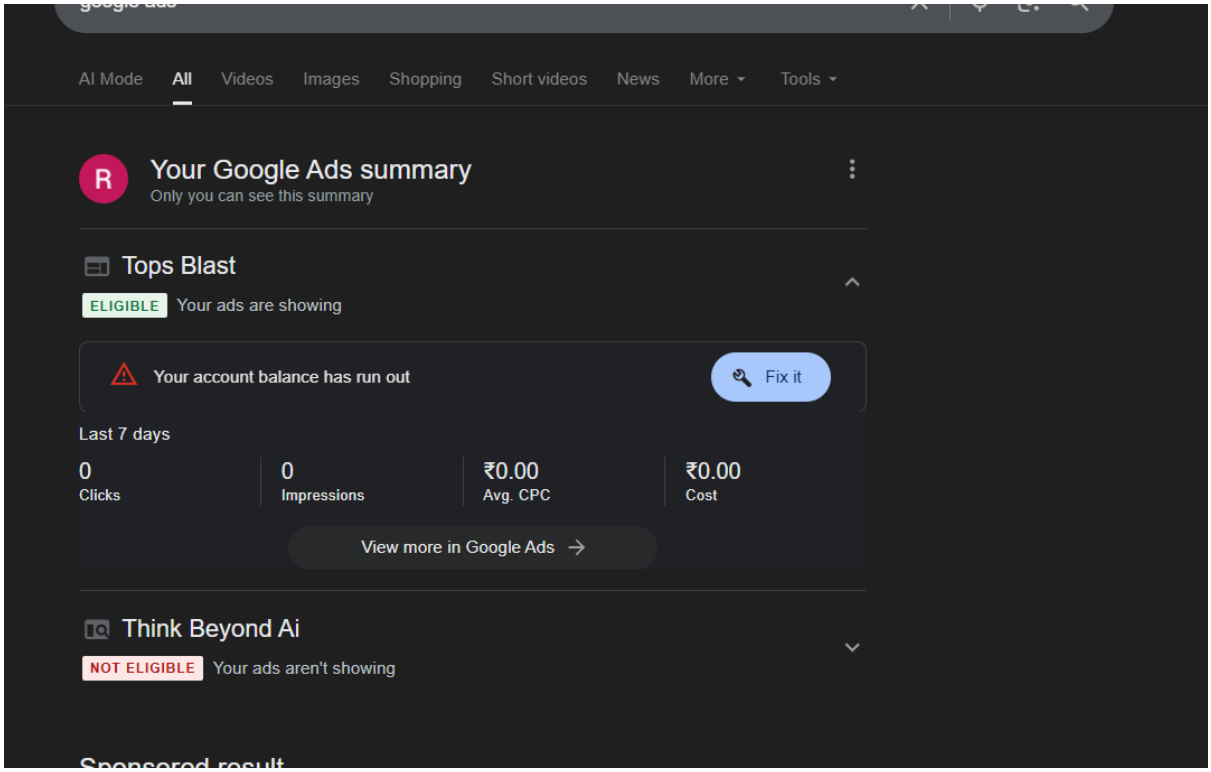
Ads
Assets
1 / 1
Gandhinag
ગાંધીનગર
Ahmedab
અમદાવાદ
Bavla
બાવલા
Nadiad
નડીયાદ
Khambhat
ખંભાત


AI Mode
All
Videos
Images
Shopping
Short videos
News
More
Tools
R
Your Google Ads summary
Only you can see this summary
Tops Blast
ELIGIBLE
Your ads are showing
Your account balance has run out
Fix it
Last 7 days
0
Clicks
0
Impressions
₹0.00
Avg. CPC
₹0.00
Cost
View more in Google Ads
Think Beyond Ai
NOT ELIGIBLE
Your ads aren't showing