



**SNS COLLEGE OF
TECHNOLOGY**
(An Autonomous Institution)
COIMBATORE- 641 035



Department of Computer Science and Engineering
19CSO404 – Fundamentals of Digital Marketing

Understanding Ad Ranks

- ▶ Ad Rank is a value that's used to determine where ads are shown on a page relative to other ads, and whether your ads will show at all. Your Ad Rank is recalculated each time your ad is eligible to appear.
- ▶ Search Engines have refined their auction process to reward advertisers showing quality ads that are relevant to the user query.

The algorithm of google search ads is:

$$\text{Ad Rank} = \text{Maximum Bid} * \text{Quality score}$$

Understanding Ad Auction model

Setting the right bids:

- ▶ A bid is how much you are willing to pay for a specific action, like a click.
- ▶ One way to improve your odds of winning an auction is to set a high, competitive bid.

- ▶ By strategically placing your bid, you'll have a stronger chance of getting in front of audiences that are most likely to take an action on the ad (e.g. a click).
- ▶ Smart bid management will improve the quantity and quality of your results, such as clicks or impressions, and markedly improve your ROI.

The quality score consists of 3 components:

- Landing page
- Expected CTR
- Relevance

Landing Page:

- ▶ Landing page is **the webpage where people end up after they click your ad**. The URL of this page is usually the same as your ad's final URL. For each ad, you specify a final URL to determine the landing page where people are taken when they click your ad.

Expected CTR:

- ▶ In Google Ads, expected click-through rate (CTR) is a **keyword status that measures how likely it is that your ads will get clicked when shown for that keyword**, irrespective of your ad's position, extensions and other ad formats that may affect the prominence and visibility of your

ads.

Relevance:

- ▶ Google [defines relevance](#) as how closely an ad campaign matches a user's search, determined by the relationship between keywords, ads, and post-click landing page.
- ▶ Ad relevance, or keyword relevance, refers explicitly to how closely your keywords relate to your ads.
- ▶ For example, a Google search for "CRM for real estate" showed this ad

[Real Estate CRM Software | Follow up w/ Prospects Easily | zoho.com](#)

 www.zoho.com/ ▼

Manage Clients & Properties From One Place. Get Your Business Organized with Zoho