



SNS COLLEGE OF TECHNOLOGY

Coimbatore-37.

An Autonomous Institution



COURSE NAME : 19CSE309 & DIGITAL MARKETING AND ITS TOOLS

III YEAR/ VI SEMESTER

UNIT – 3 SEARCH ENGINE ADVERTISING

Topic: Understanding Ad Ranks

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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



Cont,...



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.



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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](https://www.zoho.com/)

(Ad) www.zoho.com/ ▼

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

