

Mobile Ads

Hodge Podge II

Q: If you use a Flexible bid strategy what will happen?

Q: If you use a Flexible bid strategy what will happen?

A. It will automatically optimize your bids based on your Key Performance Indicator.

Q: If you value mobile traffic over desktop traffic what type of bid adjustment should you set?

Q: If you value mobile traffic over desktop traffic what type of bid adjustment should you set?

A: Increase bid adjustment for mobile.

Q: What type of bidding can you do to improve the chance that your ad gets to the top?

Q: What type of bidding can you do to improve the chance that your ad gets to the top?

A: Target search page location.

Q: What type of bidding is ideal for individuals who want to save time?

Q: What type of bidding is ideal for individuals who want to save time?

A: Automatic Bidding.

Q: Why is being on the top of a mobile page so important?

Q: Why is being on the top of a mobile page so important?

A: Ads above the results get more notice with the smaller mobile screens.

Q: For Display Network campaigns
what tool do you want to use to
provide you ideas and estimates?

Q: For Display Network campaigns
what tool do you want to use to
provide you ideas and estimates?

A: Display Planner.

Q: How can you reach different categories of apps with in-app display ads?

Q: How can you reach different categories of apps with in-app display ads?

A: Use a Display Network Campaign targeting mobile apps.

Q: Where does your ads show if your campaign is running on Display Networks?

Q: Where does your ads show if your campaign is running on Display Networks?

A: It will automatically be eligible to show in mobile apps.