Budgets and Bidding

Google AdWords Fundamentals

Question: Where can you use CPM Bidding?

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ANSWER: DISPLAY NETWORK ONLY.

Question: Where can you use Frequency Capping?

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ANSWER: DISPLAY NETWORK ONLY.

Question: What is the benefit of Frequency Capping?

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ANSWER: IT LIMITS THE TIMES A USER SEES YOUR AD FOR A SET AMOUNT OF TIME.

Question: Text, Image, Video, and Rich Media are available on what platform?

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ANSWER: DISPLAY NETWORK.

Question: Is CPC or conversion rate a good measure of success on the Display Network?

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ANSWER: NO.

Question: Is Overall Cost Per Conversion a good measure of success on the Display Network?

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ANSWER: YES.

Question: What does Max CPC means?

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ANSWER: IT MEANS THE HIGHEST AMOUNT SOMEONE IS WILLING TO BID FOR THE CLICK. Question: When Google automatically reduces your CPC on the Display Network when it knows a conversion is less likely what is this called?

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ANSWER: SMART PRICING.

Question: When can't you use CPM bidding?

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ANSWER: IN CAMPAIGNS THAT OPT OUT OF THE SEARCH NETWORK.

Question: If you set a daily budget lower than the recommended what happens?

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ANSWER: YOUR ADS WILL NOT SHOW EVERY TIME IT CAN.

Question: What should your goal be when using CPC bidding?

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ANSWER: HAVING A HIGH AVERAGE PROFIT FROM EACH CLICK.

Question: Can either CPM or CPC be used on the Display Network?

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ANSWER: BOTH.

Question: How will a CPM and CPC bid compete against each other?

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ANSWER: GOOGLE WILL ESTIMATE
HOW MANY CLICKS EACH WILL RECEIVE
WITH 1000 IMPRESSIONS AND PICK THE
ONE IT BELIEVES WILL GET MORE
CLICKS.

Question: How can you use CPC to automatically bid more aggressively in auctions more likely to result in a conversion?

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ANSWER: YOU CAN USE ENHANCED COST PER CLICK.