

Display Network

Google AdWords Fundamentals

Question: What does a low CTR on the Display Network do to the Search Network Quality Score?

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ANSWER: NOTHING.

Question: How can you make sure your ads show up on specific webpages, videos, games, etc?

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ANSWER: USE MANAGED PLACEMENTS.

Question: What is Smart Pricing?

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***ANSWER: WHEN GOOGLE
AUTOMATICALLY REDUCES CPC BIDS
BASED ON LIKELIHOOD OF
CONVERSION.***

Question: Do you need to add plurals, misspellings, etc to the Display Network?

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ANSWER: NO. DISPLAY IS BROAD MATCH ONLY.

**Question: Which types of bids
available in the Display Network?**

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ANSWER: CPM AND CPC BIDS.

Question: How does Google determine where ads show up in the Display Network?

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***ANSWER: AUTOMATIC PLACEMENT
BASED ON CONTEXT.***

Question: What is managed placements?

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ANSWER: IT'S WHEN YOU CHOOSE WHICH WEBSITES YOU WANT YOUR ADS TO APPEAR ON.

Question: How is Quality Score determined on the Display Network?

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ANSWER: BY THE LANDING PAGE.

Question: How can you see the potential webpages your ads can show up on?

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ANSWER: USING THE CONTEXTUAL TARGETING TOOL.

Question: You wish to pay per video view, what do you use?

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ANSWER: TRUEVIEW.