

Cost-per-click (CPC): Definition

Cost-per-click (CPC) bidding means that you pay for each click on your ads. For CPC bidding campaigns, you set a maximum cost-per-click bid - or simply "max. CPC" - that's the highest amount that you're willing to pay for a click on your ad (unless you're setting bid adjustments, or using Enhanced CPC).

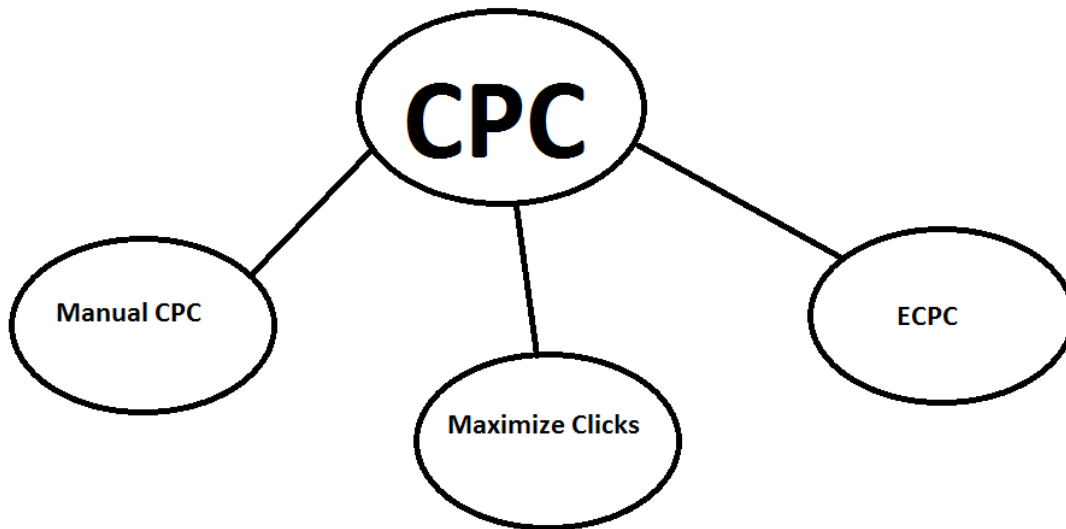
- Your **max. CPC** is the most you'll typically be charged for a click, but you'll often be charged less -- sometimes much less. That final amount you're charged for a click is called your **actual CPC**.
- If you enter a max. CPC bid and someone clicks your ad, that click won't cost you more than the maximum CPC bid amount that you set.
- You'll choose between manual bidding (you choose your bid amounts) and automatic bidding (let Google set bids to try to get the most clicks within your budget).
- CPC pricing is sometimes known as pay-per-click (PPC).

Why to Use PPC Advertising ?

- **Because It Provides First Page Exposure On The Top Of The Most Popular Search Engines**
- **Because It Provides Immediate Traffic**
- **Because It Provides Consistent Traffic**
- **Because It Provides Targeted Traffic**
- **Because It Allows You To Change Your Ads Easily**
- **Because It Allows You To Test Your Campaign Easily**
- **Because It Allows You To Reach More People**
- **Because It Allows You To Track Results**
- **Because It Allows You To Have Geo-Targeted Ads**

➤ **Because It Allows You To Schedule Your Ads**

GOOGEL ADS (Google ADWORDS) CPC :-



Types of CPC:

- (1)Manual CPC
- (2)Maximize Clicks
- (3)ECPC (Enhanced CPC)

Manual CPC:

- With Manual Cost-Per-Click (CPC) bidding, you can set a maximum price on the cost of someone clicking on your AdWords ads.
- Note: You can get good value with this bidding method because you pay only when a viewer is interested enough to click your ad.

How Manual CPC bidding works:

- Example
- If you think it's worth 19rs to have someone visit your website, you can set 19rs as your max. CPC. You'll pay a maximum of 19rs when a person reads your ad and clicks it, and you pay nothing if they don't click.
- Let's say you create a text ad and set a max. CPC bid of 19rs. If 500 people see the ad, and 23 of them click to learn more, you pay only for those 23 clicks. Your max. CPC bid was 19rs, so you'll pay no more than 23 clicks x 19.
- Often you'll pay less than your max. CPC because with the AdWords auction, the most you'll pay is what's minimally required to hold your ad position and any ad formats shown with your ad, such as sitelinks.

Maximize clicks:

- **Maximize Clicks** automatically sets your bids to help get as many clicks as possible within your budget.
- **Maximize Clicks**, you set a target daily budget and the AdWords system automatically sets your maximum cost-per-click (CPC) bids on your behalf, with the goal of getting you the most **clicks** possible within that budget.

Enhanced cost-per-click (ECPC):

- **Enhanced cost-per-click (ECPC)** automatically adjusts your manual bids to help you get more conversions, while trying to achieve the same cost-per-conversion.

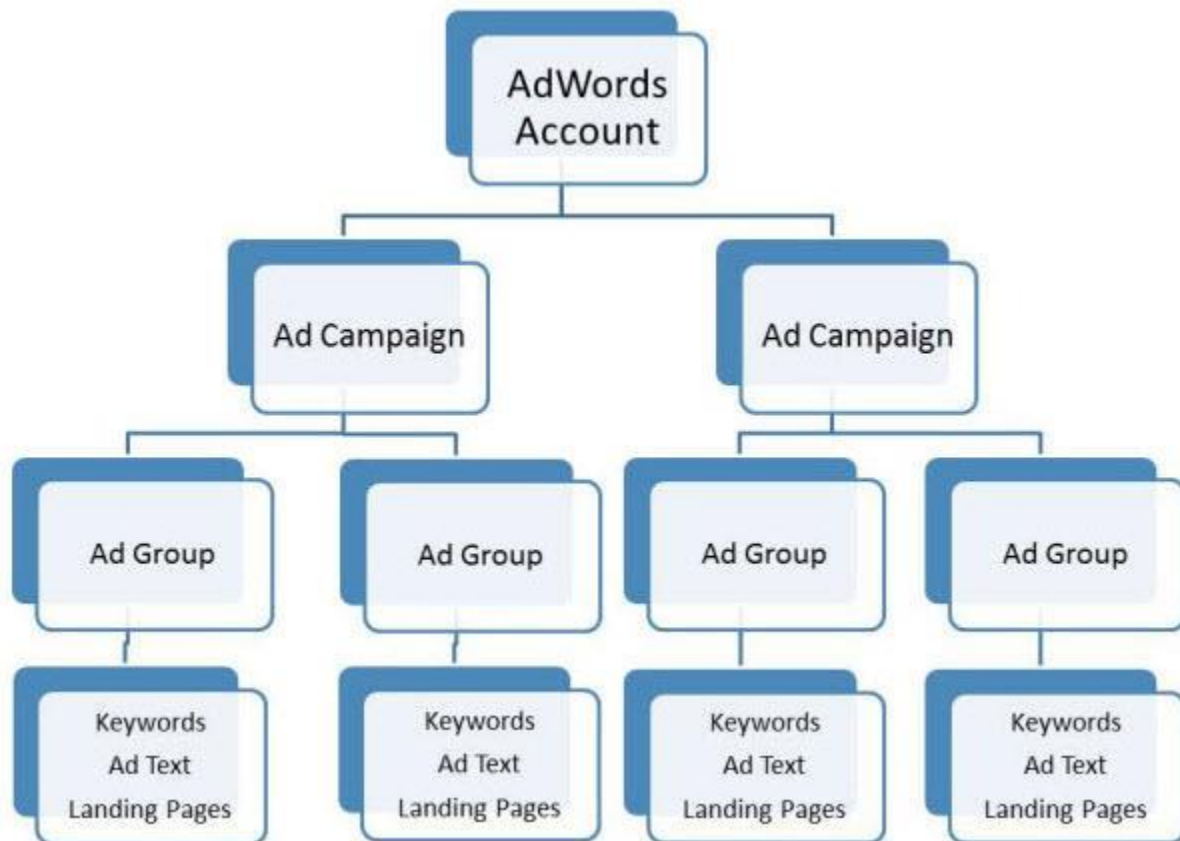
- ECPC is available as an optional feature with Manual CPC bidding.
- With ECPC, you'll still have control over your bids just like you did before, but ECPC helps you by adjusting each bid based on how likely it is that a click will result in a conversion. If a click seems likely to convert, ECPC will raise your max CPC (after applying any bid adjustments you've set).

Manual CPC	Maximize clicks	ECPC
We can set Daily budget We can set Max CPC bid amount for keywords NOTE: Actual CPC is often less than max. CPC because with the AdWords auction, the most you'll pay is what's minimally required to hold your ad position and any ad formats shown with your ad, such as sitelinks.	We can set daily budget We Can Not set Max cpc bid amount for keywords	It is optional with your Manual CPC . If a click seems likely to convert, ECPC will raise your max CPC. Note: Keep in mind that your actual CPC may exceed your max. CPC if, for example, you've enabled Enhanced CPC or if you've set a bid adjustment .

About Google Ads campaign types

Advertising with Google Ads starts with creating a [campaign](#). The type of campaign you choose to create should be based on your advertising goals. For example, if you'd like to show ads on Google.com to get more visitors to your website, you should choose a [Search Network](#) campaign.

Let's see more about Google Ads Campaign Structure:-



Above Campaign Structure Explanation:-

AdWords Account includes Many ad campaign

IN Ad Group There are

(a)keywords list ,

(b) Ads text

For example:-

Digital Marketing Course | 100% Placement Assistance

 www.ommaurya.com

30 Case Studies, 100+ Tools, 15+ International Certifications. Book Trial Today. Award Winning LMS. Loan Facility Available. Highlights: Learning Management System, Easy To Understand, Interactive Coaching.

(c) Landing pages.

Campaign type:-

Each advertising network has different types of campaigns to suit your goals. This article goes through some campaign types.

(1)Search Network only:

Search Network only” (which means Google search only)

(2)Display Network only :

“Display Network only” (which means your ad shows up in Google’s Display network of websites, videos, YouTube, Blogger and more. This is also known as AdSense)

(3)Search Network with Display Select:

“Search Network with Display Select” (which is a combo of search and display)

(4)Shopping :

Best way to create shopping ads

(5)Video:

Video ads on youtube and across the web.

(6) Universal app campaign :

Promote your app across search, Display and Youtube .

Consider your Goals & Bidding Techniques:-

Each bid strategy is suited for different kinds of campaigns and advertising goals. For the purposes of bidding, you'll want to consider four basic types of goals, along with your current campaign settings.

- If you want customers to take a direct action on your site, and you're using **conversion tracking**, then it may be best to focus on conversions. Smart Bidding lets you do that.
- **If you want to generate traffic to your website, focusing on clicks could be ideal for you. Cost-per-click (CPC) bidding may be right for your campaign.**
- If you want to increase brand awareness—not drive traffic to your site—focusing on impressions may be your strategy. You can use cost per thousand viewable impressions (vCPM) bidding to put your message in front of customers. You can also use a Target Search Page Location or Target Outranking Share strategy to maximize visibility.
- If you run video ads and want to increase views or interactions with your ads, you can use cost-per-view (CPV) or CPM or cost-per-thousand (CPM) bidding.
- If you run video ads and your goal is to increase product or brand consideration you can use cost-per-view (CPV).