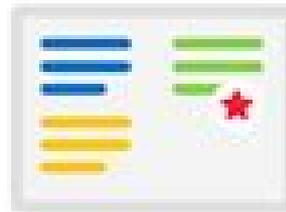
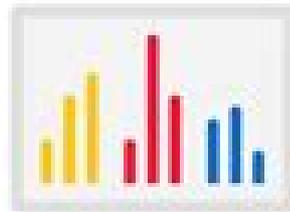


How Does Google Ads Work?



1

User Interaction

- User searches on Google or visits a GDN site

2

Auction System

- Google holds a quick auction
- Advertisers bid for ad placement

3

Relevance & Quality

- Ads are evaluated for relevance to the search or content
- Quality Score measures the ad's overall quality

4

Ad Rank Determination

- Combines bid amount and Quality Score
- Determines the ad's placement and position

5

Ad Display

- Highest-ranking ads are shown
- Position based on Ad Rank

When Ads Work

Michael Seilmaier



When Ads Work:

When Ads Work John Philip Jones, 2007 The accepted wisdom in advertising is that ad campaigns are good for building brand recognition and good will but not for immediate sales impact When Ads Work argues the opposite that well planned and well executed advertising campaigns can and should have an immediate impact on sales Featuring numerous examples from recent ad campaigns the new edition of this popular book is a model for any successful advertising research program With a device he calls STAS Short Term Advertising Strength a measure of the immediate effect of advertising on sales the author demonstrates th

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Most chapters have been specifically written for this volume and are complemented by a few adaptations of classic articles

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