

Paid Search

Marketing

How the auction works, and what quality score changes.

Ad rank combines the bid with expected quality, so a more relevant ad wins at a lower bid.

Ad rank $\approx$ Bid $\times$ Quality $\cdot$ You pay just enough to beat the next rank

High quality score

Relevance is rewarded.

Lower cost per click

Broad match

Needs negatives.

Wide reach, wasted spend

Exact match

Precise, limited volume

THE COMMON MISTAKE

✗ **Judging campaigns on cost per click**

✓ **Judging on cost per acquisition**

Cheap clicks from irrelevant queries cost more per customer than expensive clicks from ready buyers.

Negative keywords are usually the fastest saving available in an underperforming account.