PPC Glossary – A-Z

- **Ad Extensions** - Ad Extensions are pieces of relevant information that can be added to your text adverts. These can include App Extensions, Call Extensions, Callout Extensions, Location Extensions, Review Extensions, Sitelinks and Structured Snippets. All extensions are explained within this document.

- **Ad Group -** Ad Groups sit within Campaigns, and are typically made up of a single ad or group of ads that focus on a particular set of keywords. For example the Keyword 'New TVs' may fall under the Ad Group 'TVs' within the campaign 'Electronics'.

- **AdWords –** The advertising platform developed by Google which allows advertisers to create and target adverts in various formats to users of the Google Search, Google Display and Search Partner networks.

- **Analytics** - Analytics generally refers to 'Google Analytics' - a dashboard where we can gain valuable insights into a wide range of data sourced from users visiting and interacting with your website.

- **App Extensions** - App Extensions are an Ad Extension which enable you to display/promote your App on your text ad in search results.

- **Audience** – An 'Audience' refers to a market, demographic or list of people you wish to target with your advertising. This is commonly used when Remarketing - for example, displaying tailored ads to users who have visited your website but haven't filled out a form.

- **Avg. CPC –** Avg. CPC or 'Average Cost Per Click' refers to the cost to the advertiser when somebody clicks on your advert. This price is determined by the bid amount, and is calculated by dividing the total cost by the number of clicks.

- **Avg. Pos –** Avg. Pos stands for 'Average Position' - which specifies the average position of your ad in the results of a particular search query.

- **Bid –** A Bid is the amount of money you are willing to pay for each click on your advert, dependent on the given keyword that resulted in the ad being displayed.

- **Call Extensions –** Call Extensions are an Ad Extension that allow you to display either your business telephone number or a Google Forwarding number on your text ad in search results.

- **Callout Extensions –** Callout Extensions are an Ad Extension that let you display additional text to your search ads, providing detailed information about your business, including the products and services you offer.

- **Campaign -** A campaign is the top level of the AdWords structure, containing one or more ad groups with a set of keywords and ads. A campaign can be as broad or specific as needed, depending on the desired structuring of the account.

- **Clicks -** Clicks refer to the total number of clicks you have received on a particular ad. These can be viewed at any level - from clicks on a particular campaign right down to individual keywords.

- **Conv. -** Conv. is short for 'Conversions', a desired outcome such as a purchase or contact form completion. These are tracked and reported back into AdWords.

- **Conv. % -** Conv. % represents the percentage of conversions out of the total number of people who visited your website through clicking the paid search ad.

- **Cost –** Cost is the total amount of spend - and can be reported at any level (campaign, ad group etc.)

- **Cost/Conv. –** Cost/Conv. is the cost of each conversion that you received through paid search advertising.

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- **CPA –** 'Cost Per Acquisition' can either relate to the bidding method whereby you pay per conversion rather than per click - or can share the definition of cost/conv – which is the spend required to attain a conversion.

- **CTR –** CTR or Click Through Rate is the ratio of people who click on your ad out of the total number of people who see it (impressions). This figure is shown as a percentage.

- **Display Network –** Part of the Google advertising network where image, text, video adverts are displayed on videos, apps and websites – providing that your keywords are related to the sites content.

- **Impressions –** The total number of people who have been exposed to your ad.

- **Keywords –** A single word or series of words that are directly linked to your advert – the match type will determine the relevance of your ad to the phrasing of the exact search query.

- **Location Extensions** – An ad extension that dynamically attaches your business address to your ads.

- **Match Types –** Match types or *Keyword Matching* refers to the different ways of matching search terms that are entered to the keywords associated with your advert. These are split into:

  - **Broad Match** – A wide ranging matching type that will display a broad range of terms that are related to the search term but not an exact match.

  - **Broad Match Modifier –** Similar to Broad Match, albeit each word is preceded by a plus symbol, which will result in the exclusion of related searches or synonyms of a keyword.

  - **Phrase Match –** Will match the phrase of a set of words in a particular order.

  - **Exact Match –** Will only display ads when the keyword matches the search term exactly.

  - **Negative Match –** Will omit the ad from being displayed if the search term contains a certain keyword.

- **Remarketing –** Remarketing is the process of targeting an audience of people who have previously visited your website. Generally, it is an effective way of re-iterating your brand and increases the

likelihood of conversions through showing highly relevant, tailored ads to an audience who are already familiar with your brand/website.

- **Remarketing Tags –** A snippet of code that will need to be placed manually on the coding of your website, or set up to run through Google Tag Manager code, in order for us to build an audience for remarketing purposes.

- **Review Extensions –** An extension that will display reviews from a credible third party source, alongside your text ad.

- **RLSA –** Remarketing Lists for Search Ads allow you to tailor adverts and remarket them on the Search Network to users who have previously visited your site – on the basis that a returning visitor is more likely to convert.

- **ROAS –** Return on Advertised Spend – the amount of profit derived as a result of paid advertising (advertising revenue/advertising costs).

- **Search Network –** An advertising network which will display your ads when a user has entered and searched for a set of keywords, providing they meet certain requirements.

- **Search Query Report –** A report that details all of the search terms that have displayed your ads within a given time period. This is useful as it allows us to determine keywords that either need to be targeted or omitted from campaigns.

- **Structured Snippets –** These are ad extensions that which allow you to highlight product or service information in your ads which you think the user might find useful and subsequently make your ad more relevant.

- **Tag Manager –** Google Tag Manager is a tool that allows us to have control over tracking page interactions and conversions by placing a single line of code on each page of your website.

- **View-Through Conversions –** These are conversions that have occurred within 30 days of a display ad appearing for which there was no ad click generated.