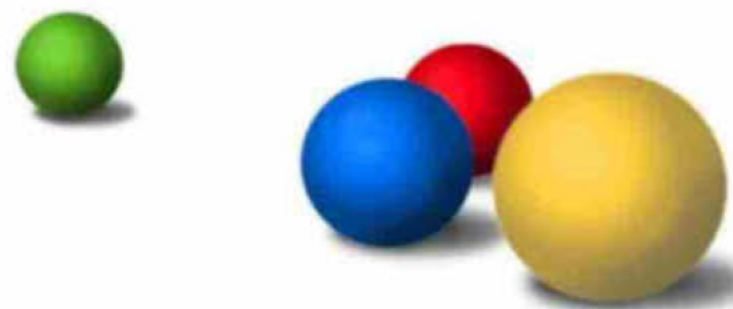




Ads Quality: From A - Z in 16 chapters

Author: Kai Hansen
Status: Draft
Last Revision Date: January, 2008



Ex. No.

UPX0925

1:20-cv-03010-APM

1

Section A: Overview



Google Confidential and Proprietary 2

Chapter 1: History & Vision



Google Confidential and Proprietary 3

Our Vision



We believe that by consistently serving high quality ads, our users will continue to consider ads as a great source of information when they are searching for products and services.

Curtis Lee,
Product Marketing Manager, Ads Quality

Google Confidential and Proprietary 4

I'm looking for a Citigroup quote here to use, if possible...

Our Core Beliefs on AQ



- 1 Google believes that anything short of us delivering high quality relevant ads to the user will harm the overall experience and our brand
- 2 We feel responsible for ensuring ads served by Google are relevant and maintain a high standard for our results pages
- 3 We closely monitor the quality of the ads we deliver and design ways to increase the quality of those ads
- 4 Rather than showing ads which provide a low quality experience for users who click on them, we prefer to show no ads at all
- 5 Serving the most relevant and highest quality ads is paramount to our company's objective of delivering the most relevant information and it remains our chief objective

Google, Confidential and Proprietary 5

A brief history of Ads Quality



- **Fall 2000:** AdWords is born as Google's online advertising solution, allowing advertisers to buy traffic on Google.com on a CPM basis.
- **February 22, 2002:** The AdWords system receives a major overhaul and re-launches as a service that is closer to what we know today. All of the ads on the right hand side are now ranked on a pay-per-click basis. Keywords with a CTR below 0.5% are disabled and reps are allowed to disapprove keywords that don't seem relevant.
- **January 2004:** The system changes once again, "sunsetting" the CPM ads that appeared at the top and integrating them into the pay-per-click auction. At this time, keywords are evaluated solely based on their CTR and are labeled active, slowed, or disabled based on their performance.
- **November of 2004:** Smarter Keyword Evaluation launches, removing the slowed status and creating "in trial" and "on hold".
- **August 16, 2005:** In response to advertiser complaints about keyword disabling and to make the system more transparent, quality-based minimum bids - the system we use today - launches
- **December 2006:** To enable quality analysis beyond the ad itself, Landing Page Quality is being introduced as part of Quality Based Bidding.

Google, Confidential and Proprietary

Core areas of constant improvement



- 1 Quality-based ranking improvements
- 2 Demotion or removal of low-quality ads
- 3 Higher placement of higher-quality ads
- 4 Better ad/query matching
- 5 General Ads UI improvements.

Source: Google Analyst Day – October 2007

Google, Confidential and Proprietary 7

Who is Who in AdsQuality



Google. Confidential and Proprietary 8

Chapter 2: Introduction



Google Confidential and Proprietary 9



- High-quality ads benefit the entire online advertising system:
- Because Google AdWords serves high-quality ads:
- [Entrance 1] Users learn to trust our ads as a relevant source of information. They click more often, which:
- [Entrance 2] Brings advertisers more targeted leads.
- [Entrance 3] Website publishers also benefit from increased ad traffic, since they gain revenue each time ads showing on their websites are clicked. More publishers seeking revenue join the Google Network. As the Google Network grows larger, ads show on more targeted websites and advertisers can obtain even more leads.
- Because advertisers see a high return on investment from their advertising, they increase their spending with AdWords. This, in turn, gives Google a strong incentive to continue serving high-quality ads.
- If one party doesn't do its part, the entire system suffers. Our mission is to preserve the quality of all parties, and thus the health of the online advertising ecosystem.

Bad examples



Sell Free

No listing fees. **Sell** used and unwanted items. Make money now!
www.unwantd.com

Sponsored Links:

Cheap women

Slip into **Cheap women!**
Top Brands. Low Prices.
BizRate.com/WomensShoes

Human Remains at Amazon

Low prices on popular products.
Qualified orders over \$25 ship free
Amazon.com

Foot Fungus

It's Free!
Get the Info You Need.
www.myLot.cc

Google. Confidential and Proprietary 11

The Underlying Philosophy

Google



Google Confidential and Proprietary 12

How do we *define* quality?



- A high-quality ad:
 - Contains ad text that is extremely relevant to the user's search query
 - Accurately describes the product or service offered
 - Leads to a relevant and well-organized landing page
- Quality Score:
 - Is an objective measurement of a keyword's relevance to its ad text and to a given search query
 - There are two types of quality score for Search and one for Content:
 - Quality Score 1 (QS_1): Determines a keyword's minimum bid
 - Quality Score 2 (QS_2): Influences a keyword's ad position
 - Quality Score C (QS_C): Influences an ads position on a publisher page

Google Confidential and Proprietary

-As shown in the previous slide, serving high-quality ads benefits all members of the advertising system. But what exactly is a high-quality ad?

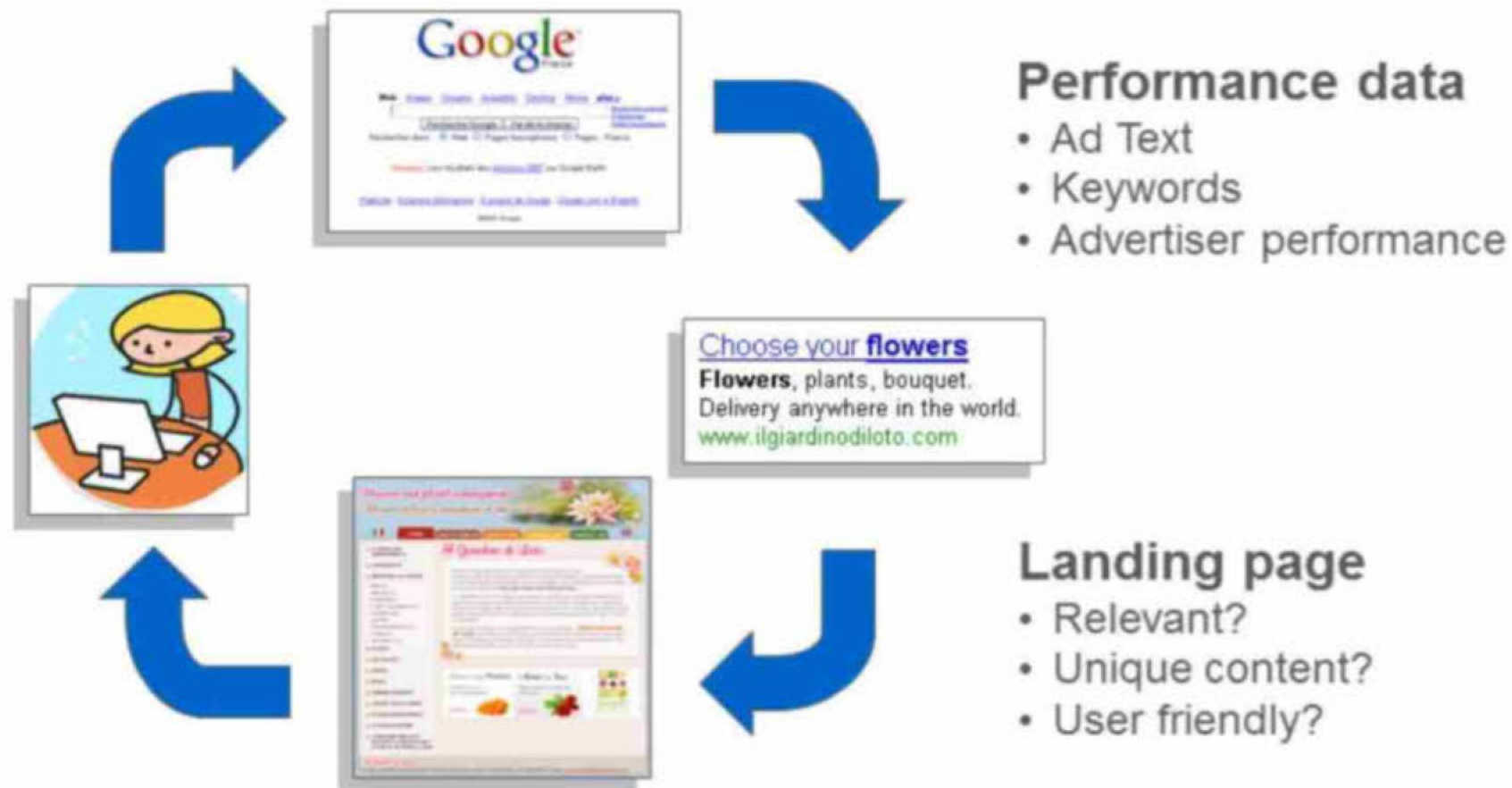
-[Entrance 1] A high quality ad is extremely relevant to a user's search query. It accurately describes the product or service offered on the website, and it leads to a relevant and well-organized landing page.

-[Entrance 2] To help ensure that our ads met these standards, we devised a metric called 'Quality Score.' Quality Score measures the relevance of each of your keywords to your ad text and to a given search query.

-Quality Score affects your ads in two ways: minimum cost-per-click (CPC) bid and ad position. If a keyword's Quality Score improves, it will trigger ads at a higher position and its minimum bid will decrease.

-The formula for Quality Score differs depending on whether it's calculating minimum bid or ad position. The next two slides will explain how.

How do we *measure* quality?



How do we use quality?



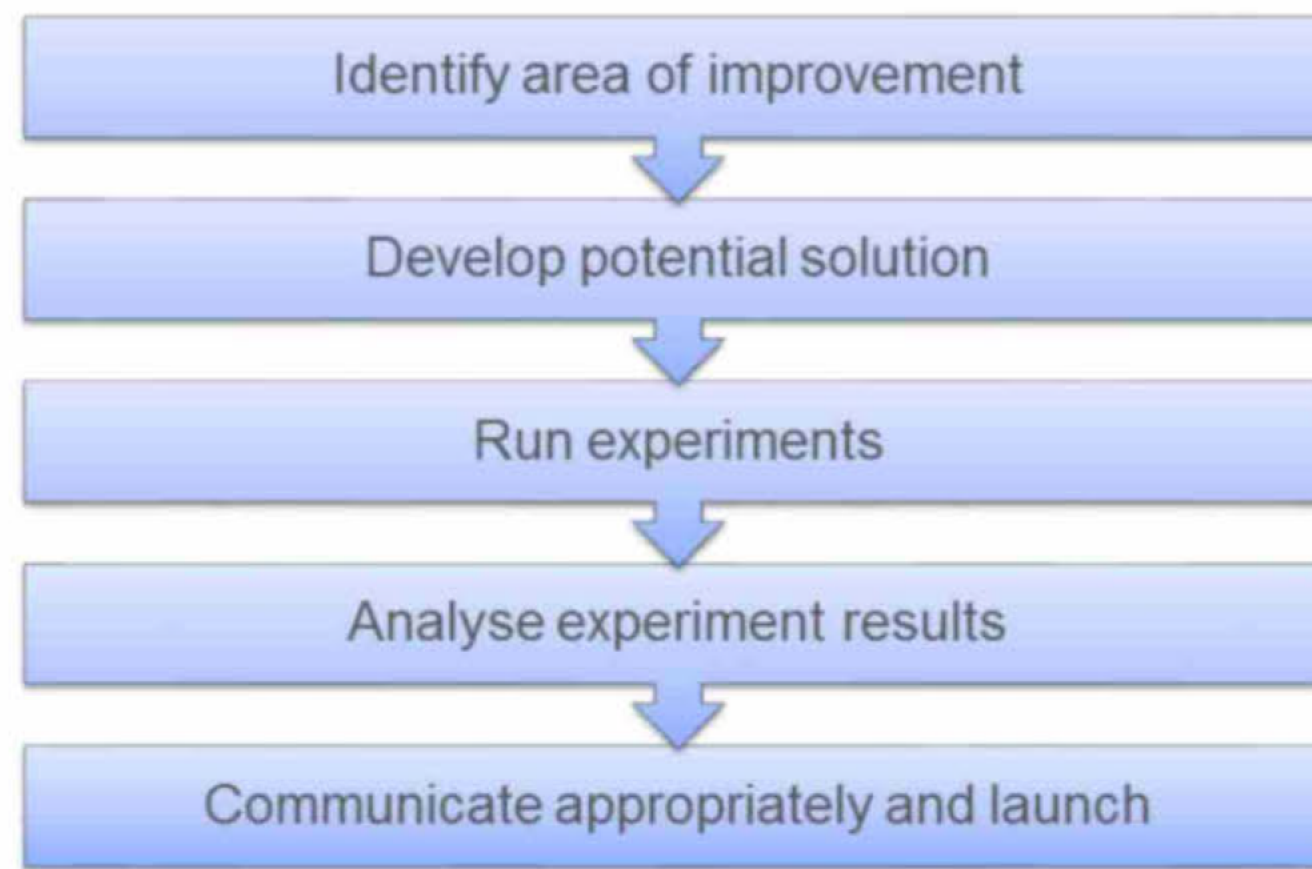
1. **Ranking:** Show highest quality ads first
2. **Disabling:** Prevent low quality ads from showing at all
3. **Broadening:** Find opportunities to expand advertisers' targeting to other highly relevant queries
4. **Display (UI):** Show highest quality ads above search results. Show lower quality ads on right-hand-side
5. **Pricing:** Use economic incentives (discounts!) to encourage high quality ads and "Price out" low quality ads with QS / Min Bid.

Chapter 3: Development Process



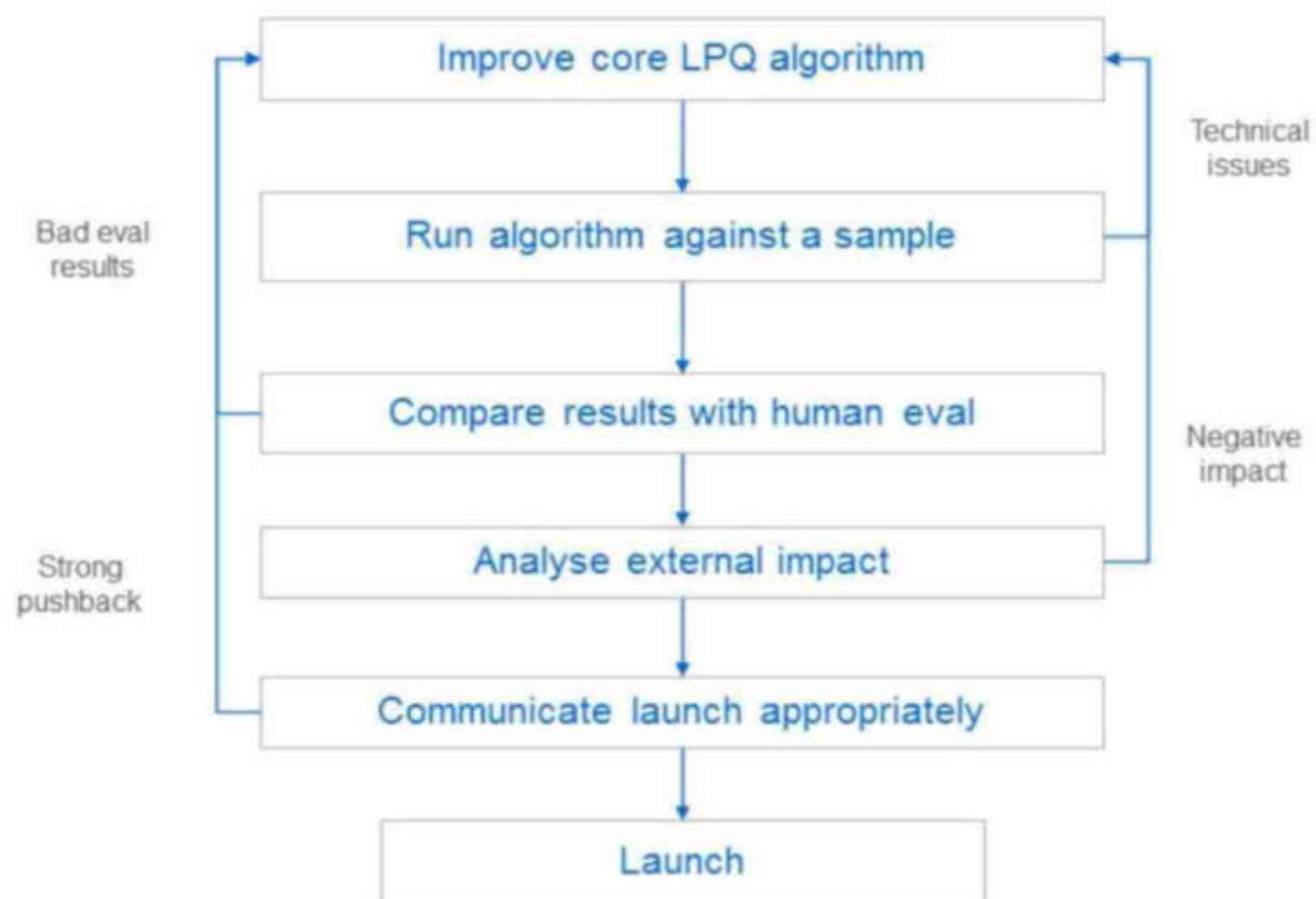
Google Confidential and Proprietary 16

General development process



Google Confidential and Proprietary 17

Example: LPQ improvements

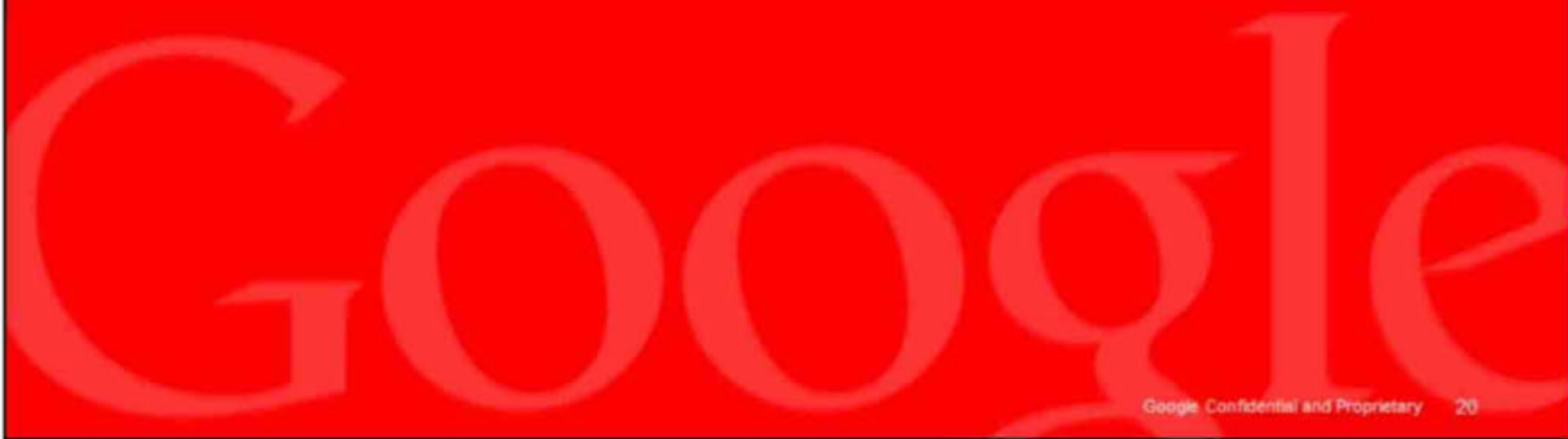


Section B: Technical Details



Google Confidential and Proprietary 19

Chapter 4a: The Serving System



Google Confidential and Proprietary 20

Google's Ad Serving System



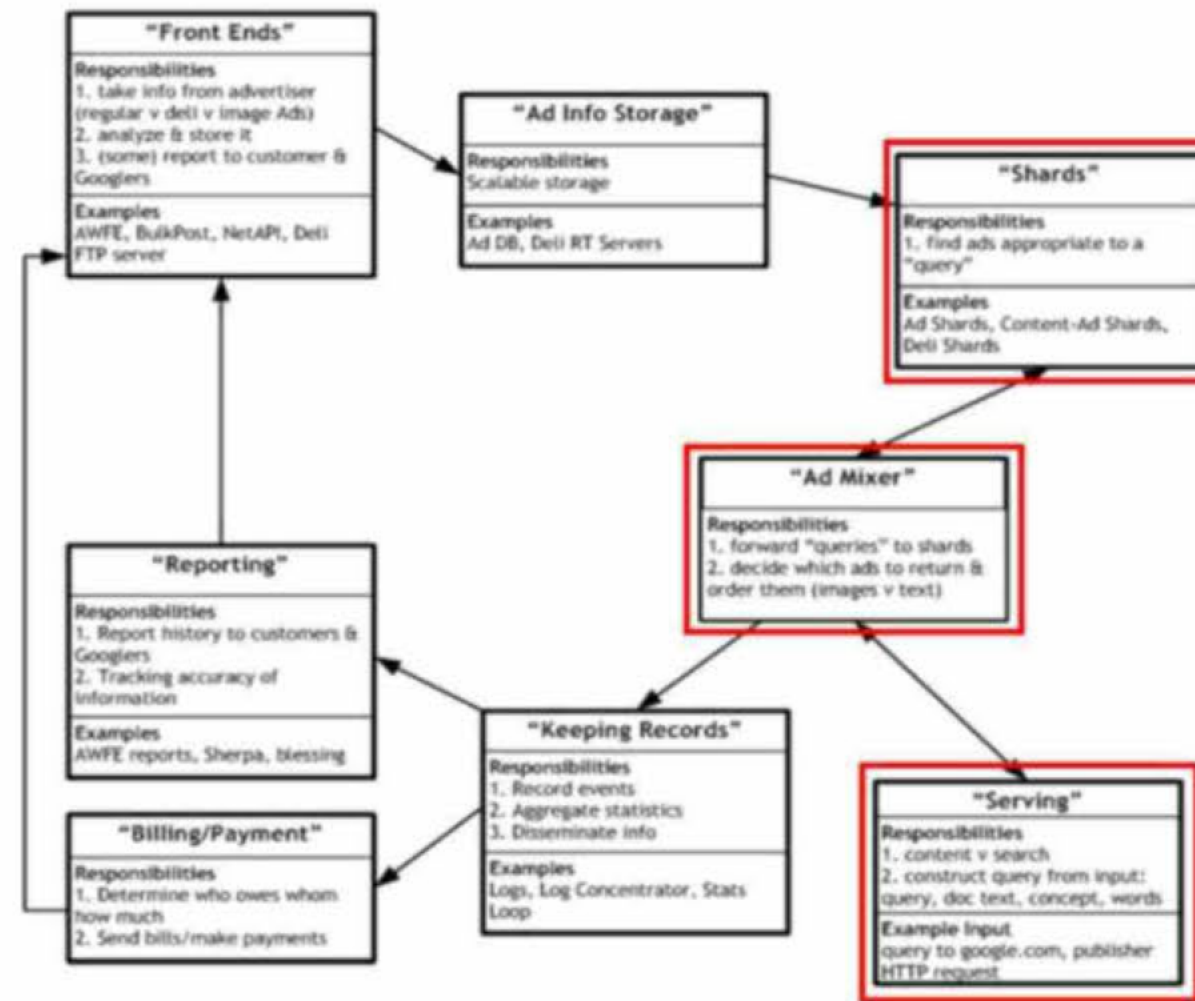
Query, Geo-location, Language, Other user preferences



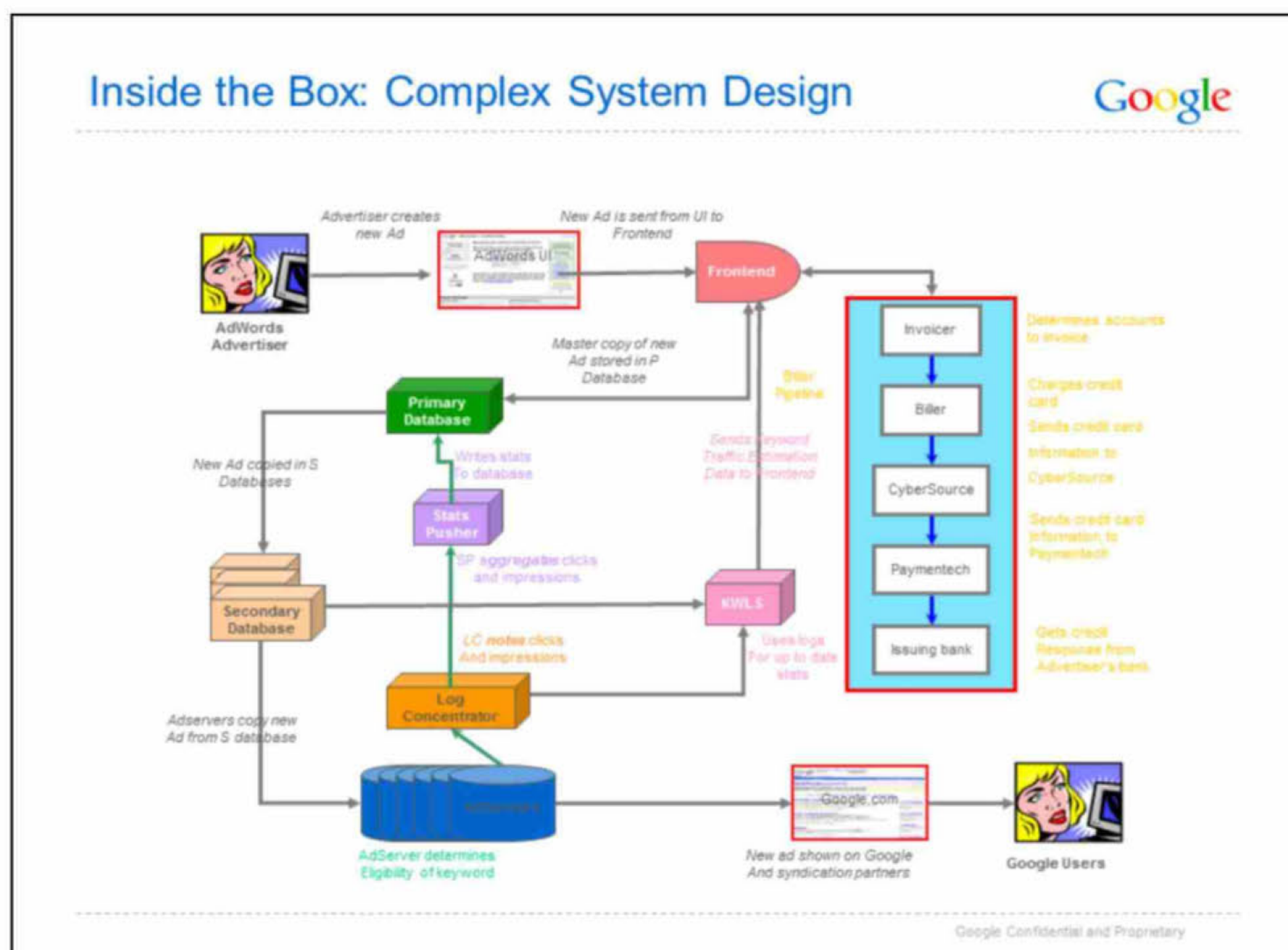
Ads to show, order to show them in, price to charge per click

Google, Confidential and Proprietary

Inside the Box: Many components



Google Confidential and Proprietary

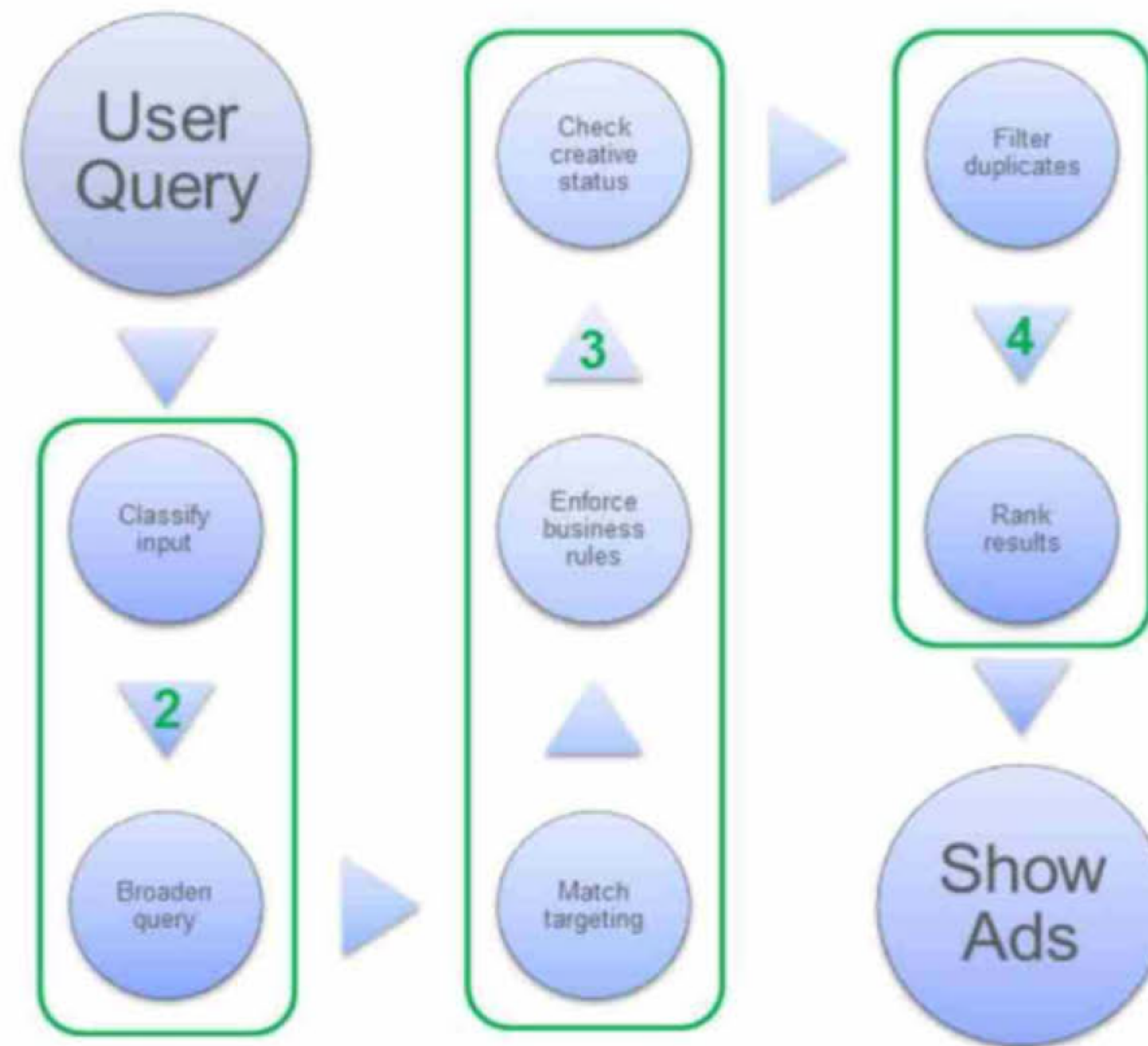


This is a simple diagram of the ad serving system.

The AdWords advertiser on this end. Google users on this end.

And the arrows show the flow of information between all the parts of the system.

The Life of an Ads Query



Google Confidential and Proprietary 24

First: Capture the user query



Google Confidential and Proprietary 25

2: Pre-process Input



Classify query

- Geographical location
- Language
- Mobile criteria
- IP address

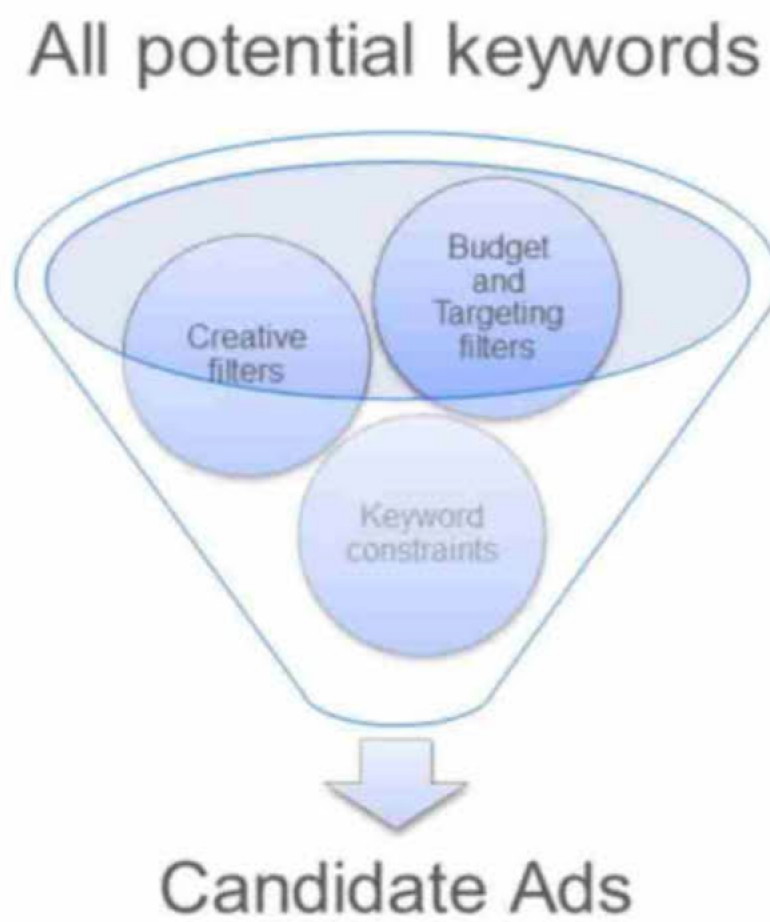
Broaden the keywords for expanded matches

- Check synonyms
- Rewrite query

Forward for main processing

Google Confidential and Proprietary 26

3: Identify Suitable Ads



Google Confidential and Proprietary

Primary targeting funnel

Gather adgroups with matching keywords

Check negatives

Drop adgroups that fail other targeting settings

Geo, language, network, ...

Select the best keyword per adgroup

Match type, bid, ...

Enforce business rules

Minimum bid/quality: QBB

Approval: both keyword and creative

Includes family status

Budget restrictions

Special rules (e.g one ad per account)

Forward result set for ranking

4: Determine Ad Ranking



Filter Duplicates

- Best ad per visible URL
- Best ad per CID

Run auction

- Determine ranking based on $QS_2 * \text{MaxCPC}$
- Apply AdWords Discounter
- Write stats to accounts

Forward final results

Google Confidential and Proprietary 28

Finally: Show Result



hotel dublin city centre

Search

Advanced Search
Preferences

Web

Results 1 - 10 of about 346,000 for **hotel dublin city centre** (0.41 seconds)

Dublin City Centre Hotel

www.DublinCityCentreHotel.com

Luxury Comfort and Style in the heart of Dublin City!

City Centre Dublin Hotel

hotels.com

All you need is your camera. Leave your international stay to us

Fitzwilliam Hotel Dublin

www.FitzwilliamHotel.com

Boutique 5* luxury accommodation Midweek rates from \$99 50 pps

Dublin City Centre Hotels-Book Central Dublin Hotels

Clarion Hotel Dublin IFSC, Dublin city centre, County Dublin If you're after luxurious hotels in Dublin city centre then look no further than then the newly ...

dublin.goreland.com/Scripts/low/xq/asp/

cat. 1/areatype C/aread 8240/SubjectID 65/qx/listing.htm - 66k -

Cached - Similar pages - Note this

Dublin City Hotels, Ireland-Discount hotels in Dublin City

Lynams Hotel, Dublin City Housed in two listed Georgian Townhouses, Lynams Hotel is an engaging 3* boutique hotel offering a superb city centre location ...

dublin.goreland.com/Scripts/low/xq/asp/

cat. 1/areatype C/aread 200/SubjectID 65/qx/listing.htm - 66k -

Cached - Similar pages - Note this

[More results from dublin.goreland.com]

Dublin Hotels Midweek Corporate Rates, Clarence Hotel, Luxury ...

Luxury Dublin City Centre Hotel. The Clarence Hotel Dublin. The Clarence Hotel in Dublin near Temple Bar is ideally located for midweek or weekend special ...

www.theclarence.ie/ - 21k - Cached - Similar pages - Note this

Holiday Inn DUBLIN Hotels | DUBLIN CITY CENTRE | Welcome

Hotel details information for Holiday Inn DUBLIN CITY CENTRE in DUBLIN, IRELAND/

www.ihotelsgroup.com/h/d/hr/1/en/hd/dblcc - 123k - Cached - Similar pages - Note this

Dublin Hotels - Hotels in Dublin Ireland

Dublin Hotels Booking Service. Based in Dublin, Ireland.

dublin.city-centre-hotels.com/ - 16k - Cached - Similar pages - Note this

Sponsored Links

Sponsored Links

Dublin City Hotel

Junys Doyle Dublin Hotels. 3 Great Dublin City Hotels. Book Online!

www.junysdoyle.com/Dublin

Conrad Hotel Dublin

Enjoy Dublin luxury with Conrad Reserve online now for great rates!

www.ConradHotels.com

75 Hotels in Dublin

Book your hotel in Dublin online.

No reservation costs. Great rates!

www.booking.com/Dublin-Ireland

120 Hotels in Dublin

Booking today? Serious deals.

4* from £58. Limited Availability!

www.LateRooms.com/Dublin-Hotels

Dublin City Center Hotel

Discounts on Ireland Hotels.

Unbeatable Rates. Book It Today!

www.GTAHotels.com/Dublin

Holiday Inn Express Hotel

Hotels in Dublin.

Free internet & breakfast bar.

www.hiexpress.com

Dublin Hotel

30 Charming Hotels selected.

Up to 50% discount. No prepayment

www.Hotels-Direct-Dublin.com

System Challenges

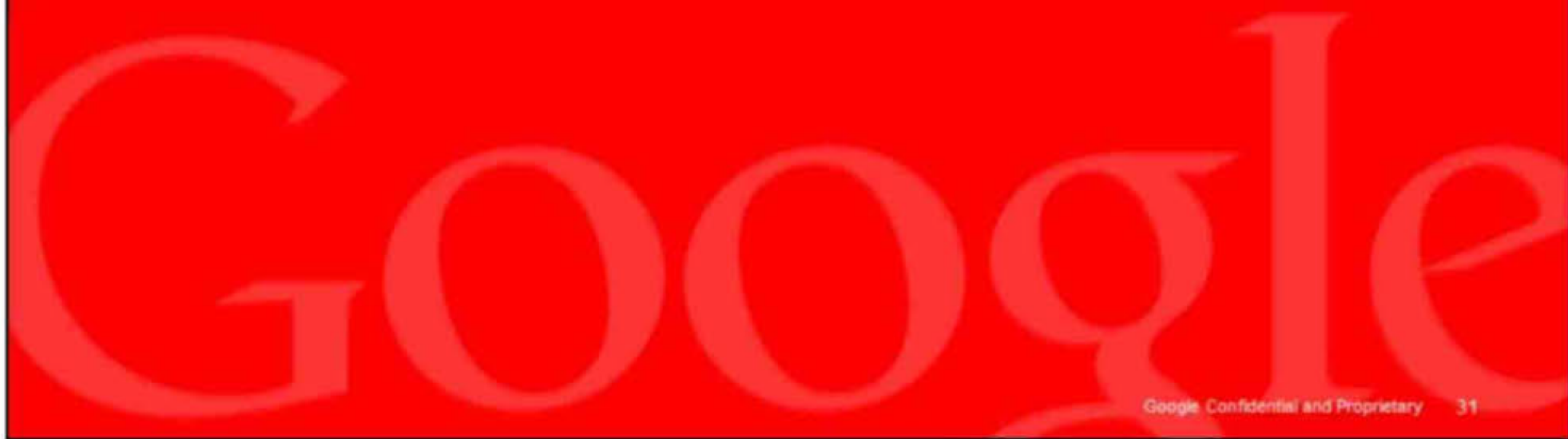


- Scale
 - Hard to predict advertiser growth
- Synchronicity
 - Hard to keep a system with hundreds of components in synch
- Limitations of components
- Add more machines. More sharding.
- Difficult to maintain.
- Back-up machines, replaceable parts.
- Unforeseen problems
- Constant demand for resources.
- Better and smoother communications about ads system.

30

Google Confidential and Proprietary

Chapter 4b: Core Technologies



Google Confidential and Proprietary 31

Core Technologies in Ads Quality



1. QBB (Quality Based Bidding)
2. SmartAss (Smart Ad Serving System)
3. UBAQ (User-based Ads Quality)
4. LPQ (Landing Page Quality)

Google Confidential and Proprietary

1. Quality Based Bidding



Google Confidential and Proprietary

2. SmartASS



Google Confidential and Proprietary

3. User Based Ads Quality



Google Confidential and Proprietary

4. Landing Page Quality



Google Confidential and Proprietary

Chapter 5a: Quality Based Bidding



Google Confidential and Proprietary 37

Quality Based Bidding (QBB)



| | | | | | | |
|--------------------------|-------------------------------|--|--|-----------------------------|-------|---|
| <input type="checkbox"/> | [story] | | Active | Great Minimum bid: €0.03 | €0.10 | ▼ Settings €0.10 Max CPC Position preference: 3-5 [edit] |
| <input type="checkbox"/> | [verhalen] | | Inactive for search increase quality or bid €0.40 to activate | Poor Minimum bid: €0.40 | €0.10 | ▼ Settings €0.10 Max CPC Position preference: 3-5 [edit] |
| <input type="checkbox"/> | [verhaal] | | Inactive for search increase quality or bid €0.12 to activate | OK Minimum bid: €0.12 | €0.10 | ▼ Settings €0.10 Max CPC Position preference: 3-5 [edit] |
| <input type="checkbox"/> | [verhaaltjes] | | Inactive for search increase quality or bid €0.12 to activate | OK Minimum bid: €0.12 | €0.10 | ▼ Settings €0.10 Max CPC Position preference: 3-5 [edit] |

Quality Score 1 (QS₁): Impacts Minimum CPC



- Static elements determine QS₁
 - Keyword performance and relevance
 - Ad text performance and relevance
 - Account performance
 - Landing page quality
- QS₁ determines the minimum bid for a keyword
 - active / inactive keyword status
 - more granular min CPC
- QS₁ is updated frequently for each active keyword

Main Factors of QS_1



QS_1 = Quality Score used to determine minimum bid, as opposed to the Quality Score used to determine ad position.

Google Confidential and Proprietary

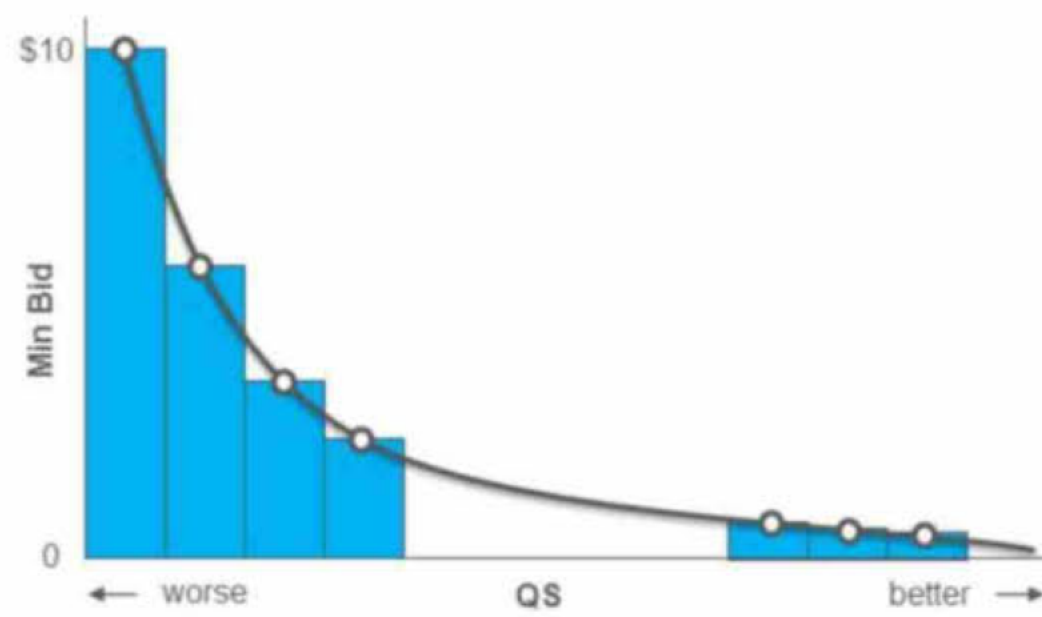
Main QS₁ Factors Uncovered



- Keyword CTR
 - CTR of exact matches on Google.com
 - Mostly from the advertiser, but also from systemwide data
 - Most important factor of QS1
- Adtext relevance
 - Adtext performance (key factor: relevance)
 - If multiple ad variations are being used we look at all of them
 - Changing an adtext will reset performance data
- Account performance
 - Historic CTR of all keywords and adtexts in an account
- Other relevancy factors
 - Secret sauce!

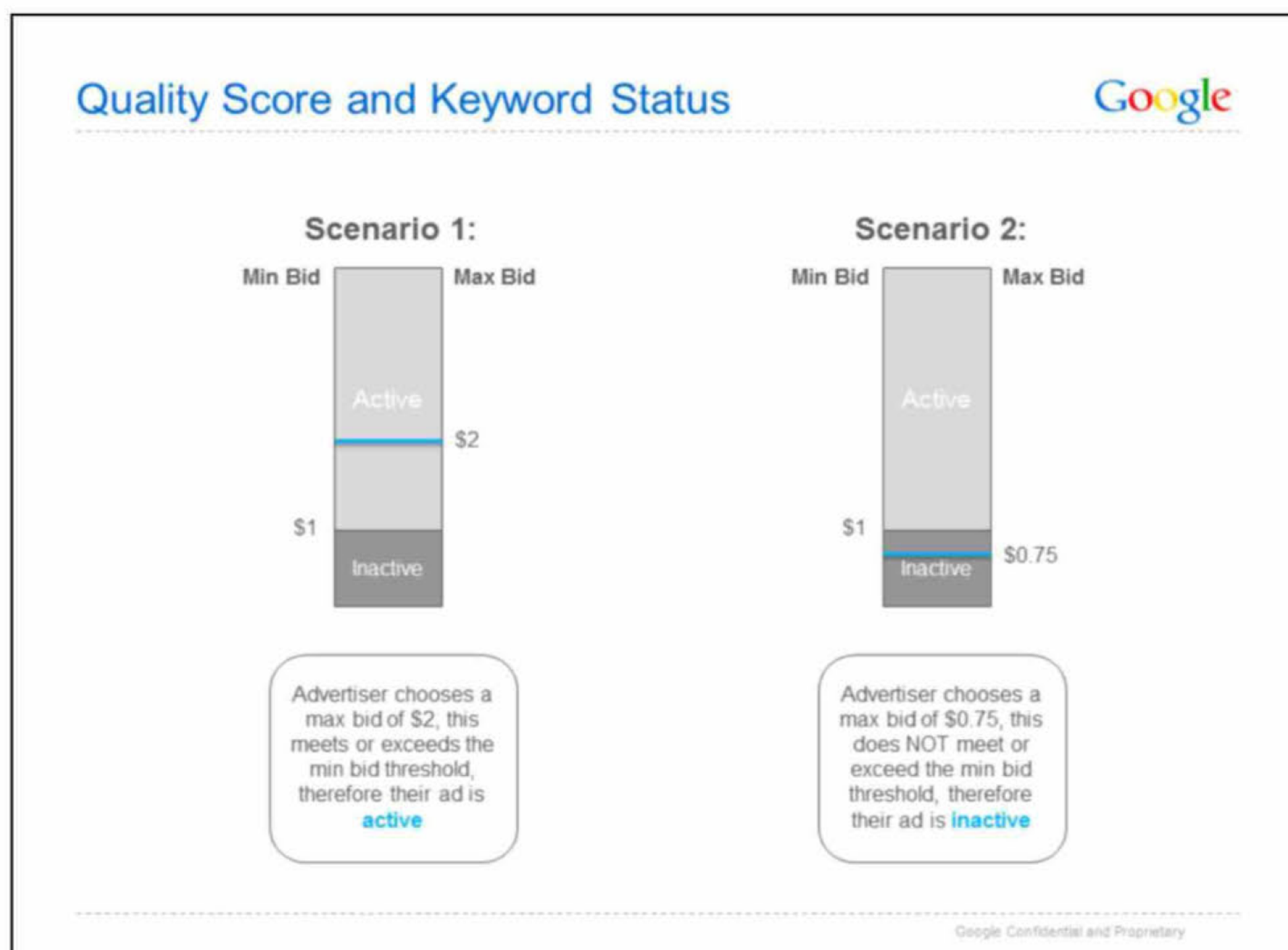
Google Confidential and Proprietary 41

Relationship Between Min Bid and QS



- We have different graphs for developed, intermediate and emerging markets
- To prevent min bids from fluctuating wildly, we limit the number of possible min bids, i.e. no keyword has a US\$0.19 min bid.

Google. Confidential and Proprietary



Let's see how minimum bid and maximum bid interact. In Scenario 1, a keyword's maximum CPC bid is \$2, which is higher than its minimum CPC bid of \$1. The keyword is therefore active for search. In Scenario 2, on the other hand, the keyword's maximum CPC bid is \$0.75, which is lower than its minimum bid of \$1. The keyword, in this case, is inactive for search.

Actual CPC = max { (Ad Rank to beat / QS₂) + \$0.01 , minimum bid }

Imagine an auction with four advertisers:

| Advertiser | Max bid | x | QS2 | Min bid | = | AdRank | Position | Actual CPC |
|------------|---------|---|-----|---------|---|--------|----------|------------------|
| Mary | \$0.20 | x | 5 | \$0.03 | = | 1 | #1 | \$0.11 |
| Tom* | \$1.00 | x | 0.5 | \$0.50 | = | 0.5 | #2 | \$0.50 (>\$0.09) |
| Frank | \$0.10 | X | 4 | \$0.05 | = | 0.4 | #3 | \$0.09 |
| Jane** | \$0.05 | X | 6 | \$0.01 | = | 0.3 | #4 | \$0.01 |

Frequent Questions



- Why does my registered Trademark has a high Min Bid?
 - Historical performance of KW is low and / or
 - Low actual performance (low CTR) because user is clicking on organic search result instead of ad (users tend to only want to go to the Brand's official site)
 - QS / Min Bid not linked to competition!
- Why do I suddenly see a high Min Bid for my existing KW?
 - Exact KW CTR on Google is low (CTR in UI is good indicator)
 - Ad Text Relevance is low (Ad Text has low CTR)
 - LPQ is bad / very bad / terrible
 - Account performance is low (low average Account CTR)
 - Ad Text changes can cause Min Bids to spike
- Why do I see high Min Bids for my new KW?
 - CPC scores for suspended keywords. Once these keywords start seeing more searches across AdWords, they will be automatically unsuspended.
 - Performance of KW is low and / or
 - Ad Text Relevance is low or
- Why don't my minimum bids don't change?
 - KWs are Suspended:
KWs have a low search volume and aren't showing any of your ads.
If more users start searching for your keyword, your ad will begin to show.
QBB does not update min bid and the min CPCs will be updated based on keyword performance.

Google Confidential and Proprietary

Chapter 5b: Landing Page Quality



Google Confidential and Proprietary 46

Landing Page Quality



Goal

- To measure the quality of an ad in ways that go beyond CTR - which is merely a proxy of quality that can be manipulated.

History

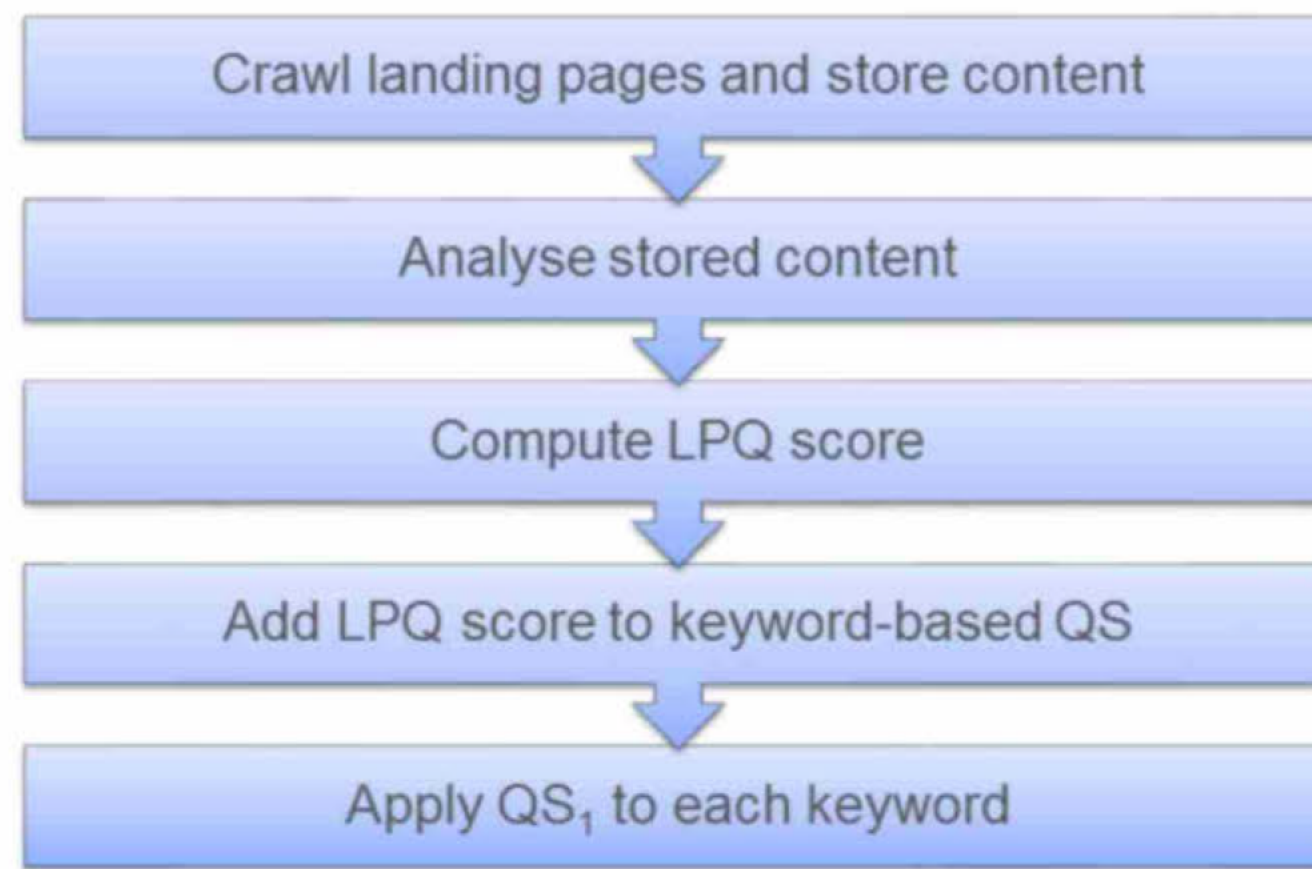
- Search results pages were sometimes filled with ads from a single advertiser
- The affiliate policy changed this - but advertisers found loopholes like making bridge pages
- LPQ measures signals about the quality of a website so that we can impact advertisers whose CTR is good even though they have a bad site

Google Confidential and Proprietary

Relevance of a landing page can be measured 2 ways

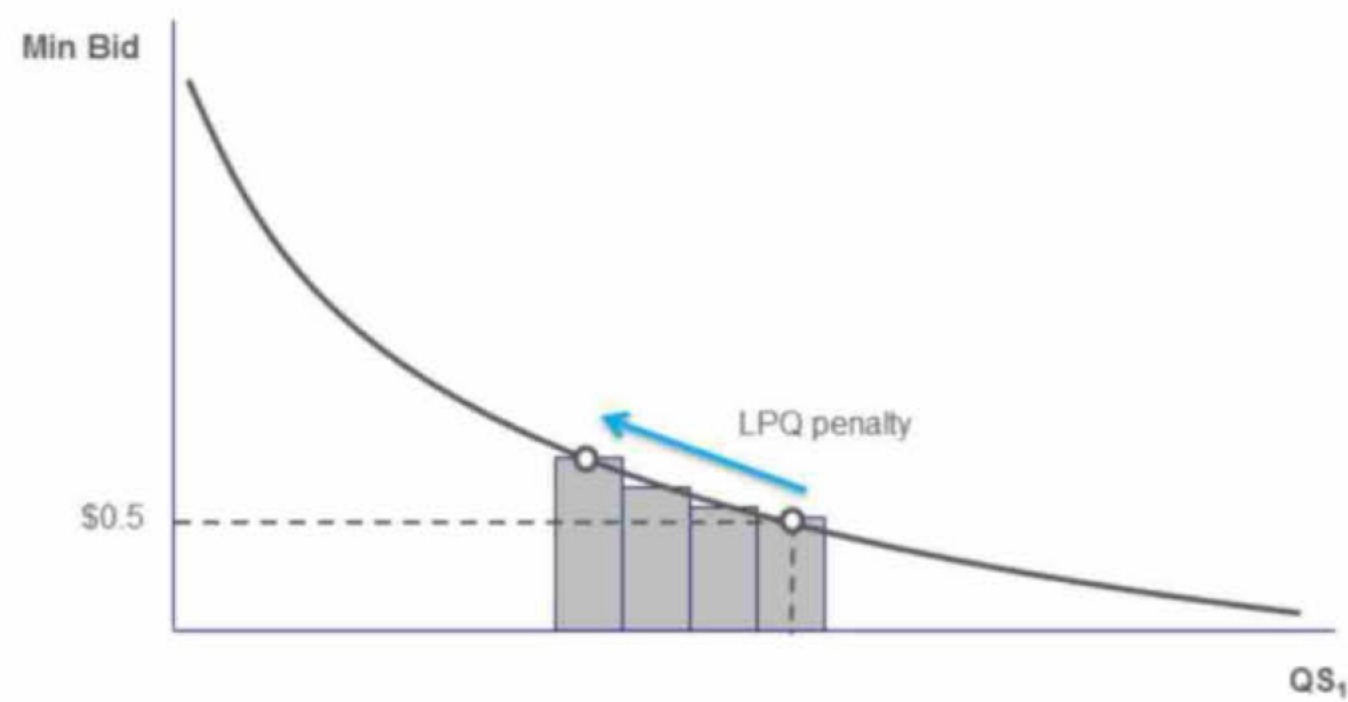
- How relevant does the visible URL look to users?
 - We can measure this through CTR, just like we do for keywords
 - This is a factor of QS that impacts both the min bid and the ad rank
- How relevant and useful is the actual page the user lands on?
 - This cannot be measured through CTR
 - We have a separate algorithm that evaluates this: LPQ
 - LPQ only impacts the min bid and NOT the ad rank on search

LPQ Evaluation Process



Google Confidential and Proprietary 49

Impact of Landing Page Quality



1. Landing Page Quality applies a minimum bid penalty for all keywords relating to a URL.
2. Different levels of LPQ will carry different penalties.

LPQ Business Models



Ask yourself the following to gauge the value of your business model

- Would you recommend this site to an unsavvy user, like your grandma?
- Would this business exist without PPC ads?
- Would you bookmark this site?
- Could the user have gotten the same information directly from the source?

Business models to avoid

- Data collection sites that offer free items in order to collect private information
- Arbitrage sites that are designed for the purpose of showing ads
- Malware sites that knowingly or unknowingly install software on a visitor's computer

Grey area business models

- eBooks that show frequent ads or install malware
- 'Get rich quick' sites
- Comparison shopping sites
- Travel aggregators
- Affiliates that don't comply with our [affiliate guidelines](#)

Google, Confidential and Proprietary

Chapter 6: Ad Ranking & Promotion



Google Confidential and Proprietary 52

Quality Score 2 (QS₂): Impacts Ad Rank



- The unique properties of a query let us refine Quality Score
 - Example: If I sell Arctic cruises and I have the keyword 'cruises', I'll get a better score for the query "Arctic cruises" than for "Caribbean cruises".
 - QS₂ is refined for every query
- QS₂ on Search
 - With maximum CPC, determines ad rank
 - Determines promotion to top of page
- Factors influencing QS₂
 - QS₁
 - Keyword Matching
 - Query location
 - Query time
 - Other factors

Google Confidential and Proprietary 53



[Arctic Cruises](#)
Book your cold water cruise today.
Alaska, Antarctica, Norway and more
www.ArcticCruises.com

| Keyword | Query | Quality Score |
|---------|-----------------|-----------------------|
| cruise | arctic cruise | High |
| cruise | alaska cruise | Meduim |
| cruise | hawaiian cruise | Low (ad may not show) |

The Simple Magic of Ad Ranking



The diagram illustrates the formula for AdRank. It consists of three blue circles arranged horizontally. The first circle on the left contains the text QS_2 . To its right is a light blue multiplication symbol (\times). The second circle in the middle contains the text MaxCPC. To its right is a light blue equals symbol ($=$). The final circle on the right contains the text AdRank.

AdRanking: Example



Google Web Images Groups News Scholar Desktop Maps more...
ramones Search Advanced Search Custom Search
Search: the web pages from Ireland

Web Results 1 - 10 of about 1,340,000 for ramones. (0.24 seconds)

3. Ergebnisse auf Ihrem Computer gespeichert - Anmelden - Info
 misc-el Hi-di-he ne... - the Ramones. have to say though

RAMONES.COM
Official site, includes news, history, discography, store, message board, and mailing list.
www.ramones.com/ - 13k - [Cached](#) - [Similar pages](#)

Ramones - Wikipedia, the free encyclopedia
The Ramones failed to achieve much commercial success during their years of recording and performing. Their only album to reach certified gold status in the ...
en.wikipedia.org/wiki/The_Ramones - 107k - [Cached](#) - [Similar pages](#)

Official Ramones
An official site created by longtime Ramones muse, Arturo Vega. News, FAQ, reviews, interviews, articles, fan club membership, photo galleries, audio, ...
www.officialramones.com/ - 2k - [Cached](#) - [Similar pages](#)

RAMONES, THE MOST LARGE AND EXTENSIVE RAMONES-HOMEPAGE SINCE 1995...
Lyrics, pictures, concert reviews, and special discographies
www.kauhaipoli.fi/~jstatio/ramones.html - 16k - [Cached](#) - [Similar pages](#)

YouTube - Ramones - Blitzkrieg Bop
Best part of this clip - the Ramones are completely oblivious ...
2 min 4 sec - ★★★★★
www.youtube.com/watch?v=QLWGSRGbQs

YouTube - The Ramones - I wanna be sedated
(Reply) The best Dee Dee solo is on u tube punch up DEE DEE ...
2 min 26 sec - ★★★★★
www.youtube.com/watch?v=wMD7Exp3gWc

Ramones
The Ramones revitalized rock and roll at one of its lowest ebbs, infusing it with punk energy, brash attitude and a loud, fast new sound. ...
www.rockhall.com/inductees/ramones - 25k - [Cached](#) - [Similar pages](#)

Sponsored Links

Ramones Merchandise
Wide Selection of Ramones T-Shirts
On sale. Shop now for great deals.
www.retrofactory.com

Ramones T-shirts on sale
Special offer on Ramones shirts
New and rare items on sale
www.burningairlines.com

punk hats
Buy It Cheap On eBay
Low Prices, New and Used
www.ebay.ie

Cap Punk
Find the best deals at lowest price
Choose from 1000s of products.
uk.shopping.com

The Ramones T-Shirts
The Ramones band t-shirts and other
Ramones clothing. Large choice!
sealion.com/the_ramones_t-shirts

Example: Advertiser Data



| Advertiser | Max CPC | QS | Min CPC | Ad Rank | Position |
|------------|------------|-----|---------|---------|----------|
| A | \$2.00 | 6 | \$0.15 | | |
| B | \$0.50 | 16 | \$0.02 | | |
| C | \$4.00 | 4 | \$0.20 | | |
| D | \$1.00 | 2 | \$0.30 | | |
| E | \$20.00 | 0.5 | \$1 | | |

Google Confidential and Proprietary

Example: AdRank



| Advertiser | Max CPC | QS | Min CPC | Ad Rank | Position |
|------------|------------|-----|---------|---------|----------|
| A | \$2.00 | 6 | \$0.15 | 12 | |
| B | \$0.50 | 16 | \$0.02 | 8 | |
| C | \$4.00 | 4 | \$0.20 | 16 | |
| D | \$1.00 | 2 | \$0.30 | 2 | |
| E | \$20.00 | 0.5 | \$1 | 10 | |

Google Confidential and Proprietary

Example: Position



| Advertiser | Max CPC | QS | Min CPC | Ad Rank | Position |
|------------|------------|-----|---------|---------|----------|
| A | \$2.00 | 6 | \$0.15 | 12 | 2 |
| B | \$0.50 | 16 | \$0.02 | 8 | 4 |
| C | \$4.00 | 4 | \$0.20 | 16 | 1 |
| D | \$1.00 | 2 | \$0.30 | 2 | 5 |
| E | \$20.00 | 0.5 | \$1 | 10 | 3 |

Google Confidential and Proprietary

AdRanking: Results



Web Images Groups News Scholar Desktop Maps more...
ramones Search Advanced Search Custom Search
Search: the web pages from Ireland

Web

Results 1 - 10 of about 1,340,000 for ramones. (0.24 seconds)

3. Ergebnisse auf Ihrem Computer gespeichert - Anmelden - Info
 [misc-el Hi-di-ho ne...](#) - the Ramones. have to say though

RAMONES.COM

Official site, includes news, history, discography, store, message board, and mailing list.
[www.ramones.com/](#) - 13k - [Cached](#) - [Similar pages](#)

Ramones - Wikipedia, the free encyclopedia

The Ramones failed to achieve much commercial success during their years of recording and performing. Their only album to reach certified gold status in the ...
[en.wikipedia.org/wiki/The_Ramones](#) - 107k - [Cached](#) - [Similar pages](#)

Official Ramones

An official site created by longtime Ramones muse, Arturo Vega. News, FAQ, reviews, interviews, articles, fan club membership, photo galleries, audio, ...
[www.officialramones.com/](#) - 2k - [Cached](#) - [Similar pages](#)

RAMONES. THE MOST LARGE AND EXTENSIVE RAMONES-HOMEPAGE SINCE 1995...

Lyrics, pictures, concert reviews, and special discographies
[www.kauhaipoli.fi/~jstatio/ramones.html](#) - 16k - [Cached](#) - [Similar pages](#)



YouTube - Ramones - Blitzkrieg Bop

Best part of this clip - the Ramones are completely oblivious ...
2 min 4 sec - ★★★★★
[www.youtube.com/watch?v=QLWGSRGbQs](#)



YouTube - The Ramones - I wanna be sedated

(Reply) The best Dee Dee solo is on u tube punch up DEE DEE ...
2 min 26 sec - ★★★★★
[www.youtube.com/watch?v=wMD7Exp3gWc](#)

Ramones

The Ramones revitalized rock and roll at one of its lowest ebbs, infusing it with punk energy, brash attitude and a loud, fast new sound. ...
[www.rockhall.com/inductees/ramones](#) - 25k - [Cached](#) - [Similar pages](#)

Sponsored Links

Ramones Merchandise

Wide Selection of Ramones T-Shirts
On sale. Shop now for great deals.
[www.retrofactory.com](#)

Ramones T-shirts on sale

Special offer on Ramones shirts
New and rare shirts on sale
[www.burningarlines.com](#)

punk hats

Buy It Cheap on eBay
Low Prices, New and Used
[www.ebay.is](#)

Cap Punk

Find the best caps at lowest price
Choose from 100s of products.
[uk.shopping.com](#)

The Ramones T-Shirts

The Ramones t-shirts and other
Ramones clothing. Large choice!
[swelon.com/the_ramones_t-shirts](#)

Ads Above the Search Results



1. Ads get promoted above the search results when the product of QS_B and maximum CPC exceeds the promotion threshold.
2. The promotion formula weighs the quality component more heavily than the regular formula for ranking. Ads above the search results should meet a higher quality standard than ads in general.
3. When more than 3 ads are eligible for promotion, we rotate through them on the next page of results.

Google, Confidential and Proprietary

Show example of how 10% increase in QS has more than 10% impact on lower bid
Example of 7 ads that are eligible for promotion

The Simple Magic of Promotion



Ad Promotion: Example



Google

hotel dublin city centre

Search

Advanced Search

Feedback

Web

Results 1 - 10 of about 346,000 for hotel dublin city centre (0.41 seconds)

Dublin City Centre Hotel

www.DublinCityCentreHotel.com

Luxury Comfort and Style in the heart of Dublin City!

City Centre Dublin Hotel

hotels.com

All you need is your camera. Leave your International stay to us

Fitzwilliam Hotel Dublin

www.FitzwilliamHotel.com

Boutique 5* luxury accommodation Midweek rates from \$99.50 pps

Dublin City Centre Hotels-Book Central Dublin Hotels

Clarion Hotel Dublin IFSC, Dublin city centre, County Dublin If you're after luxurious hotels in Dublin city centre then look no further than the newly ...

[dublin.goreland.com/Scripts/lowbrq.asp?cat:1/areatype:1/aread:8240/SubjectID:65/qv/listing.htm](#) - 66k - [Cached](#) - [Similar pages](#) - [Note this](#)

Dublin City Hotels, Ireland-Discount hotels in Dublin City

Lynams Hotel, Dublin City Housed in two listed Georgian Townhouses, Lynams Hotel is an engaging 3* boutique hotel offering a superb city centre location ...

[dublin.goreland.com/Scripts/low/xq.asp?cat:1/areatype:C/aread:200/SubjectID:65/qv/listing.htm](#) - 66k - [Cached](#) - [Similar pages](#) - [Note this](#)

[[More results from dublin.goreland.com](#)]

Dublin Hotels Midweek Corporate Rates, Clarence Hotel, Luxury ...

Luxury Dublin City Centre Hotel, The Clarence Hotel Dublin The Clarence Hotel in Dublin near Temple Bar is ideally located for midweek or weekend special ...

[www.theclarence.ie/](#) - 21k - [Cached](#) - [Similar pages](#) - [Note this](#)

Holiday Inn DUBLIN Hotels | DUBLIN CITY CENTRE | Welcome

Hotel details information for Holiday Inn DUBLIN CITY CENTRE in DUBLIN, IRELAND/

[www.ihotelsgroup.com/hd/hu/1/en/hd1b1cc](#) - 123k - [Cached](#) - [Similar pages](#) - [Note this](#)

Dublin Hotels - Hotels in Dublin Ireland

Dublin Hotels Booking Service. Based in Dublin, Ireland.

[dublin.city-centre-hotels.com/](#) - 16k - [Cached](#) - [Similar pages](#) - [Note this](#)

Dublin City Hotel

Jurys Doyle Dublin Hotels. 3 Great Dublin City Hotels. Book Online!

[www.jurysdoyle.com/Dublin](#)

Conrad Hotel Dublin

Enjoy Dublin luxury with Conrad Reserve online now for great rates!

[www.ConradHotels.com](#)

75 Hotels in Dublin

Book your hotel in Dublin online. No reservation costs. Great rates!

[www.booking.com/Dublin-Ireland](#)

120 Hotels in Dublin

Booking today? Serious deals. 4* from £58. Limited Availability!

[www.LateRooms.com/Dublin-Hotels](#)

Google Confidential and Proprietary 63

1/

Redacted

REDACTED FOR PUBLIC FILING

GOOG-DOJ-16763808

Example: Advertiser Data



| Advertiser | Max CPC | QS | Min CPC | Promotion Threshold | Ad Rank | Position |
|------------|------------|-----|------------|------------------------|------------|----------|
| A | \$2.00 | 6 | \$0.15 | 10 | | |
| B | \$0.50 | 16 | \$0.02 | 10 | | |
| C | \$4.00 | 12 | \$0.20 | 10 | | |
| D | \$1.00 | 2 | \$0.30 | 10 | | |
| E | \$20.00 | 0.5 | \$1 | 10 | | |
| F | \$5.00 | 10 | \$0.05 | 10 | | |
| G | \$3.00 | 8 | \$0.06 | 10 | | |

Google Confidential and Proprietary

Example: AdRank



| Advertiser | Max CPC | QS | Min CPC | Promotion Threshold | Ad Rank | Position |
|------------|------------|-----|------------|------------------------|------------|----------|
| A | \$2.00 | 6 | \$0.15 | 10 | 12 | |
| B | \$0.50 | 16 | \$0.02 | 10 | 8 | |
| C | \$4.00 | 12 | \$0.20 | 10 | 48 | |
| D | \$1.00 | 2 | \$0.30 | 10 | 2 | |
| E | \$20.00 | 0.5 | \$1 | 10 | 10 | |
| F | \$5.00 | 10 | \$0.05 | 10 | 50 | |
| G | \$3.00 | 8 | \$0.06 | 10 | 24 | |

Google Confidential and Proprietary

Example: Position



| Advertiser | Max CPC | QS | Min CPC | Promotion Threshold | Ad Rank | Position |
|------------|------------|-----|------------|------------------------|------------|----------|
| A | \$2.00 | 6 | \$0.15 | 10 | 12 | 4 (prom) |
| B | \$0.50 | 16 | \$0.02 | 10 | 8 | 6 |
| C | \$4.00 | 12 | \$0.20 | 10 | 48 | 2 (prom) |
| D | \$1.00 | 2 | \$0.30 | 10 | 2 | 7 |
| E | \$20.00 | 0.5 | \$1 | 10 | 10 | 5 |
| F | \$5.00 | 10 | \$0.05 | 10 | 50 | 1 (prom) |
| G | \$3.00 | 8 | \$0.06 | 10 | 24 | 3 (prom) |

Google Confidential and Proprietary

Ad Promotion: Results



Google

hotel dublin city centre

Search

Advanced Search

Feedback

Web

Results 1 - 10 of about 346,000 for hotel dublin city centre (0.41 seconds)

Dublin City Centre Hotel

www.DublinCityCentreHotel.com

Luxury Comfort and Style in the heart of Dublin City!

City Centre Dublin Hotel

hotels.com

All you need is your camera. Leave your International stay to us

Fitzwilliam Hotel Dublin

www.FitzwilliamHotel.com

Boutique 5* luxury accommodation Midweek rates from \$99.50 pps

Dublin City Centre Hotels-Book Central Dublin Hotels

Clarion Hotel Dublin IFSC, Dublin city centre, County Dublin If you're after luxurious hotels in Dublin city centre then look no further than the newly ...

dublin.goreland.com/Scripts/lowbrq.asp/

cat:1/areatype:1/aread:6240/SubjectID:65/qv/listing.htm - 66k -

Cached - Similar pages - Note this

Dublin City Hotels, Ireland-Discount hotels in Dublin City

Lynams Hotel, Dublin City Housed in two listed Georgian Townhouses, Lynams Hotel is an engaging 3* boutique hotel offering a superb city centre location ...

dublin.goreland.com/Scripts/low/xq.asp/

cat:1/areatype:C/aread:200/SubjectID:65/qv/listing.htm - 66k -

Cached - Similar pages - Note this

[More results from dublin.goreland.com]

Dublin Hotels Midweek Corporate Rates, Clarence Hotel, Luxury

Luxury Dublin City Centre Hotel, The Clarence Hotel Dublin The Clarence Hotel in Dublin near Temple Bar is ideally located for midweek or weekend special ...

www.theclarence.ie/ - 21k -

Cached - Similar pages - Note this

Holiday Inn DUBLIN Hotels | DUBLIN CITY CENTRE | Welcome

Hotel details information for Holiday Inn DUBLIN CITY CENTRE in DUBLIN, IRELAND/

www.ihotelsgroup.com/hd/hu/1/en/hd1b1cc - 123k -

Cached - Similar pages - Note this

Dublin Hotels - Hotels in Dublin Ireland

Dublin Hotels Booking Service. Based in Dublin, Ireland.

dublin-city-centre-hotels.com/ - 16k -

Cached - Similar pages - Note this

Sponsored Links

Dublin City Hotel

Jurys Doyle Dublin Hotels. 3 Great Dublin City Hotels. Book Online!

www.jurysdoyle.com/Dublin

Conrad Hotel Dublin

Enjoy Dublin luxury with Conrad Reserve online now for great rates!

www.ConradHotels.com

75 Hotels in Dublin

Book your hotel in Dublin online. No reservation fees. Great rates!

www.booking.com/Dublin-Ireland

120 Hotels in Dublin

Booking today? Special deals. 4* from £58. Limited Availability!

www.LateRooms.com/Dublin-Hotels

Google Confidential and Proprietary 67

1/

Redacted

REDACTED FOR PUBLIC FILING

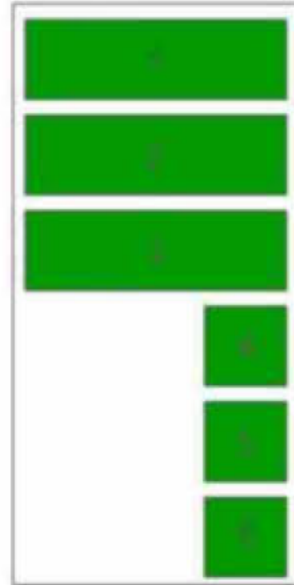
GOOG-DOJ-16763812

Top Ad Rotation



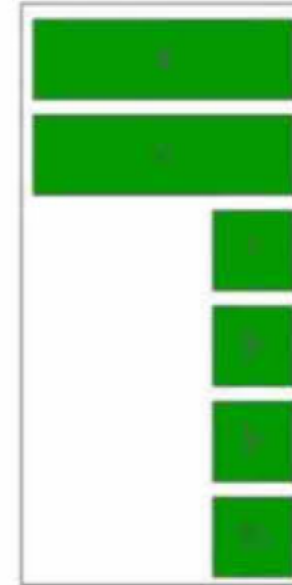
When more than 3 ads are eligible for promotion, we rotate through them on the next page of results

Page 1:



Ads 1-5 meet the promotion threshold

Page 2:



Google, Confidential and Proprietary

Chapter 7: Pricing



Google Confidential and Proprietary 69

How much will I have to pay?



- Each advertiser pays the minimum amount required to maintain his position (AdWords Discounter)

$$\text{Actual CPC} \leq \text{Max CPC}$$

- Actual CPC determined based on:

- Your Quality Score (and the resulting minimum bid)
- Competitors' Max CPC and Quality Score (their Ad Rank)

$$\text{Actual CPC} = \max \left\{ \left(\frac{\text{Ad Rank to beat}}{QS_2} + \$0.01 \right), \text{minimum bid} \right\}$$

Google Confidential and Proprietary

The Simple Magic of Pricing



* Unless the minimum bid is higher than the actual CPC needed

Pricing: Example 1



Google Web Images Groups News Scholar Desktop Maps more...
ramones Search Advanced Search Custom Search
Search: the web pages from Ireland

Web Results 1 - 10 of about 1,340,000 for ramones. (0.24 seconds)

3 Ergebnisse auf Ihrem Computer gespeichert - Anmelden - Info
 misc-el Hi-di-ho ne... - the Ramones. have to say though

RAMONES.COM
Official site, includes news, history, discography, store, message board, and mailing list.
www.ramones.com/ - 13k - [Cached](#) - [Similar pages](#)

Ramones - Wikipedia, the free encyclopedia
The Ramones failed to achieve much commercial success during their years of recording and performing. Their only album to reach certified gold status in the ...
en.wikipedia.org/wiki/The_Ramones - 107k - [Cached](#) - [Similar pages](#)

Official Ramones
An official site created by longtime Ramones muse, Arturo Vega. News, FAQ, reviews, interviews, articles, fan club membership, photo galleries, audio, ...
www.officialramones.com/ - 2k - [Cached](#) - [Similar pages](#)

RAMONES, THE MOST LARGE AND EXTENSIVE RAMONES-HOMEPAGE SINCE 1995...
Lyrics, pictures, concert reviews, and special discographies
www.kauhajoki.fi/~jstatio/ramones.html - 16k - [Cached](#) - [Similar pages](#)

YouTube - Ramones - Blitzkrieg Bop
Best part of this clip - the Ramones are completely oblivious ...
2 min 4 sec - ★★★★★
www.youtube.com/watch?v=QLWGSRIbQs

YouTube - The Ramones - I wanna be sedated
(Reply) The best Dee Dee solo is on u tube punch up DEE DEE ...
2 min 26 sec - ★★★★★
www.youtube.com/watch?v=wMD7Exp3gWc

Ramones
The Ramones revitalized rock and roll at one of its lowest ebbs, infusing it with punk energy, brash attitude and a loud, fast new sound. ...
www.rockhall.com/inductees/ramones - 25k - [Cached](#) - [Similar pages](#)

Sponsored Links

Ramones Merchandise
Wide Selection of Ramones T-Shirts
On sale. Shop now for great deals.
www.retrofactory.com

Ramones T-shirts on sale
Special offer on Ramones shirts
New and rare items on sale
www.burningairlines.com

punk hats
Buy It Cheap On eBay
Low Prices, New and Used
www.ebay.co.uk

Cap Punk
Find the best deals at lowest price
Choose from 1000s of products.
uk.shopping.com

The Ramones T-Shirts
The Ramones band t-shirts and other
Ramones clothing. Large choice!
sealion.com/the_ramones_t-shirts

Example 1: Review Data



| Advertiser | Max CPC | QS | Min CPC | Ad Rank | Position | Actual CPC |
|------------|------------|-----|---------|---------|----------|---------------|
| A | \$2.00 | 6 | \$0.15 | 12 | 2 | |
| B | \$0.50 | 16 | \$0.02 | 8 | 4 | |
| C | \$4.00 | 4 | \$0.20 | 16 | 1 | |
| D | \$1.00 | 2 | \$0.30 | 2 | 5 | |
| E | \$20.00 | 0.5 | \$1 | 10 | 3 | |

Google Confidential and Proprietary

Example 1: Actual CPC



Rule:

Every advertiser needs to pay exactly enough to keep a higher AdRank than his nearest competitor - plus \$0.01. If he occupies the last position, he pays \$0.01. Alternatively he pays his minimum bid if it should be higher than the discounted CPC.

Formula:

Actual CPC = AdRank of competitor / own QS

| Advertiser | Max CPC | QS | Min CPC | Ad Rank | Position | Actual CPC |
|------------|---------|-----|---------|---------|----------|------------|
| A | \$2.00 | 6 | \$0.15 | 12 | 2 | |
| B | \$0.50 | 16 | \$0.02 | 8 | 4 | |
| C | \$4.00 | 4 | \$0.20 | 16 | 1 | |
| D | \$1.00 | 2 | \$0.30 | 2 | 5 | \$0.30 |
| E | \$20.00 | 0.5 | \$1 | 10 | 3 | |

Scenario:

Advertiser D appears on position #5.
He has no competitors below him so he is eligible to pay \$0.01. However, his quality is low and he pays an actual CPC of \$0.30.

Example 1: Actual CPC



Rule:

Every advertiser needs to pay exactly enough to keep a higher AdRank than his nearest competitor - plus \$0.01. If he occupies the last position, he pays \$0.01. Alternatively he pays his minimum bid if it should be higher than the discounted CPC.

Formula:

Actual CPC = AdRank of competitor / own QS

| Advertiser | Max CPC | QS | Min CPC | Ad Rank | Position | Actual CPC |
|------------|---------|-----|---------|---------|----------|------------|
| A | \$2.00 | 6 | \$0.15 | 12 | 2 | |
| B | \$0.50 | 16 | \$0.02 | 8 | 4 | \$0.14 |
| C | \$4.00 | 4 | \$0.20 | 16 | 1 | |
| D | \$1.00 | 2 | \$0.30 | 2 | 5 | \$0.30 |
| E | \$20.00 | 0.5 | \$1 | 10 | 3 | |

Scenario:

Advertiser B appears on position #4.

Formula:

Actual CPC = AdRank of competitor D / own QS + \$0.01

Actual CPC = 2 / 16 + \$0.01

Actual CPC = \$0.13 + \$0.01

Actual CPC = \$0.14

Example 1: Actual CPC



Rule:

Every advertiser needs to pay exactly enough to keep a higher AdRank than his nearest competitor - plus \$0.01. If he occupies the last position, he pays \$0.01. Alternatively he pays his minimum bid if it should be higher than the discounted CPC.

Formula:

Actual CPC = AdRank of competitor / own QS

| Advertiser | Max CPC | QS | Min CPC | Ad Rank | Position | Actual CPC |
|------------|---------|-----|---------|---------|----------|------------|
| A | \$2.00 | 6 | \$0.15 | 12 | 2 | |
| B | \$0.50 | 16 | \$0.02 | 8 | 4 | \$0.14 |
| C | \$4.00 | 4 | \$0.20 | 16 | 1 | |
| D | \$1.00 | 2 | \$0.30 | 2 | 5 | \$0.30 |
| E | \$20.00 | 0.5 | \$1 | 10 | 3 | \$16.01 |

Scenario:

Advertiser E appears on position #3.

Formula:

Actual CPC = AdRank of competitor B / own QS + \$0.01

Actual CPC = 8 / 0.5 + \$0.01

Actual CPC = \$16 + \$0.01

Actual CPC = \$16.01

Example 1: Actual CPC



Rule:

Every advertiser needs to pay exactly enough to keep a higher AdRank than his nearest competitor - plus \$0.01. If he occupies the last position, he pays \$0.01. Alternatively he pays his minimum bid if it should be higher than the discounted CPC.

Formula:

Actual CPC = AdRank of competitor / own QS

| Advertiser | Max CPC | QS | Min CPC | Ad Rank | Position | Actual CPC |
|------------|---------|-----|---------|---------|----------|------------|
| A | \$2.00 | 6 | \$0.15 | 12 | 2 | \$1.68 |
| B | \$0.50 | 16 | \$0.02 | 8 | 4 | \$0.14 |
| C | \$4.00 | 4 | \$0.20 | 16 | 1 | |
| D | \$1.00 | 2 | \$0.30 | 2 | 5 | \$0.30 |
| E | \$20.00 | 0.5 | \$1 | 10 | 3 | \$16.01 |

Scenario:

Advertiser A appears on position #2.

Formula:

Actual CPC = AdRank of competitor E / own QS + \$0.01

Actual CPC = 10 / 6 + \$0.01

Actual CPC = \$1.67 + \$0.01

Actual CPC = \$1.68

Example 1: Actual CPC



Rule:

Every advertiser needs to pay exactly enough to keep a higher AdRank than his nearest competitor - plus \$0.01. If he occupies the last position, he pays \$0.01. Alternatively he pays his minimum bid if it should be higher than the discounted CPC.

Formula:

Actual CPC = AdRank of competitor / own QS

| Advertiser | Max CPC | QS | Min CPC | Ad Rank | Position | Actual CPC |
|------------|---------|-----|---------|---------|----------|------------|
| A | \$2.00 | 6 | \$0.15 | 12 | 2 | \$1.68 |
| B | \$0.50 | 16 | \$0.02 | 8 | 4 | \$0.14 |
| C | \$4.00 | 4 | \$0.20 | 16 | 1 | \$3.01 |
| D | \$1.00 | 2 | \$0.30 | 2 | 5 | \$0.30 |
| E | \$20.00 | 0.5 | \$1 | 10 | 3 | \$16.01 |

Scenario:

Advertiser C appears on position #1.

Formula:

Actual CPC = AdRank of competitor A / own QS + \$0.01

Actual CPC = 12 / 4 + \$0.01

Actual CPC = \$3.00 + \$0.01

Actual CPC = \$3.01

Example 1: Final Pricing



Google

Web Images Groups News Scholar Desktop Maps more...

ramones

Search

Advanced Search


Feedback

Search: the web pages from Ireland

Web

Results 1 - 10 of about 1,340,000 for ramones. (0.24 seconds)

3 Ergebnisse auf Ihrem Computer gespeichert - Anmelden - Info

 misc-el Hi-di-ho ne. - the Ramones. have to say though

RAMONES.COM

Official site, includes news, history, discography, store, message board, and mailing list.

www.ramones.com/ - 13k - Cached - Similar pages

Ramones - Wikipedia, the free encyclopedia

The Ramones failed to achieve much commercial success during their years of recording and performing. Their only album to reach certified gold status in the ...

en.wikipedia.org/wiki/The_Ramones - 107k - Cached - Similar pages

Official Ramones


An official site created by longtime Ramones muse, Arturo Vega. News, FAQ, reviews, interviews, articles, fan club membership, photo galleries, audio, ...

www.officialramones.com/ - 2k - Cached - Similar pages

RAMONES, THE MOST LARGE AND EXTENSIVE RAMONES-HOMEPAGE SINCE 1995...

Lyrics, pictures, concert reviews, and special discographies


www.kauhaipoli.fi/~jstatio/ramones.html - 16k - Cached - Similar pages

 YouTube - Ramones - Blitzkrieg Bop

Best part of this clip - the Ramones are completely oblivious ...

2 min 4 sec - ★★★★★

www.youtube.com/watch?v=QLWGSRQbQs

 YouTube - The Ramones - I wanna be sedated

(Reply) The best Dee Dee solo is on u tube punch up DEE DEE ...

2 min 26 sec - ★★★★★

www.youtube.com/watch?v=wMD7Exp3gWc

Ramones

The Ramones revitalized rock and roll at one of its lowest ebbs, infusing it with punk energy, brash attitude and a loud, fast new sound. ...

www.rockhall.com/inductees/ramones - 25k - Cached - Similar pages

Sponsored Links

Ramones Merchandise

Wide Selection of Ramones T-Shirts

On sale. Shop now for great deals.

www.retrofactory.com

\$3.01

Ramones T-shirts on sale

Special offer on Ramones shirts

New and rare items on sale

www.burningairlines.com

\$1.68

punk hats

Buy It Cheap On eBay

Low Prices. New and Used

www.ebay.ie

\$16.01

Cap Punk

Find the best deals at lowest price

Choose from 1000s of products.

uk.shopping.com

\$0.14

The Ramones T-Shirts

The Ramones band t-shirts and other

Ramones clothing. Large choice!

swelon.com/the_ramones_t-shirts

\$0.30

Chapter 8: Keyword Matching



Google Confidential and Proprietary 80

Goal: Relevant Keyword Targeting



Advertisers can specify how a keyword should be used in targeting an ad:

1. Exact Match: Only the exact search query will trigger the ad
2. Phrase Match: The keyword has to be within the search query, but can have additional words before or after
3. Broad Match: We show an ad for the keyword and related variations of it
 1. We have lists of similar words with scores for how close those words are related
 2. We measure effectiveness of each expansion for each advertiser
 3. High quality advertisers will show more often and on wider matches
 4. Broad and expanded match impressions are not being used for quality evaluation
4. Negative Match: Queries containing this word will not trigger the ad

Google, Confidential and Proprietary

Exact Match



Google Confidential and Proprietary

Phrase Match



Google Confidential and Proprietary

Broad Match



Google Confidential and Proprietary

Matching Priority and Stats



Priority (within an account)

- The keyword that matches the query exactly always wins
- Otherwise the broad or phrase match with the highest ad rank wins

Google Confidential and Proprietary

Move slide higher – closer to the query slides

Special Cases



Non-English latin letters:

- The AdWords system treats KWs with and without diacriticals as 2 different KWs
 - Example: Belgie ≠ België / meteo ≠ météo
- They are closely related and will regularly expand on broad match

Special characters:

- All punctuation characters except "&" and "_" are stripped out of the search terms and treated as spaces:
 - Example: ! @ % ^ * () = { } ; ~ ` < > , ? \ | - # \$ + [] : " . /
- Apostrophes are treated differently:
 - Example: Tom's -> Tom's, To'ms -> To ms, Tom's -> Tom s

Case-sensitivity:

- KW matching is case in-sensitive
 - Example: "Toyota" and "toyota" is the same Keyword

Keyword Match Types and QS₁



- QS₁ is based on the performance data for ad impressions on Google.com only.
- A keyword's minimum CPC bid is the same for each match type of the keyword in an account.
- QS₁ for broad- and phrase-matched keywords is not affected when a keyword variation triggers an ad.

Example for the keyword *Electric Guitar*:

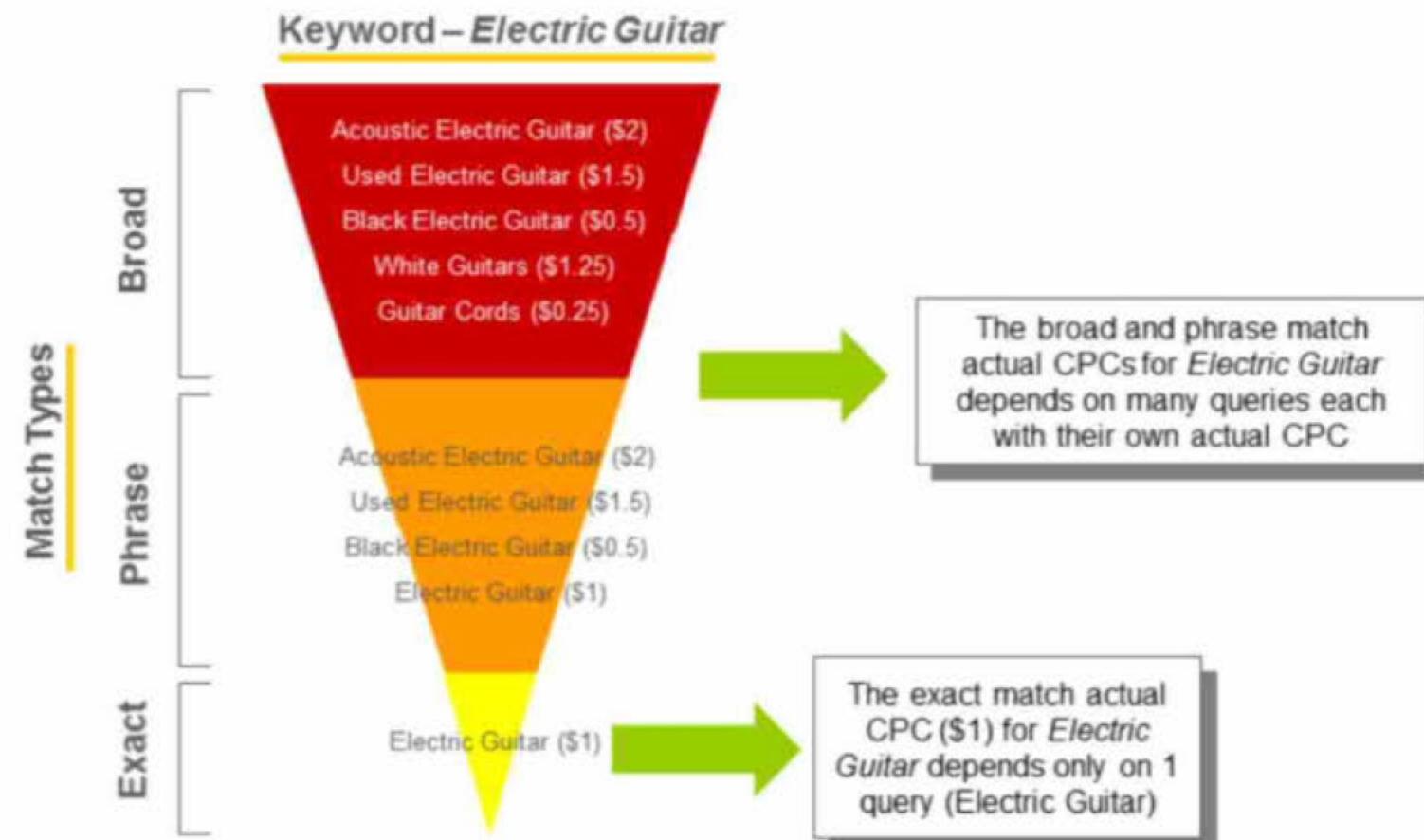


Google Confidential and Proprietary

Keyword Match Types and Pricing



Account statistics for broad match keywords reflect a mix of different CPCs paid across a variety of query matches.

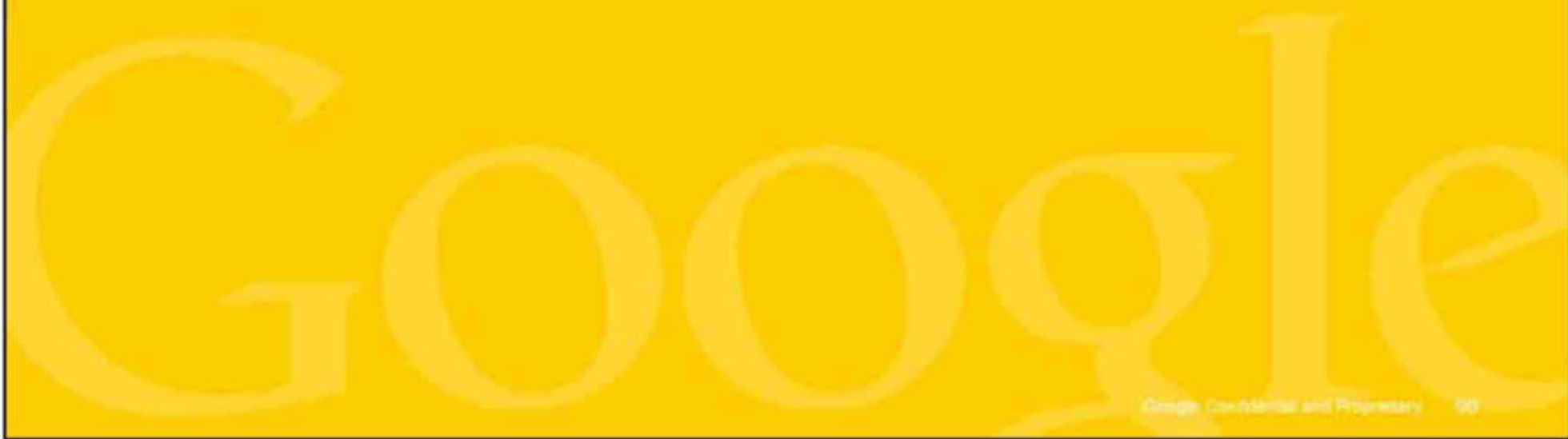


Google Confidential and Proprietary

- Match types do however determine the actual CPC, i.e. the actual amount an advertiser pays.
- Why? Since broad and phrase match captures and encompasses many more queries than exact, any one of those queries could be more competitive (and hence expensive) than others and this is what drives the difference in average CPC.
- With exact, there's only one CPC. It could theoretically be higher or lower in CPC than the queries that are derived from phrase or broad.
- Go over example to demonstrate.

| Id | Date | Text |
|----|---------------------|---|
| G2 | 10/18/2007 21:04:46 | Any way you can add some sample CPCs in here to clarify the point even further. It's not the number of queries that defines the actual CPC but more the fact that certain queries are more competitive (and hence expensive) than others and this is what drives the difference in average CPC. |
| | | <div>Google Confidential and Proprietary 89</div> |

Chapter 9: User Based Ads Quality



Google Confidential and Proprietary 99

User Based Ads Quality (UBAQ)



Our system uses a variety of user-based information, like Previous Query, to ensure that we're showing users the most relevant ads. This means that in some cases, the same ad may sometimes show in a different position for different users.

Tip: Use the Ad Preview Tool

- this shows the ad position without user based signals and ensures the advertiser is not hurting their own ad's performance

Google. Confidential and Proprietary

Unfortunately, advertisers have become accustomed to searching for their ads on Google.com as a way to monitor their performance and may think something is “wrong” if they see their ad in a lower or higher position than expected. Due to the many factors we take into consideration when determining which ads to show a user, searching for ads on Google.com should not be used to troubleshoot or monitor ads. Instead, advertisers and CSRs should use the ad preview page – this page will show ads the way most users see them. To use the ad preview page:

UBAQ – Previous Query



Previous Query

- When a user does back-to-back searches on Google, the second result set may include supplemental ads related to the first query

| | Query done by user | Query as seen by Google |
|---|--------------------|---|
| 1 | Spain vacations | Spain vacations |
| 2 | weather forecast | Spain vacations weather forecast AND weather forecast |
| 3 | book flights | weather forecast book flights AND book flights |

Section C: What the users see



Google Confidential and Proprietary 93

Chapter 10: The Ads UI



Google Confidential and Proprietary 94

AdsUI: Promoting High Quality Ads



Google

hotel dublin city centre

Search

Advanced Search

Feedback

Web

Results 1 - 10 of about 346,000 for hotel dublin city centre. (0.41 seconds)

Dublin City Centre Hotel

www.DublinCityCentreHotel.com

Luxury Comfort and Style in the heart of Dublin City!

City Centre Dublin Hotel

hotels.com

All you need is your camera. Leave your International stay to us

Fitzwilliam Hotel Dublin

www.FitzwilliamHotel.com

Boutique 5* luxury accommodation Midweek rates from \$99.50 pps

Dublin City Centre Hotels-Book Central Dublin Hotels

Clarion Hotel Dublin IFSC, Dublin city centre, County Dublin. If you're after luxurious hotels in Dublin city centre then look no further than the newly ...

[dublin.goreland.com/Scripts/low/xq/asp/cst.1?areatype.1/aread.8240/SubjectID.65/qv/listing.htm](#) - 66k -

Cached - Similar pages - Note this

Dublin City Hotels, Ireland-Discount hotels in Dublin City

Lynams Hotel, Dublin City. Housed in two listed Georgian Townhouses, Lynams Hotel is an engaging 3* boutique hotel offering a superb city centre location ...

[dublin.goreland.com/Scripts/low/xq/asp/cst.1?areatype.1/aread.200/SubjectID.65/qv/listing.htm](#) - 66k -

Cached - Similar pages - Note this

[More results from dublin.goreland.com]

Dublin Hotels Midweek Corporate Rates, Clarence Hotel, Luxury

Luxury Dublin City Centre Hotel, The Clarence Hotel Dublin. The Clarence Hotel in Dublin near Temple Bar is ideally located for midweek or weekend special ...

[www.theclarence.ie/](#) - 21k -

Cached - Similar pages - Note this

Holiday Inn DUBLIN Hotels | DUBLIN CITY CENTRE | Welcome

Hotel details information for Holiday Inn DUBLIN CITY CENTRE in DUBLIN, IRELAND/

[www.ihotelsgroup.com/h/d/n/t/en/hd1b1cc](#) - 123k -

Cached - Similar pages - Note this

Dublin Hotels - Hotels in Dublin Ireland

Dublin Hotels Booking Service. Based in Dublin, Ireland.

[dublin-city-centre-hotels.com/](#) - 19k -

Cached - Similar pages - Note this

Dublin City Hotel

Jurys Doyle Dublin Hotels. 3 Great Dublin City Hotels. Book Online!

[www.jurysdoyle.com/Dublin](#)

Conrad Hotel Dublin

Enjoy Dublin luxury with Conrad. Reserve online now for great rates!

[www.ConradHotels.com](#)

75 Hotels in Dublin

Book your hotel in Dublin online. No reservation costs. Great rates!

[www.booking.com/Dublin-Ireland](#)

120 Hotels in Dublin

Booking today? Serious deals. 4* from £58. Limited Availability!

[www.LateRooms.com/Dublin-Hotels](#)

Dublin City Center Hotel

Discounts on Ireland Hotels. Unbeatable Rates. Book It Today!

[www.GTAHotels.com/Dublin](#)

Holiday Inn Express Hotel

Hotels in Dublin. Free internet & breakfast bar.

[www.hiexpress.com](#)

Dublin Hotel

30 Charming Hotels selected. Up to 50% discount. No prepayment

[www.Hotels-Direct-Dublin.com](#)

Google Confidential and Proprietary 95

1/

Redacted

REDACTED FOR PUBLIC FILING

GOOG-DOJ-16763840

AdsUI: Indicating Secure Shopping



Web Images Maps News Shopping Google Mail more ▾

Sign in



flowers london

Search

Advanced Search
Preferences

Search: the web pages from the UK

Web

Results 1 - 10 of about 435,000 for **flowers london** (0.36 seconds)

Flowers London

www.SerenataFlowers.com

Gorgeous **flowers**. Free delivery 100% Satisfaction Guaranteed.

Flower Delivery London

www.ArenaFlowers.com/London

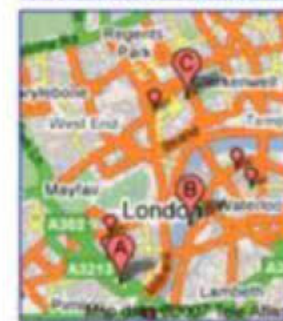
Order by 3pm for Free Same Day **Flower** Delivery in **London** Today!

London Florists

www.interflora.co.uk

Quality **flowers** delivered by hand. Fresh from your local florist.

Local business results for **flowers** near **London**



Memento Flowers - www.mementoflowers.com

91 Tachbrook Street, London - 020 7821 9700

[Directions, hours, and more >](#)

Flower Time - maps.google.co.uk

Lambeth Palace Rd, London - 020 79267898

[Directions and more >](#)

Hybrid - www.hybridflowers.co.uk

61-65 Great Queen St, London - 020 74049889

[Directions and more >](#)

[More results near London >](#)

Flowers London - UK flower delivery - London UK - florist online

Order online or by phone by 5 PM for same day **London** or next day UK direct delivery by

Flowers 24 Hours. Weekend delivery for online orders!

www.flowers24hours.co.uk/ - 33k - [Cached](#) - [Similar pages](#)

Flower Delivery london | **Florists london** | **Send Flowers london** ...

Gorgeous **flowers** for free **flower** delivery in **London**. Order **flowers** to **London** by 8pm for free weekday **flower** delivery in **London**. 100% Satisfaction guaranteed ...

Sponsored Links

Sponsored Links

Flowers From £9.99 - UK

Great value **flowers** since 1989.

Free chocolates & Free UK delivery.

www.Bunches.co.uk

Fresh Flowers at M&S

Beautiful fresh **Flowers** at M&S

with our 7 day freshness guarantee

www.marksandspencer.com/flowers

Flowers London

Flowers London from £9.99

Free chocolates with each order

www.flowers-for-all-occasions.co.uk

Flowers London

Stunning Designer Florists

Quality **Flowers London**

www.florist.co.uk/flowers+London

Flowers available here

Design and installation services

available. Buds, **London**

www.flower.co.uk

Florist Delivery £9.99

We deliver any where within the UK

Florist **Flowers** £9.99 Free Delivery

www.BloominDelightful.com

Google Confidential and Proprietary 95

Chapter 11: Issues & Myths



Google Confidential and Proprietary 97

Some Quality Score Misconceptions Uncovered



- ❖ Using different match types can improve your Quality Score
- ❖ High position = high Quality Score
- ❖ High CTR = high Quality Score
- ❖ Quality Score is reset when you optimize your account
- ❖ Quality Score suffers when your ad is not running
- ❖ Low volume keywords always have a high min CPC
- ❖ There should be ads on all results pages

Google Confidential and Proprietary 98

Keyword Match Types



Misconception: Changing keyword match types can alter my Quality Score

Fact: Quality Score is calculated using only data from queries that exactly match your keyword

- [red flowers], "red flowers", 'red flowers' may all have different CTRs but they all have the same Quality Score
- Because Quality Score doesn't depend on the match type, you won't get lower costs by using all 3 match types

Tip: Negative keywords help you eliminate irrelevant queries

- This helps improve your account's performance

Impact of Position on Quality Score



Misconception: Showing up in a higher position will benefit my QS

Fact: Quality Score is normalized to compensate for differences in performance for ads in different positions

- An ad in a higher position is predisposed to get a better CTR
- An ad above the search results is predisposed to get a better CTR

Web Results 1 - 10 of about 23,700,000 for **flowers** [definition]. (0.21 seconds)

| Sponsored Links | |
|---|--|
| Flowers www.FTD.com Florist delivered flowers \$17.99. Same Day Delivery Available. | Flowers at 1-800-FLOWERS Order from Your Florist of Choice®. Starting at Just \$29.99. Shop Now. 1800flowers.com |
| Send Flowers from \$19.99 www.proflowers.com Send Roses, Lilies & other Flowers . "Best Value" - Wall Street Journal | FTD Fast Flower Delivery Express 4 Hour Delivery AM or PM! Same Day "Hand Flower Delivery" www.NationwideFlorist.com |
| Save \$10 on Flowers www.Teleflora.com Same Day Delivery by Local Florists Surprise Someone with Fresh Flowers | Flowers Delivered Today Order Online and Get \$10 off Same Day Hand Delivery Guaranteed JustFlowers.com/Flowers_Special |
| Flowers, Plants, Food Gifts & Sweets, Gift Baskets, Teddy Bears ... Flowers , unique gifts, gourmet foods, gift baskets, teddy bears, sweets and plants presented by 1-800-FLOWERS.COM, a leading online provider of fresh-cut ... www.1800flowers.com/ - 72k - Nov 12, 2006 - Cached - Similar pages - Note this | |

Google Confidential and Proprietary 100

The Relationship between CTR and QS



Misconception: I see a high CTR in my account statistics, that means that I should have a high Quality Score

Fact: Quality Score (for min CPC and for AdRank on search) is based on your ad's performance on Google.com

- It is possible that your ad has a low Quality Score despite having a stellar CTR shown in the account stats because it does not perform well on Google properties
- There is a level playing field when all ads are judged on the same criteria

Fact: The CTR shown in the account stats can include the following:

- Performance of Exact KW on Google (used for determining QS)
- Performance of Exact KW on Search Partners
- Performance of KW expansions and variations on Google
- Performance of KW expansions and variations on Search Partners

Google, Confidential and Proprietary 101

Optimizations and Quality Score



Misconception: I'll lose my history if I optimize my account

Fact: History of keywords, ad texts and landing pages is preserved when the account is restructured

- Visible history is reset
- History to calculate Quality Score is preserved

Tip: Experiment with improved account structure, you can always go back if it wasn't a success

Paused Ads



Misconception: My Quality Score suffers when my ad/keyword is paused

Fact: Quality Score is partially based on the performance of that keyword and ad text within your account and pausing an ad does not impact this aspect of the Quality Score because no performance data is accrued

- Use ad scheduling to only show your ads when they perform at their best
- Pause keywords and creatives that are out of season and resume them next time they come in season

Fact: Quality Score is partially based on system-wide data so a paused ad's Quality Score could change when it is resumed.

- E.g. the keyword "Christmas Tree" will have a better Quality Score around the holidays. If you unpause it in March, it may have a worse Quality Score, however this is an external factor and not a penalty because your keyword was paused.

Low Volume Keywords



Misconception: Low volume keywords always have a high min CPC because Google finds them irrelevant

Fact: The relevance factor used to calculate QS is a measure of how users react to the ad when we show it, hence CTR is a large component of QS. We do not consider the frequency that users search for a keyword to be a relevance factor.

- Delete keywords with extremely low search volume to keep your account more manageable
- In 2006, 85% of all searches were for keywords of 5 words or less (Jupiter)

Fact: QS is based on all the data Google has, so when the keyword is very specific and doesn't get searched for very often, we have less data to determine the initial minimum bid. In some cases, we may set a pretty high minimum bid but if your ad proves its relevance, its QS can rise quickly and your minimum bid will drop.

Google, Confidential and Proprietary 104

Pages with Few Ads



Misconception: There should be ads on all results pages

Fact: Google wants to show users the most relevant results on search pages and sometimes the organic results are so relevant that few ads meet the relevance threshold required to be shown.

- There are few keywords left that are so unique that nobody has thought of buying them. When you don't see ads, chances are these are bad keywords that others have unsuccessfully tried already.

Fact: Some queries are commercial in nature and others aren't. Organic results tend to be more useful for non-commercial queries so any advertisers buying the keywords will have a hard time getting clicks and proving they are providing more value than the organic results.

- Some advertisers appear both in organic and paid results. When this is the case, enjoy the free traffic you're getting and make sure you're tracking it in your overall results.

Commercial vs. Non Commercial Queries



Compare the number and positioning of ads on the following 3 queries which go from non commercial to very commercial

The image shows three overlapping Google search results pages. The top page is for the query 'how is champagne made', the middle for 'champagne', and the bottom for 'buy champagne'. The bottom page shows search results for 'buy champagne' with approximately 2,920,000 results. It features several sponsored links at the top, including 'Champagne at Wine.com', 'Champagne', 'Buy Champagne On-line', 'Buy Champagne.com', and 'Wine.com - Buy Wine, Wine Clubs, Gift Baskets and more'. On the right side, there are more sponsored links like 'Ready to Celebrate?', 'Buy Champagne', 'Buy Wine Online', and 'Buy Champagne Online'.

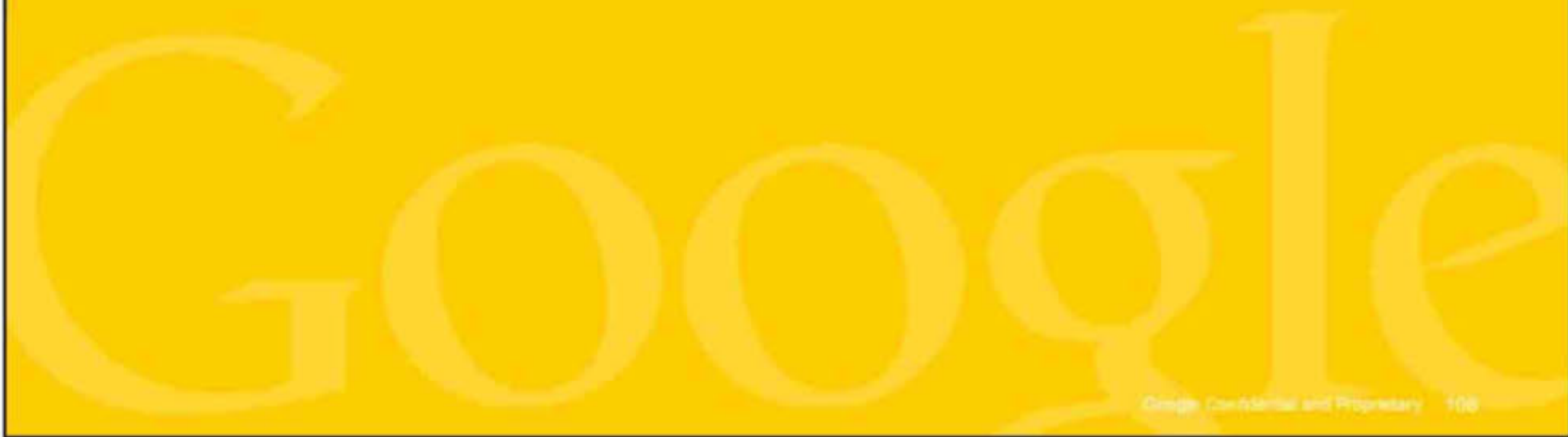
Google Confidential and Proprietary 106

Section D: Beyond Search



Google Confidential and Proprietary 107

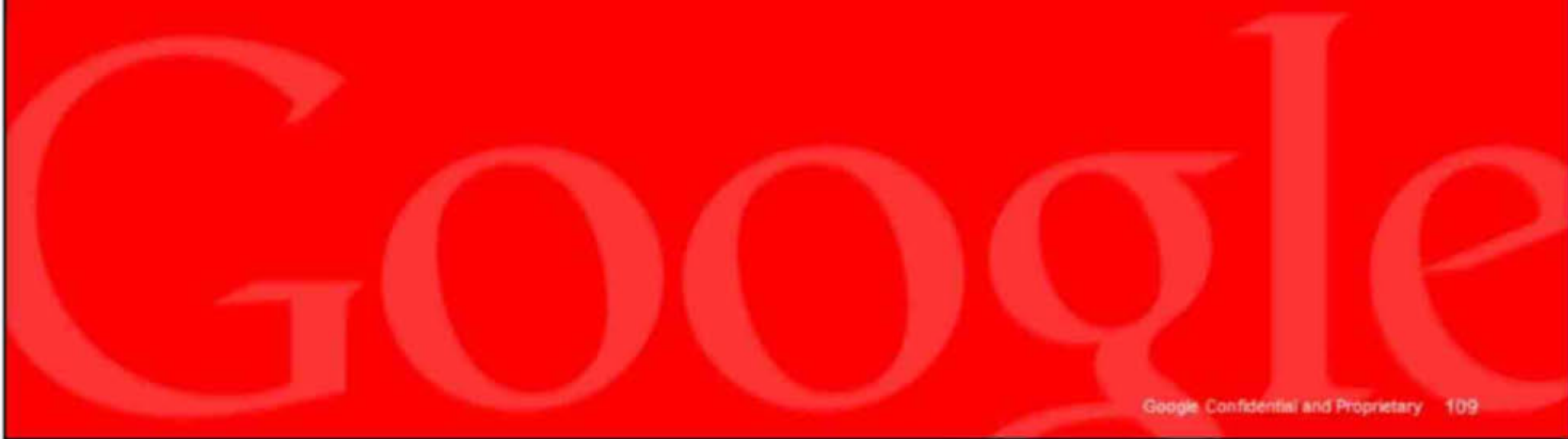
Chapter 12: Contextual Ad Quality



Google Confidential and Proprietary 109

Chapter 13: Ads Quality and Revenue

Red



Google Confidential and Proprietary 109

The 4 big knobs and levers



1. QBB curves

1. Defining the price advertisers need to pay for a certain level of quality
2. Controlling number of active keywords in the system
3. Defining the minimum bids paid for bottom ads

2. Threshold tuning

1. Defining how many ads are disabled due to quality concerns
2. Defining how many ads are being shown above the results

3. Reserve prices

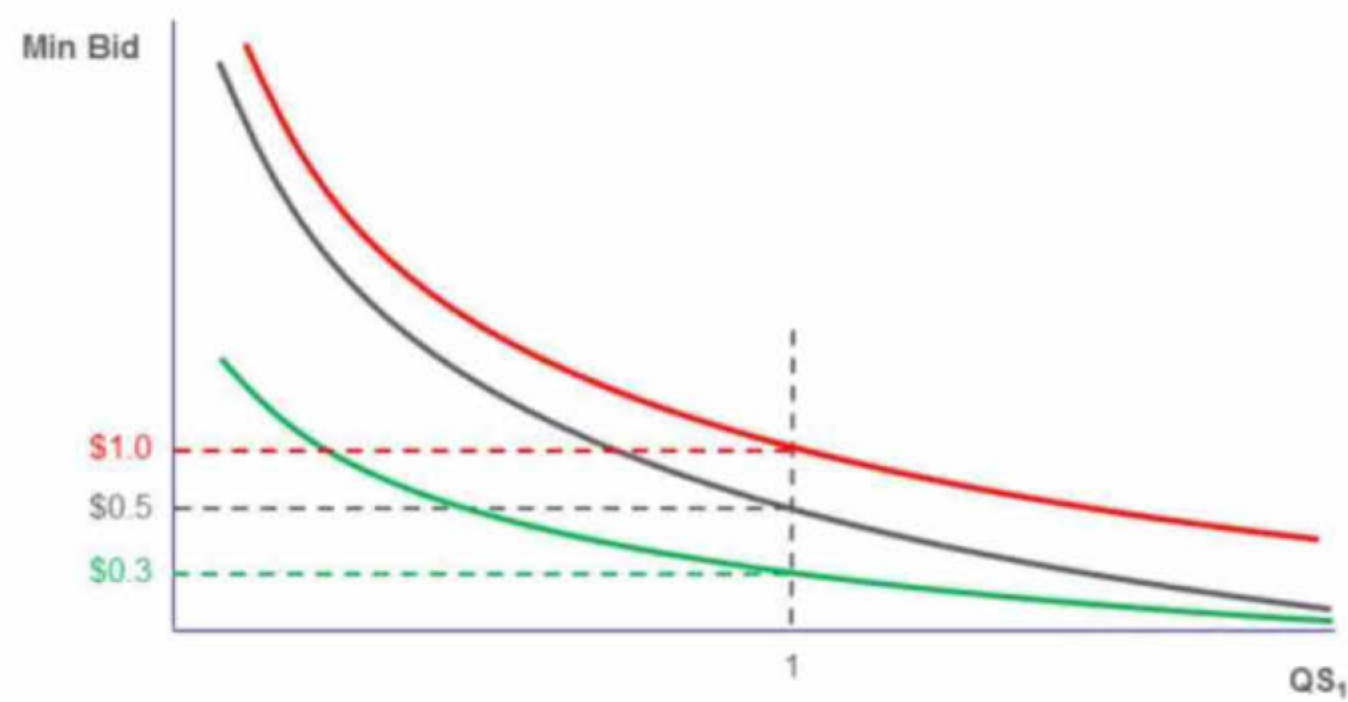
1. Defining the minimum price for a click of a promoted ad

4. Landing Page Quality

1. Shaping the mix of advertisers able to profitably run ads on Google

Google Confidential and Proprietary 110

The QBB Curve



1. Each Quality Score represents a certain minimum bid on a given curve
2. We have different curves for different markets to take market specifics into account
3. The more lenient the curve, the less keywords become „inactive for Search“
4. Basic principle: low quality ads should pay at least a CPC equal to the average CPC in a market.

Google, Confidential and Proprietary 111

Thresholds Tuning - Normal



Google

hotel dublin city centre

Search

Advanced Search

Feedback

Web

Results 1 - 10 of about 346,000 for hotel dublin city centre (0.41 seconds)

Dublin City Centre Hotel

www.DublinCityCentreHotel.com

Luxury Comfort and Style in the heart of Dublin City!

Sponsored Links

Dublin City Hotel

Jurys Doyle Dublin Hotels. 3 Great Dublin City Hotels. Book Online!

www.jurysdoyle.com/Dublin

Sponsored Links

Conrad Hotel Dublin

Enjoy Dublin luxury with Conrad. Reserve online now for great rates!

www.ConradHotels.com

75 Hotels in Dublin

Book your hotel in Dublin online. No reservation costs. Great rates!

www.booking.com/Dublin-Ireland

120 Hotels in Dublin

Booking today? Serious deals. 4* from €58. Limited Availability!

www.LateRooms.com/Dublin-Hotels

Dublin City Center Hotel

Discounts on Ireland Hotels. Unbeatable Rates. Book It Today!

www.GTAHotels.com/Dublin

Dublin City Centre Hotels: Book Central Dublin Hotels

Clarion Hotel Dublin (FSC Dublin city centre, County Dublin) If you're after luxurious hotels in Dublin city centre then look no further than the newly ...

[dublin.goreland.com/Scripts/low/hq/asp/](#)

[cat.1?areatype=1&read=8340/SubjectID:65/qplisting.htm](#) - 66k -

Cached - Similar pages - Note this

Dublin City Hotels, Ireland-Discount hotels in Dublin City

Lynams Hotel, Dublin City Housed in two listed Georgian Townhouses, Lynams Hotel is an engaging 3* boutique hotel offering a superb city centre location ...

[dublin.goreland.com/Scripts/low/hq/asp/](#)

[cat.1?areatype=1&read=200/SubjectID:65/qplisting.htm](#) - 66k -

Cached - Similar pages - Note this

[More results from dublin.goreland.com]

Dublin Hotels Midweek Corporate Rates, Clarence Hotel, Luxury ...

Luxury Dublin City Centre Hotel, The Clarence Hotel Dublin. The Clarence Hotel in Dublin near Temple Bar is ideally located for midweek or weekend special ...

[www.theclarence.ie/](#) - 21k -

Cached - Similar pages - Note this

Holiday Inn DUBLIN Hotels | DUBLIN CITY CENTRE | Welcome

Hotel details information for Holiday Inn DUBLIN CITY CENTRE in DUBLIN, IRELAND!

[www.ihotelsgroup.com/hotels/ireland/dublin](#) - 123k -

Cached - Similar pages - Note this

Dublin Hotels - Hotels in Dublin Ireland

Dublin Hotels Booking Service. Based in Dublin, Ireland.

[dublin.city-centre-hotels.com/](#) - 16k -

Cached - Similar pages - Note this

Google Confidential and Proprietary 112

1/1

Redacted

REDACTED FOR PUBLIC FILING

GOOG-DOJ-16763857

Google



Thresholds Tuning - Lenient



Google

hotel dublin city centre

Search

Advanced Search

Feedback

Web

Results 1 - 10 of about 346,000 for hotel dublin city centre (0.41 seconds)

Dublin City Centre Hotel

www.DublinCityCentreHotel.com

Luxury Comfort and Style in the heart of Dublin City!

City Centre Dublin Hotel

hotels.com

All you need is your camera. Leave your international stay to us

Fitzwilliam Hotel Dublin

www.FitzwilliamHotel.com

Boutique 5* luxury accommodation Midweek rates from \$99.50 pps

Dublin City Centre Hotels-Book Central Dublin Hotels

Clarion Hotel Dublin (FSC Dublin city centre County Dublin if you're after luxurious hotels in Dublin city centre then look no further than the newly ...

dublin.goreland.com/Scripts/low/q.asp?cat.1&areatype.1&read.\$340/SubjectID.65/qplisting.htm - 66k -

Cached - Similar pages - Note this

Dublin City Hotels, Ireland-Discount hotels in Dublin City

Lynams Hotel, Dublin City Housed in two listed Georgian Townhouses, Lynams Hotel is an engaging 3* boutique hotel offering a superb city centre location ...

dublin.goreland.com/Scripts/low/q.asp?cat.1&areatype.1&read.200/SubjectID.65/qplisting.htm - 66k -

Cached - Similar pages - Note this

[More results from dublin.goreland.com]

Dublin Hotels Midweek Corporate Rates, Clarence Hotel, Luxury ...

Luxury Dublin City Centre Hotel, The Clarence Hotel Dublin, The Clarence Hotel in Dublin near Temple Bar is ideally located for midweek or weekend special ...

www.theclarence.ie/ - 21k -

Cached - Similar pages - Note this

Holiday Inn DUBLIN Hotels | DUBLIN CITY CENTRE | Welcome

Hotel details information for Holiday Inn DUBLIN CITY CENTRE in DUBLIN, IRELAND/

www.ihotelsgroup.com/hotels/ireland/dublin - 123k -

Cached - Similar pages - Note this

Dublin Hotels - Hotels in Dublin Ireland

Dublin Hotels Booking Service. Based in Dublin, Ireland.

dublin.city-centre-hotels.com/ - 16k -

Cached - Similar pages - Note this

Sponsored Links

Dublin City Hotel

Jurys Doyle Dublin Hotels. 3 Great Dublin City Hotels. Book Online!

www.jurysdoyle.com/Dublin

Conrad Hotel Dublin

Enjoy Dublin luxury with Conrad. Reserve online now for great rates!

www.ConradHotels.com

75 Hotels in Dublin

Book your hotel in Dublin online. No reservation costs. Great rates!

www.booking.com/Dublin-Ireland

120 Hotels in Dublin

Booking today? Serious deals. 4* from €58. Limited Availability!

www.LateRooms.com/Dublin-Hotels

Dublin City Center Hotel

Discounts on Ireland Hotels. Unbeatable Rates. Book It Today!

www.GTAHotels.com/Dublin

Holiday Inn Express Hotel

Hotels in Dublin. Free internet & breakfast bar.

www.hiexpress.com

Dublin Hotel

30 Charming Hotels selected. Up to 50% discount- No prepayment

www.Hotels-Direct-Dublin.com

Google. Confidential and Proprietary 1/14

1/1

Redacted

REDACTED FOR PUBLIC FILING

GOOG-DOJ-16763859

Reserve Prices



Google

hotel dublin city centre

Search

Advanced Search

Feedback

Web

Results 1 - 10 of about 346,000 for hotel dublin city centre (0.41 seconds)

Dublin City Centre Hotel

www.DublinCityCentreHotel.com

Luxury Comfort and Style in the heart of Dublin City!

€0.34

[< €2.34]

City Centre Dublin Hotel

hotels.com

All you need is your camera. Leave your international stay to us

€0.56

[< €1.56]

Fitzwilliam Hotel Dublin

www.FitzwilliamHotel.com

Boutique 5* luxury accommodation Midweek rates from \$99.50 pps

€1.12

[> €0.98]

Dublin City Centre Hotels-Book Central Dublin Hotels

Clarion Hotel Dublin (FSC Dublin city centre County Dublin if you're after luxurious hotels in Dublin city centre then look no further than the newly ...

dublin.goreland.com/Scripts/low/q.asp?cat.1&reatype.1&read.\$340/SubjectID.65/qplisting.htm - 66k -

Cached - Similar pages - Note this

Dublin City Hotels, Ireland-Discount hotels in Dublin City

Lynams Hotel, Dublin City Housed in two listed Georgian Townhouses, Lynams Hotel is an engaging 3* boutique hotel offering a superb city centre location ...

dublin.goreland.com/Scripts/low/q.asp?cat.1&reatype.1&read.200/SubjectID.65/qplisting.htm - 66k -

Cached - Similar pages - Note this

[More results from dublin.goreland.com]

Dublin Hotels Midweek Corporate Rates, Clarence Hotel, Luxury ...

Luxury Dublin City Centre Hotel, The Clarence Hotel Dublin, The Clarence Hotel in Dublin near Temple Bar is ideally located for midweek or weekend special ...

www.theclarence.ie/ - 21k -

Cached - Similar pages - Note this

Holiday Inn DUBLIN Hotels | DUBLIN CITY CENTRE | Welcome

Hotel details information for Holiday Inn DUBLIN CITY CENTRE in DUBLIN, IRELAND/

www.ihotelsgroup.com/hotels/ireland/dublin - 123k -

Cached - Similar pages - Note this

Dublin Hotels - Hotels in Dublin Ireland

Dublin Hotels Booking Service. Based in Dublin, Ireland.

dublin.city-centre-hotels.com/ - 16k -

Cached - Similar pages - Note this

Sponsored Links

Dublin City Hotel

Jurys Doyle Dublin Hotels. 3 Great Dublin City Hotels. Book Online!

www.jurysdoyle.com/Dublin

Sponsored Links

Conrad Hotel Dublin

Enjoy Dublin luxury with Conrad. Reserve online now for great rates!

www.ConradHotels.com

75 Hotels in Dublin

Book your hotel in Dublin online. No reservation costs. Great rates!

www.booking.com/Dublin-Ireland

120 Hotels in Dublin

Booking today? Serious deals. 4* from €58. Limited Availability!

www.LateRooms.com/Dublin-Hotels

Dublin City Center Hotel

Discounts on Ireland Hotels. Unbeatable Rates. Book It Today!

www.GTAHotels.com/Dublin

Holiday Inn Express Hotel

Hotels in Dublin. Free internet & breakfast bar.

www.hiexpress.com

Dublin Hotel

30 Charming Hotels selected. Up to 50% discount- No prepayment

www.Hotels-Direct-Dublin.com

Google. Confidential and Proprietary 1/15

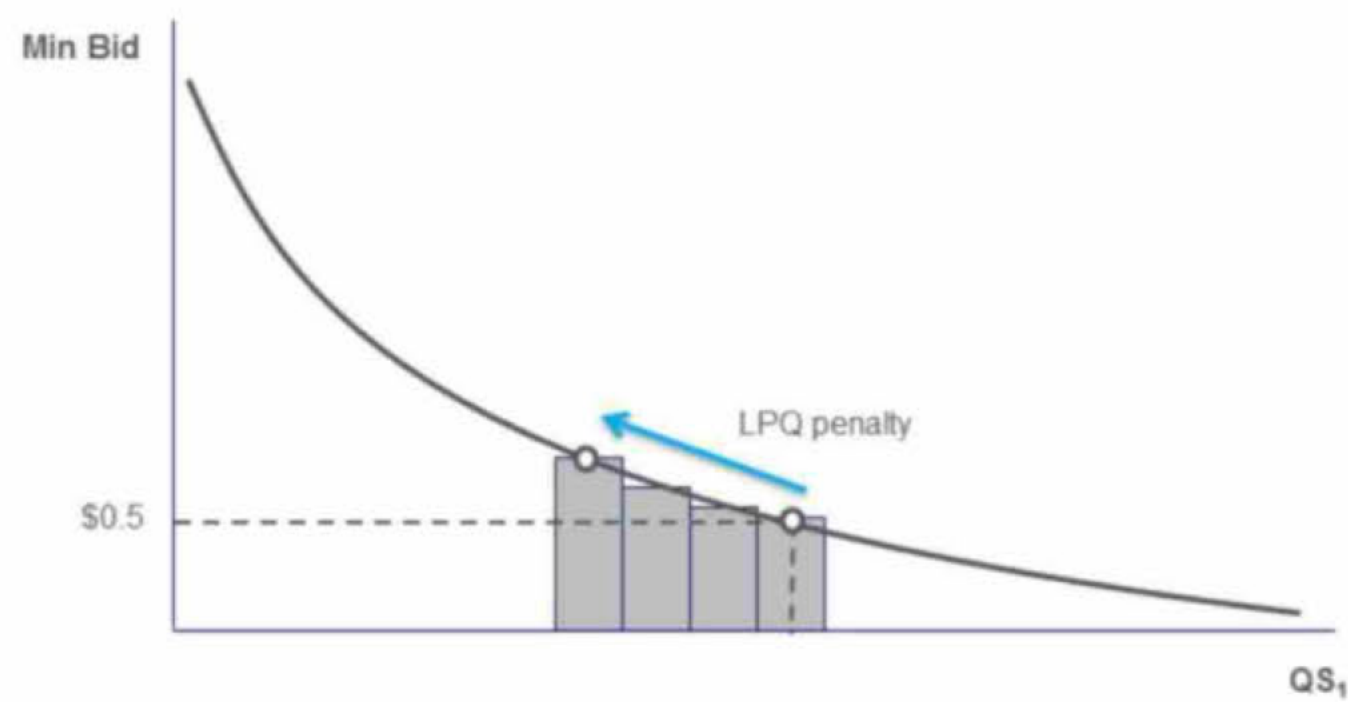
Redacted

REDACTED FOR PUBLIC FILING

GOOG-DOJ-16763860

1/1

Landing Page Quality



1. Landing Page Quality applies a minimum bid penalty for all keywords relating to a URL.
2. Different levels of LPQ will carry different penalties
3. We don't have „benefits“ at the current stage

Google, Confidential and Proprietary 116

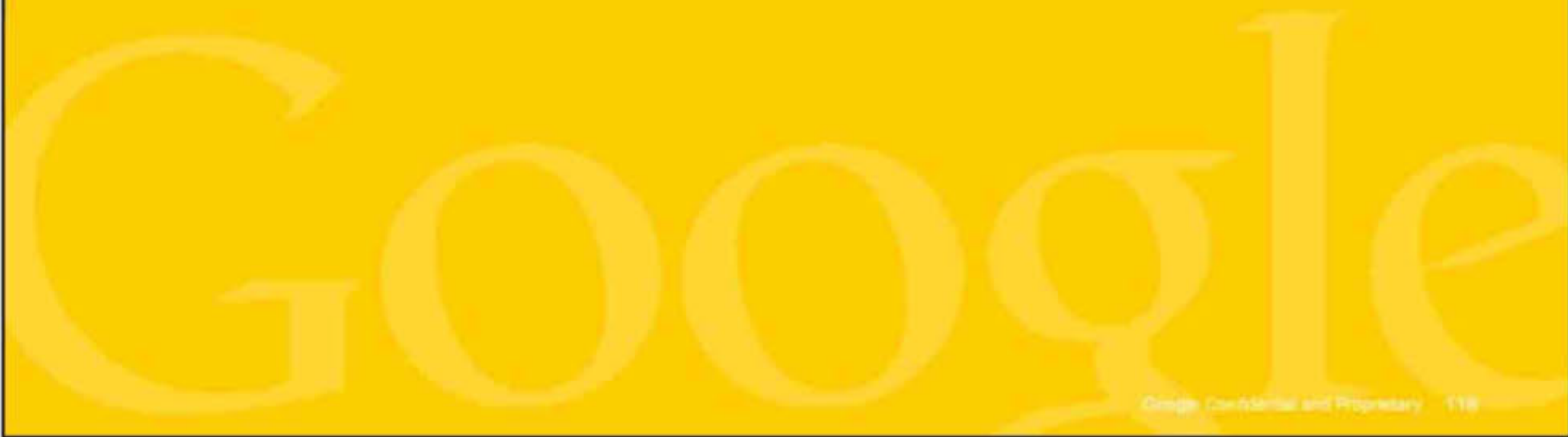
Potential results of AQ launches



- What
 - Change in # of impressions
 - Change in avg CTR
 - Change in avg ROI
 - Change in avg RPM
- Through
 - Change in depth (more/less ads per query)
 - Change in coverage (more/less queries with ads)
 - Shift of ad mix (e.g. less ebay)
 - More/less promoted ads
 - Higher/lower average CPCs

Google Confidential and Proprietary 117

Chapter 14: Tools & Troubleshooting



Google Confidential and Proprietary 119

When things go wrong



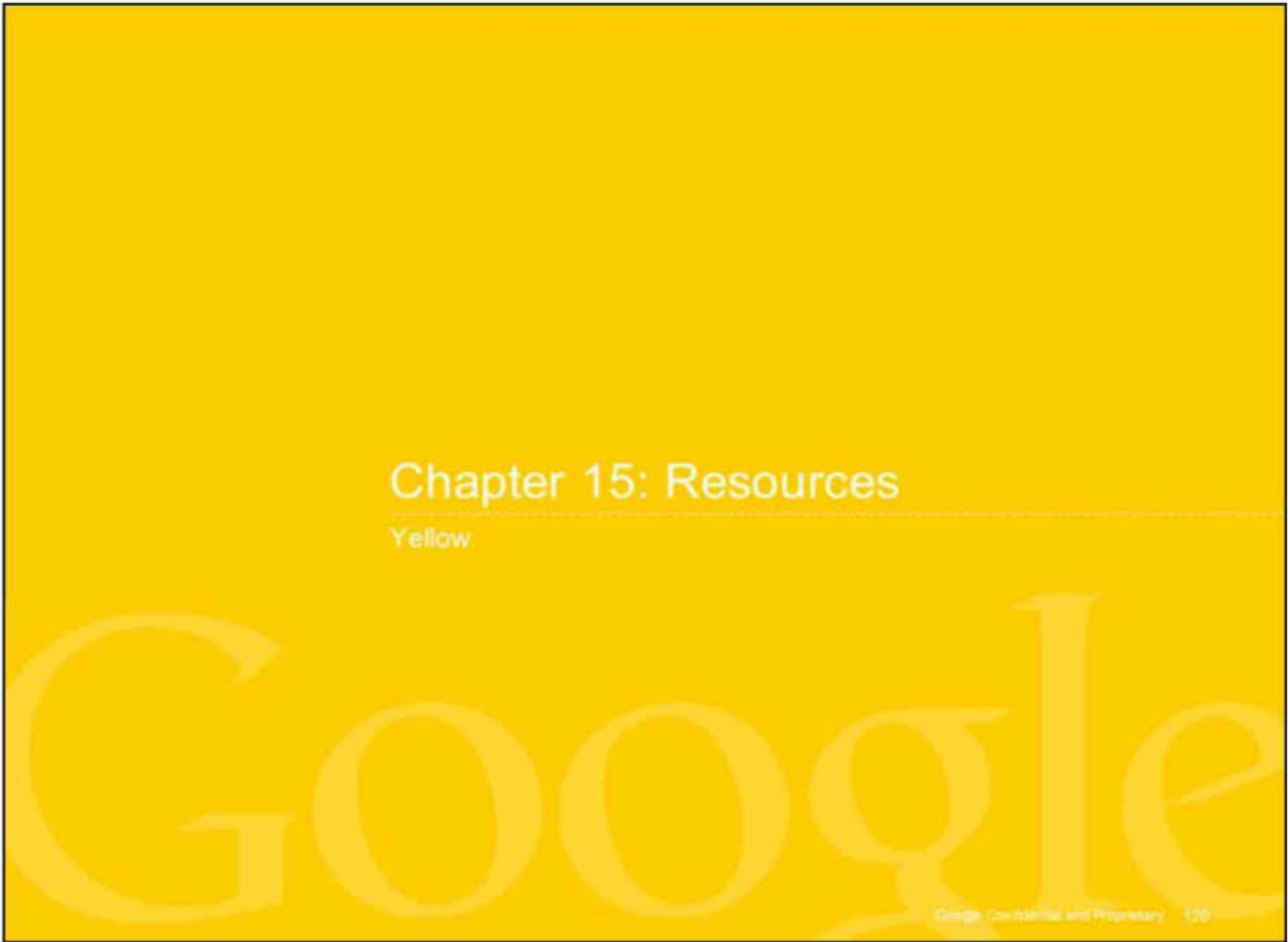
Examples of things that may seem weird

- Min CPC seems out of whack
- Broad match is out of control
- Good landing pages have been impacted

Steps to consider

- Check the ads quality blog for launches around the time the issue started
- Research the details using reports
- Check in with CS Tech about possible bugs and with Product Specialist if you need confirmation about intended system behavior

Google Confidential and Proprietary



When you have questions about ads quality



Prodcomm (<http://go/osoprodcomm>)

- The place to find official messaging for all ads quality questions

Ads quality blog (<http://go/adsquality>)

- Great for checking launch dates to see if some unusual behavior in account may be related to ads quality change

ICSKB (<http://icskb>)

- Great for getting common but hard questions answered

Google Confidential and Proprietary



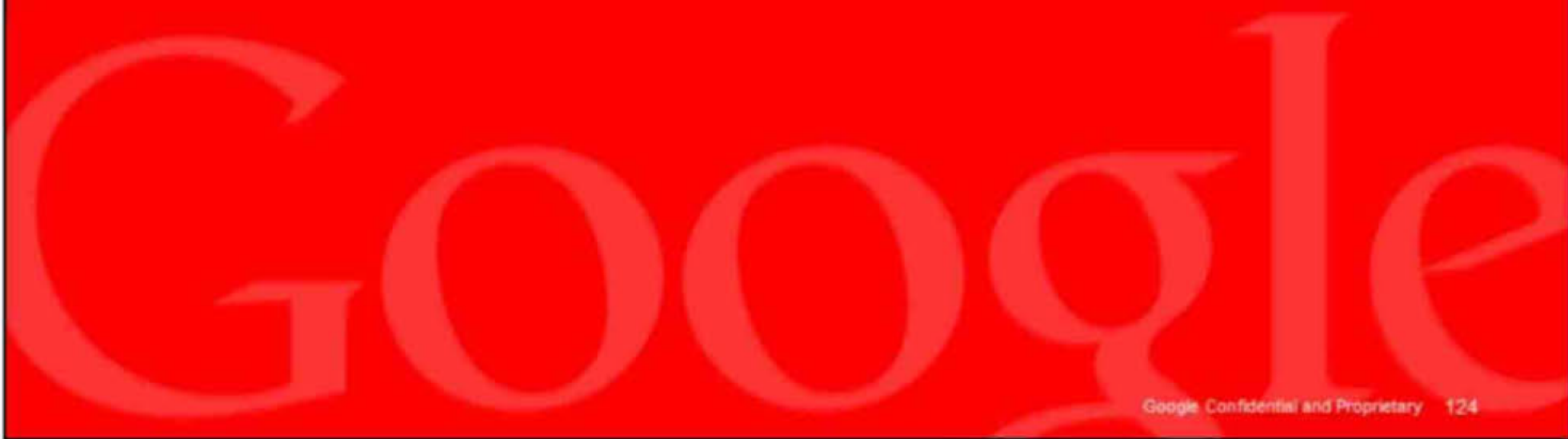
Still to come...



Google Confidential and Proprietary

Epilogue: The Future of Ads Quality

Red



Google Confidential and Proprietary 124

Known issues that we are working on

- Prediction confidence
 - Trademark owners often pay high min CPCs initially
- More regular LPQ updates
- More transparency and actionable advice