

Google Ads Search Campaign

1. Set up a search campaign talking about your blog:
 - a. Locations to be targeted - Delhi, Mumbai, Kolkata, Chennai
 - b. Bidding strategy – manual CPC
 - c. Daily budget - Rs 100
 - d. Bids - INR 1 or as per your choice
2. Create 2 ad groups each with 10 keywords each relevant to your blog
3. Write 2 ad texts for each ad group (include a call to action that asks people to “visit your blog”)
4. Create responsive search ads for each ad group
5. While writing the ad, talk creatively about why someone should go to your blog and spend time on it
6. Create at least 5 different ad extensions like site links, call extensions, callouts, featured snippets, etc at the campaign level.
7. Using bid modifier to set 20% higher bids on mobile devices
8. Use Ad Schedule to ensure that your ads don't run on a weekend

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Location Targeting

Locations

Select locations to target ?

All countries and territories

India

Enter another location

Targeted locations (4)	Reach ?	⊗
Chennai, Tamil Nadu, India city	22,800,000	⊗
Delhi, India union territory	32,500,000	⊗
Kolkata, West Bengal, India city	17,800,000	⊗
Mumbai, Maharashtra, India city	20,700,000	⊗

[Advanced search](#)

For example, a country, city, region or postcode

Location options

Target ?

Presence or interest: People in, regularly in or who've shown interest in your targeted locations (recommended)

Presence: People in or regularly in your targeted locations

Configuring the campaign's **location targeting** to include Mumbai, Delhi, Kolkata, and Chennai.

Bidding Strategy

Bidding

Bidding

What do you want to focus on? ⓘ

Clicks ▾

Set a maximum cost per click bid limit

Maximum CPC bid limit ⓘ

₹ 1.00

Alternative bid strategies like portfolios are available in settings after you create your campaign

Next

Configuring the **bidding strategy** as manual cost per click (CPC), with a daily budget set at ₹10 and individual bids set at ₹1.

Budget

Select the average that you want to spend each day.

<input checked="" type="radio"/> ₹97.50 Average daily budget	^
<input type="radio"/> ₹81.13 Recommended	▾
<input type="radio"/> ₹64.86	▾
<input type="radio"/> Set custom budget	▾

ⓘ New budgets are shown based on changes made to your campaign.

For the month, you won't pay more than your daily budget times the average number of days in a month. Some days you might spend less than your daily budget, and on others you might spend up to twice as much. [Learn more](#)

Next

Ad Groups

The screenshot displays the Google Ads interface for a campaign named 'Pilot'. The 'Ad Groups' section is active, showing a table with the following data:

Ad group	Status	Ad group type	Impr	CTR	Cost	Clicks	Conv. rate	Conversions	Avg. CPC	Cost / conv.
Ad group 2	Eligible	Standard	0	-	₹0.00	0	0.00%	0.00	-	₹0.00
Ad group 1	Eligible (Limited) All ads limited by policy	Standard	0	-	₹0.00	0	0.00%	0.00	-	₹0.00
Total: All but removed ad groups in your c...			0	-	₹0.00	0	0.00%	0.00	-	₹0.00
Total: Campaign			0	-	₹0.00	0	0.00%	0.00	-	₹0.00

Established two distinct **ad groups**, each containing ten keywords.

Keywords for ad group 1:

Search keywords Last 7 days 18 - 24 Dec 2023 < > [Show last 30 days](#)

18 Dec 2023 24 Dec 2023

Keyword status: Enabled, Paused Add filter

Keyword	Match type	Status	Final URL	Impr.	CTR	Cost	Clicks	Conv. rate	Conversions	Avg. CPC	Cost / conv.
world cup final	Broad match	Eligible	–	0	–	₹0.00	0	0.00%	0.00	–	₹0.00
2022 world cup	Broad match	Eligible	–	0	–	₹0.00	0	0.00%	0.00	–	₹0.00
qatar world cup	Broad match	Eligible	–	0	–	₹0.00	0	0.00%	0.00	–	₹0.00
cup world	Broad match	Eligible	–	0	–	₹0.00	0	0.00%	0.00	–	₹0.00
world cup match	Broad match	Eligible	–	0	–	₹0.00	0	0.00%	0.00	–	₹0.00
world cup fifa	Broad match	Eligible	–	0	–	₹0.00	0	0.00%	0.00	–	₹0.00
fifa world cup final	Broad match	Eligible	–	0	–	₹0.00	0	0.00%	0.00	–	₹0.00
argentina world cup	Broad match	Eligible	–	0	–	₹0.00	0	0.00%	0.00	–	₹0.00
2022 fifa world cup	Broad match	Eligible	–	0	–	₹0.00	0	0.00%	0.00	–	₹0.00
fifa match	Broad match	Eligible	–	0	–	₹0.00	0	0.00%	0.00	–	₹0.00
Total: Key...				0	–	₹0.00	0	0.00%	0.00	–	₹0.00
Total: Ad gr...				0	–	₹0.00	0	0.00%	0.00	–	₹0.00

Ad group name 🗑️

Ad group 1

Keywords

Google Ads can find keywords for you by scanning a web page or seeing what's working for similar products or services

🔗 Enter a URL to scan for keywords

🏪 Enter products or services to advertise

Keywords are words or phrases that are used to match your ads with the terms people are searching for

world cup final
 2022 world cup
 qatar world cup
 cup world
 world cup match
 world cup fifa
 fifa world cup final
 argentina world cup
 2022 fifa world cup
 fifa match
 world cup cup
 football world cup final
 the world cup 2022
 qatar human rights world cup
 fifa world cup qatar

Match types help control which searches can trigger your ads

keyword = Broad match "keyword" = Phrase match [keyword] = Exact match [Learn more](#)

Keywords for ad group 2:

Search keywords Last 7 days 18 - 24 Dec 2023 [Show last 30 days](#)

18 Dec 2023 24 Dec 2023

Keyword status: Enabled, Paused Add filter

Search Segment Columns Reports Download Expand More

<input type="checkbox"/>	Keyword	Match type	Status	Final URL	Impr.	CTR	Cost	Clicks	Conv. rate	Conversions	Avg. CPC	Cost / conv.
<input type="checkbox"/>	football club	Broad match	Eligible	-	0	-	₹0.00	0	0.00%	0.00	-	₹0.00
<input type="checkbox"/>	barcelona football	Broad match	Eligible	-	0	-	₹0.00	0	0.00%	0.00	-	₹0.00
<input type="checkbox"/>	barcelona soccer	Broad match	Eligible	-	0	-	₹0.00	0	0.00%	0.00	-	₹0.00
<input type="checkbox"/>	barcelona camp nou	Broad match	Eligible	-	0	-	₹0.00	0	0.00%	0.00	-	₹0.00
<input type="checkbox"/>	fc barcelona camp nou	Broad match	Eligible	-	0	-	₹0.00	0	0.00%	0.00	-	₹0.00
<input type="checkbox"/>	transfer barcelona	Broad match	Eligible	-	0	-	₹0.00	0	0.00%	0.00	-	₹0.00
<input type="checkbox"/>	barcelona camp	Broad match	Eligible	-	0	-	₹0.00	0	0.00%	0.00	-	₹0.00
<input type="checkbox"/>	barcelona live	Broad match	Eligible	-	0	-	₹0.00	0	0.00%	0.00	-	₹0.00
<input type="checkbox"/>	players barcelona	Broad match	Eligible	-	0	-	₹0.00	0	0.00%	0.00	-	₹0.00
<input type="checkbox"/>	barcelona team	Broad match	Eligible	-	0	-	₹0.00	0	0.00%	0.00	-	₹0.00
Total: Key...					0	-	₹0.00	0	0.00%	0.00	-	₹0.00
Total: Ad gr...					0	-	₹0.00	0	0.00%	0.00	-	₹0.00

Show rows 10 1 - 10 of 25

Ad group name 🗑️

Ad group 2

Keywords

Google Ads can find keywords for you by scanning a web page or seeing what's working for similar products or services

🔗 Enter a URL to scan for keywords

🏪 Enter products or services to advertise

Keywords are words or phrases that are used to match your ads with the terms people are searching for

football club
 barcelona football
 barcelona soccer
 barcelona camp nou
 fc barcelona camp nou
 transfer barcelona
 barcelona camp
 barcelona live
 players barcelona
 barcelona team
 barcelona club
 barcelona football club
 barcelona stadium
 fc barcelona game
 fc barcelona stadium

Match types help control which searches can trigger your ads
 keyword = Broad match "keyword" = Phrase match [keyword] = Exact match [Learn more](#)

Ads for each Ad Group

Ad	Ad group	Status	Ad type	Clicks	Impr.	CTR	Avg. CPC	Cost	Conv. rate	Conversions	Cost/conv.
<p>Qatar World Cup Final Rigged Fifa wc final a conspiracy? The 2022 World Cup Final +2... footballfanaticsunited.blogspot.com/worldcup... Some people have claimed that the match was rigged in favour of Argentina. Some people... View assets details</p>	Ad group 1	Eligible (Limited Policy (Trademarks in ad text))	Responsive search ad	0	0	-	-	₹0.00	0.00%	0.00	₹0.00
<p>Robert Lewandowski to be sold Football Club Barcelona's doom FC Barcelona financial crisis footballfanaticsunited.blogspot.com/fcb/crisis The club's debt was reported to be over €1 billion. The club being unable to register new... View assets details</p>	Ad group 2	Pending Under review	Responsive search ad	0	0	-	-	₹0.00	0.00%	0.00	₹0.00
<p>FC Barcelona crisis FCB financial crisis Barcelona under financial aid footballfanaticsunited.blogspot.com/fcb/crisis In recent years, the club has been struggling financially. The club being unable to register ne... View assets details</p>	Ad group 2	Eligible	Responsive search ad	0	0	-	-	₹0.00	0.00%	0.00	₹0.00
<p>Fifa World Cup final rigged Qatar 2022 World Cup fixed World Cup Final match fixed footballfanaticsunited.blogspot.com/worldcup... Some people believe that FIFA itself may have been involved in rigging the match. FIFA has a... View assets details</p>	Ad group 1	Pending Under review	Responsive search ad	0	0	-	-	₹0.00	0.00%	0.00	₹0.00
Total: Ads in your current view				0	0	-	-	₹0.00	0.00%	0.00	₹0.00
Total: Campaign				0	0	-	-	₹0.00	0.00%	0.00	₹0.00

Curated a total of 4 different ads in 2 different ad groups. Each having one responsive search ad. With a call-to-action: **Visit the blog to unfold.**

Assets

- Keywords
- Audiences
- Content
- Settings
- Change history
- Show less
- Locations
- Ad schedule
- Advanced bid adj.
- Drafts
- Experiments

17 Dec 2023

Responsive search ad
 Create an ad that automatically adapts to show relevant messages to your customers

Call ad

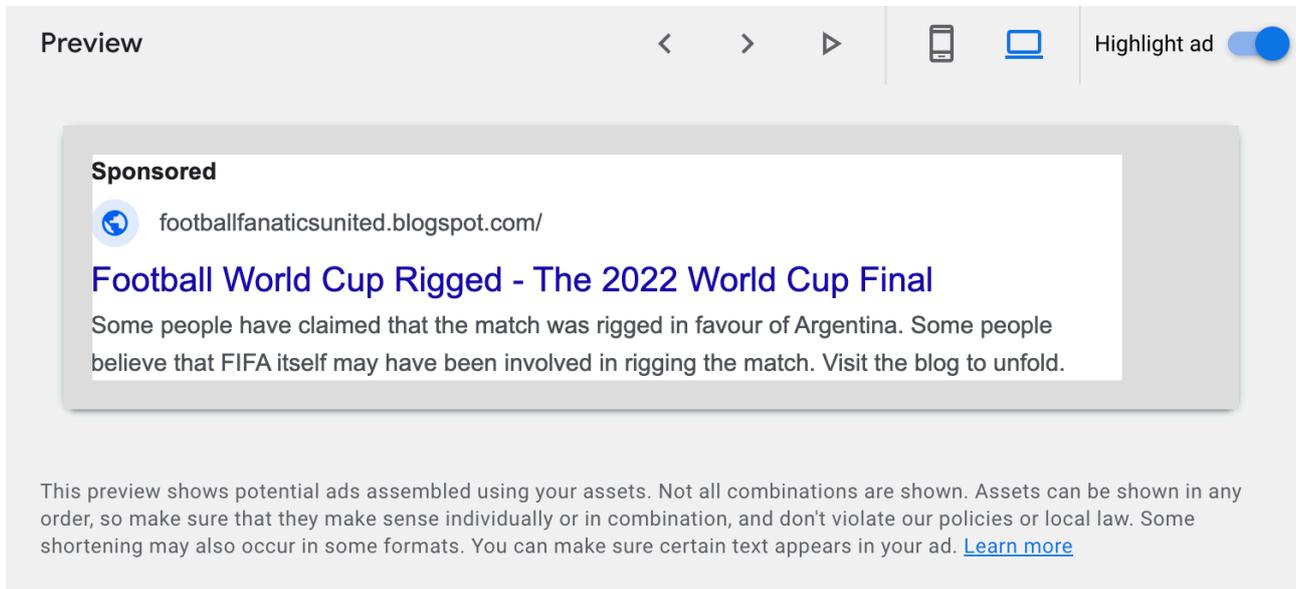
Responsive display ad

Ad variation

Ad	Ad group
<p>Qatar World Cup Final Rigged Fifa wc final a conspiracy? The 2022 World Cup Final +2... footballfanaticsunited.blogspot.com/worldcup... Some people have claimed that the match was rigged in favour of Argentina. Some people... View assets details</p>	Ad group 1
<p>Robert Lewandowski to be sold Football Club Barcelona's doom FC Barcelona financial crisis footballfanaticsunited.blogspot.com/fcb/crisis The club's debt was reported to be over €1 billion. The club being unable to register ne... View assets details</p>	Ad group 2
Total: Ads in your current view	
Total: Campaign	

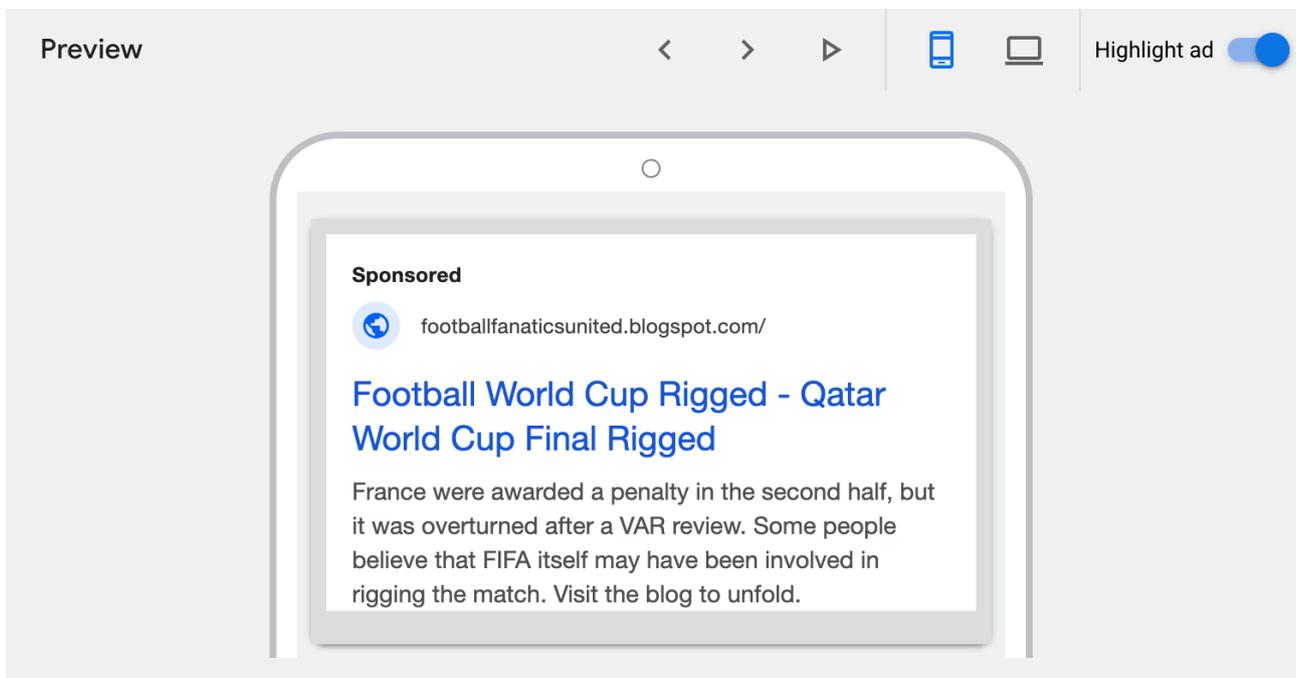
Preview of Ad 1-

Desktop:



The desktop preview interface shows a navigation bar with the word "Preview" on the left, three navigation arrows (back, forward, refresh) in the center, and a "Highlight ad" toggle switch on the right. Below the navigation bar, a mobile device icon and a laptop icon are visible. The main content area displays a sponsored advertisement for "footballfanaticsunited.blogspot.com/". The ad features a blue globe icon, a blue headline "Football World Cup Rigged - The 2022 World Cup Final", and a paragraph of text: "Some people have claimed that the match was rigged in favour of Argentina. Some people believe that FIFA itself may have been involved in rigging the match. Visit the blog to unfold." Below the ad, a disclaimer states: "This preview shows potential ads assembled using your assets. Not all combinations are shown. Assets can be shown in any order, so make sure that they make sense individually or in combination, and don't violate our policies or local law. Some shortening may also occur in some formats. You can make sure certain text appears in your ad. [Learn more](#)"

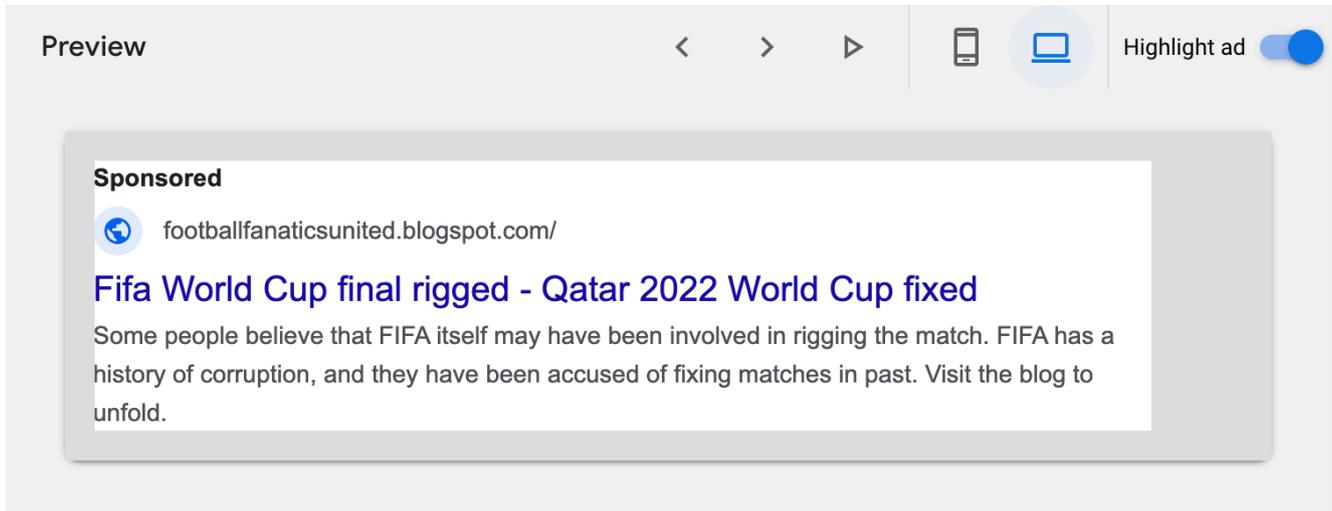
Mobile device:



The mobile device preview interface shows a navigation bar with the word "Preview" on the left, three navigation arrows (back, forward, refresh) in the center, and a "Highlight ad" toggle switch on the right. Below the navigation bar, a mobile device icon and a laptop icon are visible. The main content area displays a sponsored advertisement for "footballfanaticsunited.blogspot.com/". The ad features a blue globe icon, a blue headline "Football World Cup Rigged - Qatar World Cup Final Rigged", and a paragraph of text: "France were awarded a penalty in the second half, but it was overturned after a VAR review. Some people believe that FIFA itself may have been involved in rigging the match. Visit the blog to unfold." The ad is displayed within a rounded rectangular frame representing a mobile device screen.

Preview of Ad 2-

Desktop:



Preview

< > ▶

📱 🖥️ Highlight ad

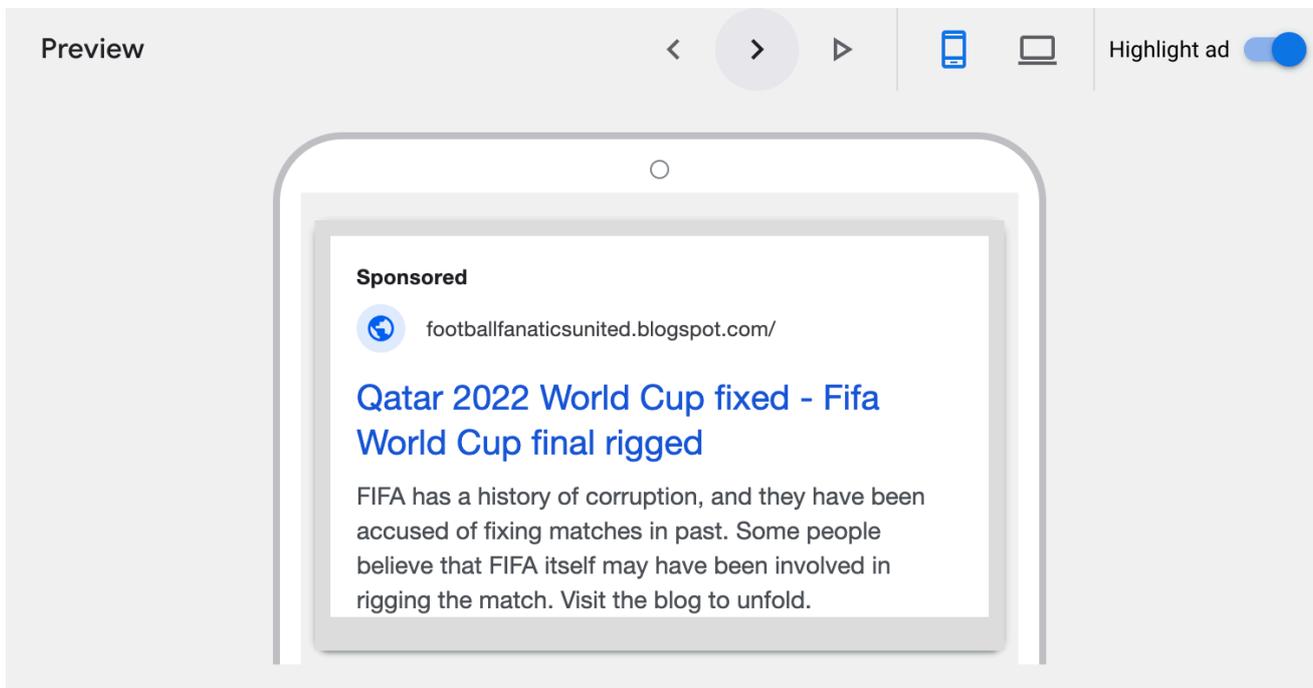
Sponsored

🌐 footballfanaticsunited.blogspot.com/

Fifa World Cup final rigged - Qatar 2022 World Cup fixed

Some people believe that FIFA itself may have been involved in rigging the match. FIFA has a history of corruption, and they have been accused of fixing matches in past. Visit the blog to unfold.

Mobile device:



Preview

< > ▶

📱 🖥️ Highlight ad

Sponsored

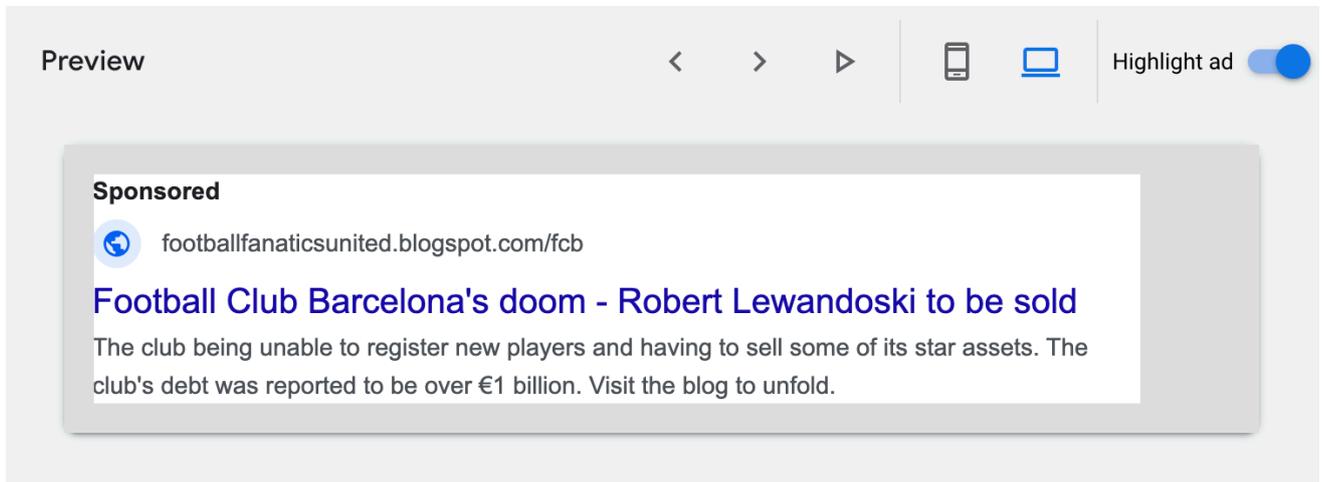
🌐 footballfanaticsunited.blogspot.com/

Qatar 2022 World Cup fixed - Fifa World Cup final rigged

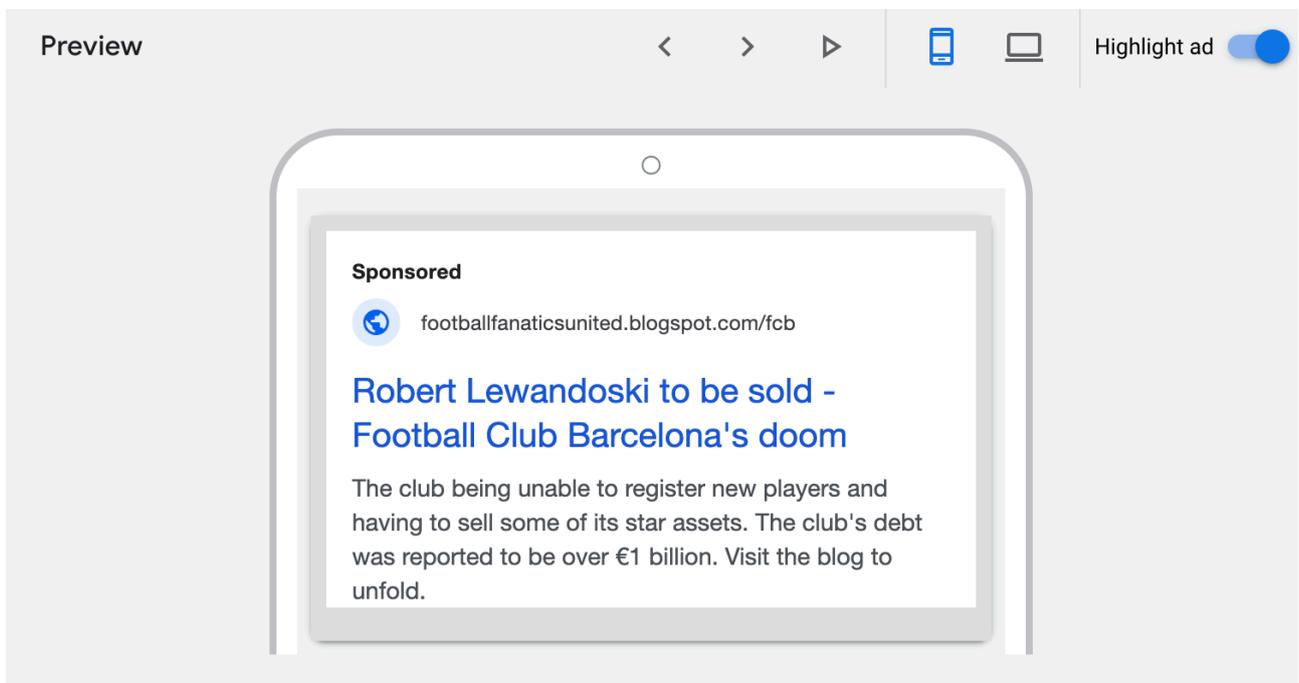
FIFA has a history of corruption, and they have been accused of fixing matches in past. Some people believe that FIFA itself may have been involved in rigging the match. Visit the blog to unfold.

Preview of Ad 3-

Desktop:

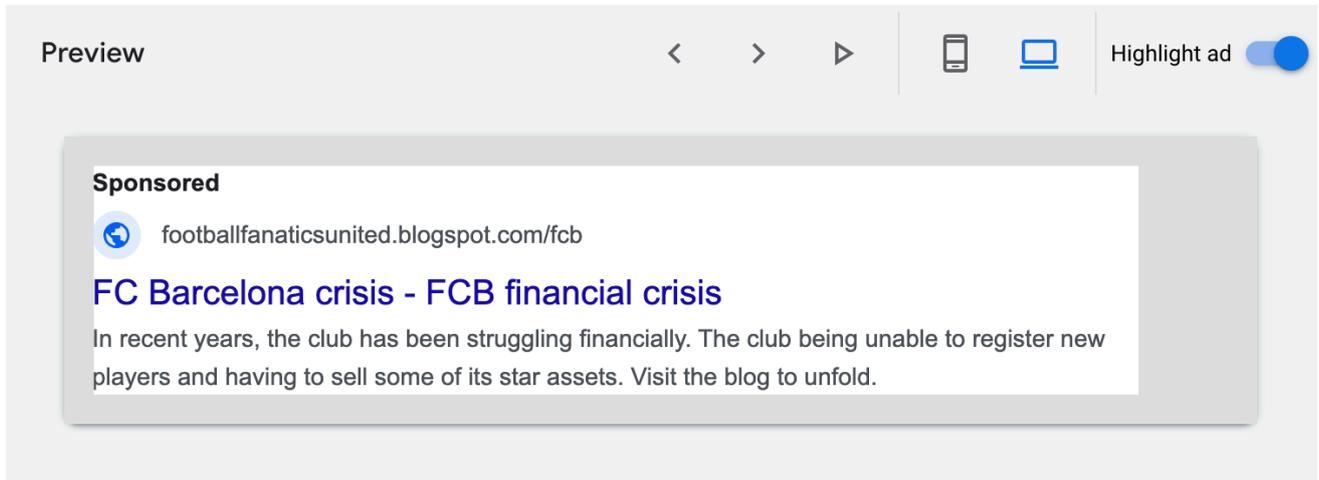


Mobile:

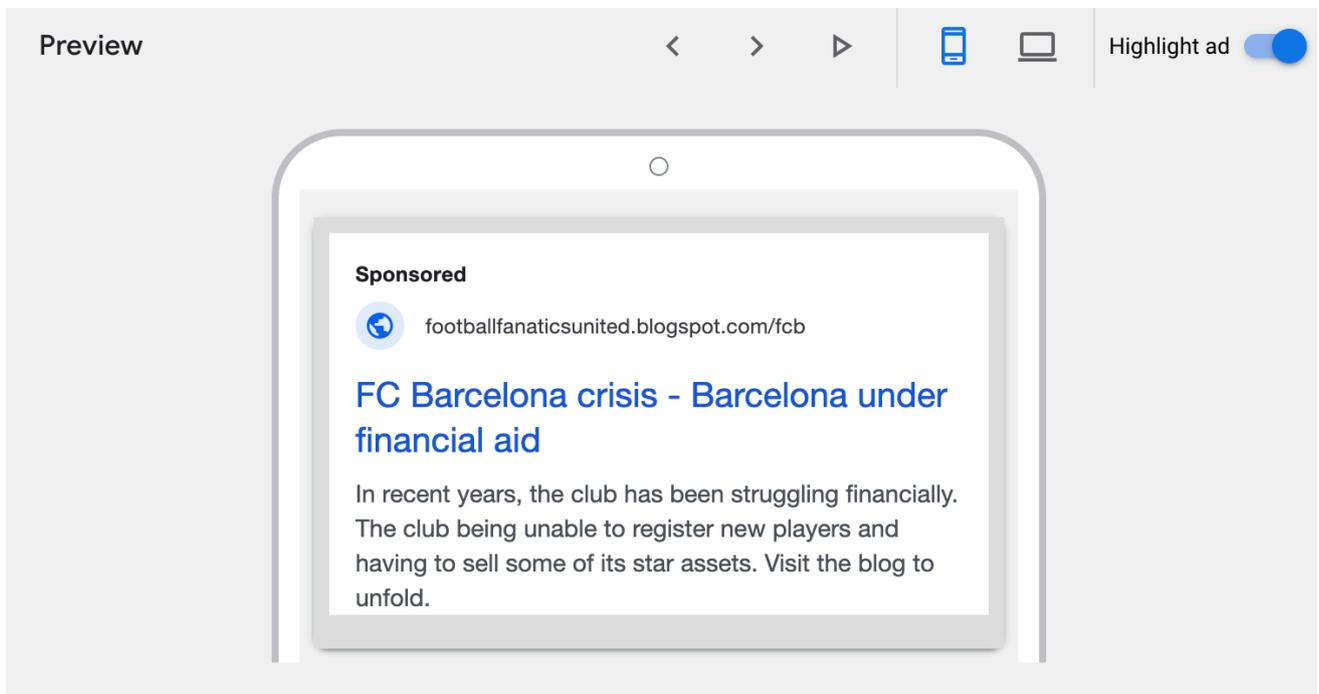


Preview of Ad 4-

Desktop:



Mobile:



Ad Extensions

As my blog focuses on football and isn't linked to Google Business, I incorporated ad extensions to enhance the visibility of my blog site.

Sitelinks:

WC Final Rigged?
https://footballfanaticsunited.blogspot.com/2023/10/world-cup-final-rigged-or-conspiracy.html

Sitelink text
WC Final Rigged?
16 / 25

Description line 1 (recommended)
Was the fifa world cup final rigged
35 / 35

Description line 2 (recommended)
Qatar 2022 world cup: a conspiracy
34 / 35

Final URL
https://footballfanaticsunited.blogsp
3

Sitelink 2

Sitelink 3

Sitelink 4

Add sitelink

Site link URL options

Advanced options

Preview

Sponsored
https://footballfanaticsunited.blogspot.com/2023/10/
Qatar World Cup Final Rigged - Fifa wc final a conspiracy?
Some people have claimed that the match was rigged in favour of Argentina. Some people believe that FIFA itself may have been involved in rigging the match.
WC Final Rigged?

This preview shows potential ads assembled using your assets. Not all combinations are shown. Assets can be shown in any order, so make sure that they make sense individually or in combination, and don't violate our policies or local law. Some shortening may also occur in some formats. You can make sure certain text appears in your ad. [Learn more](#)

I crafted a site link titled "WC Final Rigged?" for my blog, which delves into the topic of whether the Qatar FIFA World Cup final was manipulated or involves a conspiracy.

× Create sitelink

WC Final Rigged?
<https://footballfanaticsunited.blogspot.com/2023/10/world-cup-final-rigged-or-conspiracy.html> ^

Sitelink text 16 / 25

WC Final Rigged?

Description line 1 (recommended) ?

Was the fifa world cup final rigged 35 / 35

Description line 2 (recommended) ?

Qatar 2022 world cup: a conspiracy 34 / 35

Final URL ?

<https://footballfanaticsunited.blogspot.com/>

Sitelink 2 v

Sitelink 3 v

Sitelink 4 v

[Add sitelink](#)

[Sitelink URL options](#)

[Advanced options](#)

Preview
📱 🖥️ Highlight sitelink

Sponsored

[https://footballfanaticsunited.blogspot.com/2023/10/world-cup-final-rigged-or-conspiracy...](https://footballfanaticsunited.blogspot.com/2023/10/world-cup-final-rigged-or-conspiracy.html)

Qatar World Cup Final Rigged - Fifa wc final a conspiracy?

Some people have claimed that the match was rigged in favour of Argentina. Some people believe that FIFA itself may have been involved in rigging the match.

[WC Final Rigged?](#) . . .

This preview shows potential ads assembled using your assets. Not all combinations are shown. Assets can be shown in any order, so make sure that they make sense individually or in combination, and don't violate our policies or local law. Some shortening may also occur in some formats. You can make sure certain text appears in your ad. [Learn more](#)

Callout:

×
Add callouts to your campaign

Campaign-level callouts

Add callouts to this campaign. Any callouts added here can be used across campaigns.

Add new callout

Callout text 1 24 / 25

Callout text 2 21 / 25

Callout text 3 0 / 25

Callout text 4 0 / 25

Add callout text

▼ Advanced options

Save
Cancel

Preview

Highlight callout

Sponsored

<https://footballfanaticsunited.blogspot.com/2023/10/world-cup-final-rigged-or-conspiracy...>

Qatar World Cup Final Rigged - Fifa wc final a conspiracy?

Some people have claimed that the match was rigged in favour of Argentina. Some people believe that FIFA itself may have been involved in rigging the match. Visit the blog to unfold.

Uncover Now: View Blog.

This preview shows potential ads assembled using your assets. Not all combinations are shown. Assets can be shown in any order, so make sure that they make sense individually or in combination, and don't violate our policies or local law. Some shortening may also occur in some formats. You can make sure certain text appears in your ad. [Learn more](#)

I employed callouts such as ‘Visit the blog to unfold’, ‘Uncover Now: View Blog’ to pique curiosity about my blog with the ultimate goal of conversion.

×
Add callouts to your campaign

Campaign-level callouts

Add callouts to this campaign. Any callouts added here can be used across campaigns.

Add new callout

Callout text 1 24 / 25

Callout text 2 21 / 25

Callout text 3 0 / 25

Callout text 4 0 / 25

Add callout text

▼ Advanced options

Save
Cancel

Preview

Highlight callout

Sponsored

<https://footballfanaticsunited.blogspot.com/2023/10/>

Qatar World Cup Final Rigged - Fifa wc final a conspiracy?

Some people have claimed that the match was rigged in favour of Argentina. Some people believe that FIFA itself may have been involved in rigging the match. Visit the blog to unfold. Uncover Now: View Blog.

This preview shows potential ads assembled using your assets. Not all combinations are shown. Assets can be shown in any order, so make sure that they make sense individually or in combination, and don't violate our policies or local law. Some shortening may also occur in some formats. You can make sure certain text appears in your ad. [Learn more](#)

Lead Form:

Campaign-level lead forms
Add lead forms to this campaign. Any lead forms added here can be used across campaigns.

Terms of Service have been accepted.

Create your lead form

Headline
Google Lead Form 16 / 30

Business name
Football Fanatics United 24 / 25

Description
Football Fanatics United, or FFU, stands as a blogsite offering the most captivating content on football. Narratives are substantiated by rigorous fact-checking and consistently delivered promptly. 197 / 200

Questions
To change the information you ask for after saving your campaign, you will have to create a new form.

Contact information

<input checked="" type="checkbox"/> Name Pre-filled	<input checked="" type="checkbox"/> Town/City Pre-filled
<input checked="" type="radio"/> First name and last name Pre-filled	<input type="checkbox"/> Postcode Pre-filled
<input type="radio"/> Full name Pre-filled	<input type="checkbox"/> County Pre-filled
<input type="checkbox"/> Phone number Pre-filled	<input type="checkbox"/> Country Pre-filled
<input checked="" type="checkbox"/> Email Pre-filled	

Apply Cancel

Preview

Lead Form Submission Message Ad

Football Fanatics United

Football Fanatics United, or FFU, stands as a blogsite offering the most captivating content on football. Narratives are substantiated by rigorous fact-checking and consistently delivered promptly.

First name
Last name
City
Email

GOOGLE DISCLOSURE
By submitting, you agree to send your info to Football Fanatics United so they can contact you about the above request. Football Fanatics United agrees to use your info in accordance with their [privacy policy](#). Google will not use the content of your responses for ads targeting or

Meticulously curated a Google Lead Form designed to capture engagement, intending to leverage the gathered data later for audience creation.

Preview

Lead Form Submission Message **Ad**

Sponsored

 <https://footballfanaticsunited.blogspot.com/2023/10/barcelona-under-financial-crisis.html>

FC Barcelona crisis - FCB financial crisis

In recent years, the club has been struggling financially. The club being unable to register new players and having to sell some of its star assets.

 **Subscribe - Subscribe to be thrilled**

Preview of the lead form, complete with a compelling call-to-action as “Subscribe- Subscribe to be thrilled”.

Preview

Lead Form Submission Message Ad

Football Fanatics United

Football Fanatics United, or FFU, stands as a blogsite offering the most captivating content on football. Narratives are substantiated by rigorous fact-checking and consistently delivered promptly.

First name

Last name

City

Email

GOOGLE DISCLOSURE

By submitting, you agree to send your info to Football Fanatics United so they can contact you about the above request. Football Fanatics United agrees to use your info in accordance with their [privacy policy](#). Google will not use the content of your responses for ads targeting or measurement. Google may otherwise use your submission in accordance with our [privacy policy](#).

SUBMIT

Call Extension:

Campaign-level calls

Add calls to this campaign. Any calls added here can be used across campaigns.

Add new call

India

Call reporting is turned on

Conversion action

Advanced options

Days and hours to

[Add Schedule](#)

Based on account time zone: (GMT+05:30) India Standard Time

[Save](#) [Cancel](#)

Preview Highlight call

Sponsored

<https://footballfanaticsunited.blogspot.com/2023/10/>

FC Barcelona crisis - FCB financial crisis

In recent years, the club has been struggling financially. The club being unable to register new players and having to sell some of its star assets.

This preview shows potential ads assembled using your assets. Not all combinations are shown. Assets can be shown in any order, so make sure that they make sense individually or in combination, and don't violate our policies or local law. Some shortening may also occur in some formats. You can make sure certain text appears in your ad. [Learn more](#)

Even though my blog site doesn't necessitate a call extension, as I don't offer products or services requiring phone calls, I included the call extension to enhance exposure for learning purposes.

Additional extensions include Promotion, Price, Structured Snippets, and Apps extensions. Which would be a great fit for a business with a product or service to offer.

Unfortunately, it doesn't add value to my blog site's google ads.

Nevertheless, Structured Snippets could enhance the blog by enabling you to emphasise specific elements or categories. Unfortunately, the listed categories didn't align with the content of my blog.

Structure Snippets:

As I don't offer any products or services, the headers mentioned in structured snippets don't resonate with the content of my blog site's ad. Therefore, I've acknowledged them without actually incorporating them into the ad.

The screenshot shows the 'Campaign-level structured snippets' interface in Google Ads. At the top, it says 'Add structured snippets to this campaign. Any structured snippets added here can be used across campaigns.' Below this is a notification bar: 'Changes made here will apply to all ads within this campaign'. The main area is split into two panels. The left panel, 'Add new structured snippet', has a 'Header' dropdown set to 'English'. Under 'Values', there are three input fields labeled 'Value 1', 'Value 2', and 'Value 3', each with a '0 / 25' character count. A list of categories is shown on the right: Amenities, Brands, Courses, Degree programs, Destinations, Featured hotels, Insurance coverage, and Models. The right panel, 'Preview', shows a mobile device mockup of an ad. The ad is titled 'Sponsored' and includes a URL 'https://footballfanaticsunited.blogspot.com/2023/10/Qatar World Cup Final Rigged - Fifa wc final a conspiracy?'. The main text of the ad reads: 'Some people have claimed that the match was rigged in favour of Argentina. Some people believe that FIFA itself may have been involved in rigging the match. : .'. A 'Highlight structured snippet' toggle is turned on in the top right of the preview area. A disclaimer at the bottom of the preview states: 'This preview shows potential ads assembled using your assets. Not all combinations are shown. Assets can be shown in any order, so make sure that they make sense individually or in combination, and don't violate our policies or local law. Some shortening may also occur in some formats. You can make sure certain text appears in your ad. [Learn more](#)'.

Bid Modifier

Level: Campaign Add filter

Device	Level	Added to	Bid adj.	Ad group bid adj.	Clicks	Impr.	CTR	Avg. CPC	Cost	Conv. rate	Conversions	Cost / conv.
<input type="checkbox"/> Computers	Campaign	Pilot	-	None	0	0	-	-	₹0.00	0.00%	0.00	₹0.00
<input type="checkbox"/> Mobile Phones	Campaign	Pilot			0	0	-	-	₹0.00	0.00%	0.00	₹0.00
<input type="checkbox"/> Tablets	Campaign	Pilot			0	0	-	-	₹0.00	0.00%	0.00	₹0.00
Total: Account					0	0	-	-	₹0.00	0.00%	0.00	₹0.00

Bid adjustment ⓘ

Increase ▾

Example: A ₹10.00 bid will become ₹12.00.
To remove a bid adjustment, leave this field blank.

[Cancel](#) [Save](#)

1 - 3 of 3

Implementing a bid modifier to **increase bids by 20%** specifically for **mobile devices**.

Level: Campaign Add filter

Device	Level	Added to	Bid adj.	Ad group bid adj.	Clicks	Impr.	CTR	Avg. CPC	Cost	Conv. rate	Conversions	Cost / conv.
<input type="checkbox"/> Computers	Campaign	Pilot	-	None	0	0	-	-	₹0.00	0.00%	0.00	₹0.00
<input type="checkbox"/> Mobile Phones	Campaign	Pilot	+20%	None	0	0	-	-	₹0.00	0.00%	0.00	₹0.00
<input type="checkbox"/> Tablets	Campaign	Pilot	-	None	0	0	-	-	₹0.00	0.00%	0.00	₹0.00
Total: Account					0	0	-	-	₹0.00	0.00%	0.00	₹0.00

1 - 3 of 3

Level: Campaign Add filter

Device	Level	Added to	Bid adj.	Ad group bid adj.
<input type="checkbox"/> Computers	Campaign	Pilot	-	None
<input type="checkbox"/> Mobile Phones	Campaign	Pilot	+20%	None
<input type="checkbox"/> Tablets	Campaign	Pilot	-	None
Total: Account				

Scheduling

Ad schedule ^

Mondays - Fridays ▾ 00:00 to 00:00 ×

[Add](#)

Based on account time zone: (GMT+05:30) India Standard Time
Saving this removes the settings that you changed and adds new ones, resetting any performance data

To limit when your ads can run, set an ad schedule. Keep in mind that your ads will only run during these times.

The advertisements were slated to run exclusively on weekdays, specifically from **Monday to Friday**, with no scheduling on weekends.

24 Dec 2023 - 31 Dec 2023 Mon - Fri, all day Delhi, Mumbai, Chennai + 1 more English	Campaign objective No goal selected Campaign goals Page views (website) (Account default goals)	Bid strategy Maximise clicks
---	---	---

Ad groups
2 Standard · 0 Dynamic

Ad · footballfanaticsunited.blogspot.co... Robert Lewandowski to be sold Football ... The club's debt was reported to be over ... The club being unable to register new pl... Example ad < Ad 1 of 2 >	Ad group Type Keywords Assets	Ad group 2 Standard barcelona 2023, barcelona camp, barcelona camp nou, barcelona club + 21 more Sitelink, Callout
Ad · footballfanaticsunited.blogspot.co... Qatar World Cup Final Rigged Fifa wc fi... Some people have claimed that the mat... Some people believe that FIFA itself ma... Example ad	Ad group Type Keywords Assets	Ad group 1 Standard 2022 fifa world cup, 2022 fifa world cup final, 2022 world cup + 32 more Sitelink, Callout

Ad groups
2 Standard · 0 Dynamic

Ad · footballfanaticsunited.blogspot.co... Robert Lewandowski to be sold Football ... The club's debt was reported to be over ... The club being unable to register new pl... Example ad < Ad 1 of 2 >	Ad group Type Keywords Assets	Ad group 2 Standard barcelona 2023, barcelona camp, barcelona camp nou, barcelona club + 21 more Sitelink, Callout
Ad · footballfanaticsunited.blogspot.co... Fifa World Cup final rigged Qatar 2022 ... Some people believe that FIFA itself ma... FIFA has a history of corruption, and the... Example ad < Ad 2 of 2 >	Ad group Type Keywords Assets	Ad group 1 Standard 2022 fifa world cup, 2022 fifa world cup final, 2022 world cup + 32 more Sitelink, Callout

Campaign Overview

A summary of the entire campaign.

Campaign name	Pilot	▼
Goals	Using account goal settings	▼
Customer acquisition	Bid equally for new and existing customers	▼
Marketing Objective	No marketing objective selected	▼
Campaign status	● Enabled	▼
Networks	Google Search Network, Search partners, Display Network	▼
Locations	Chennai, Tamil Nadu, India (city) + 3 more	▼
Languages	English	▼
Budget	₹104.48/day	▼
Bidding	Maximise clicks	▼
Start and end dates	Start date: 24 December 2023 End date: 31 December 2023	▼
Broad match keyword	Off: Use keyword match types	▼

▼ [Additional settings](#)

I've only finished incorporating **four out of five ad extensions**, as the remaining extensions **didn't align** with the content of my blog.