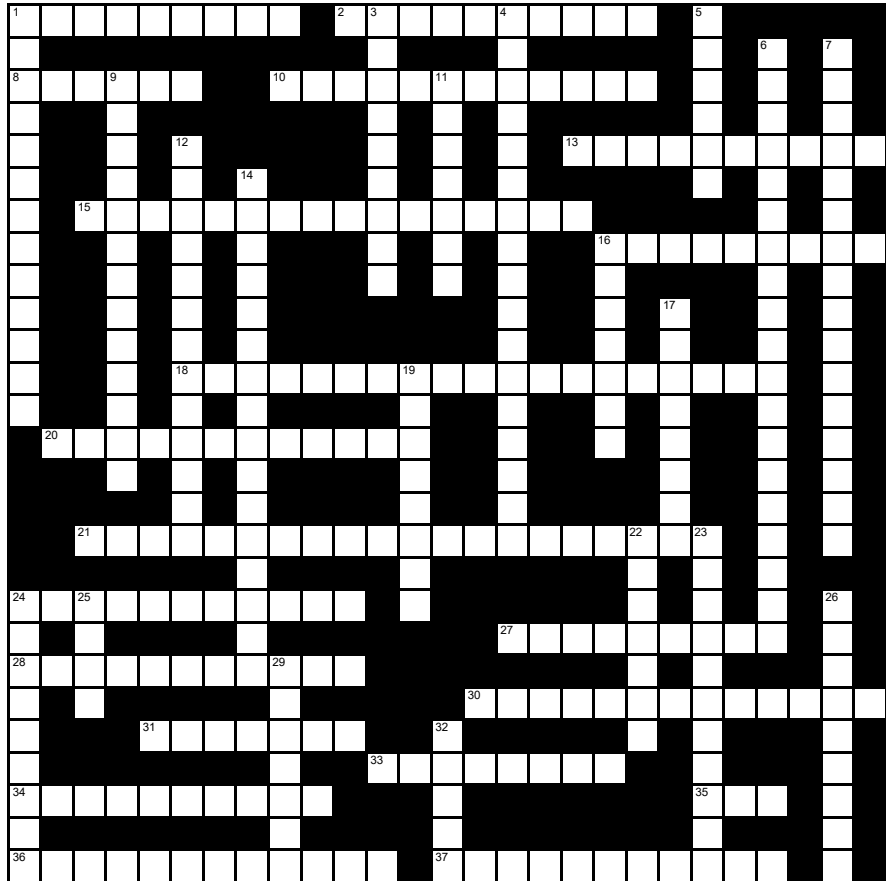


Nobody counts the number of ads you run; they just remember the impression you make - William Bernbach

Across



- 1 A visual and customisable summary of your account's performance data. (9)
- 2 A keyword option that allows your ad to show when someone searches for that keyword, variations of it, as well as other related topics. (5,5)
- 8 A tool for finding and showing only the campaign data that is most relevant to you. (6)



- 10 Sexually explicit content and mail-order brides are two examples of this content that aren't allowed in ads or destinations. (5,7)
- 13 An estimation of your ad's visibility on the search results page. (10)
- 15 The number of days after an ad interaction during which a customer interaction with your ad will be recorded. (10,6)
- 16 A sequence of computational steps that

- transform the input into the output. (9)
- 18 An invoicing option that allows you to get a single invoice for your expenses from multiple Google Ads accounts. (12,7)
- 20 An estimate of the calibre of your ads, keywords, and landing pages. (7,5)
- 21 The bid you likely need to set for your ad to be shown anywhere on SERP1. (5,4,3,8)

- 24 These is counted each time your ad is shown on a search result page or other site on the Google Network. (11)
- 27 Visual enhancements to search ads that more prominently display information about your business, such as a phone number, or your website's domain in the headline (2,7)
- 28 A feature that automatically adds a parameter to your URLs to

- help you track offline conversions and report on your ad performance using website tracking programs like Google Analytics. (4-7)
- 30 An amount that you set to determine the highest amount that you're willing to pay for a click on your ad. (7,3,3)
- 31 Charts or statistics displaying this warning may not be a complete reflection of your long term

- performance. (3,4)
- 33** A metric to gauge user engagement with your opening image (for Click-to-Play video ads) or your selected video thumbnail (for YouTube-specific video ad formats). (4,4)
- 34** Websites on the Display Network that show targeted ads to people who enter the wrong address for a website or try to search in their browser's address bar. (5,5)
- 35** Acronym for way to bid where you pay in increments of views (impressions) on the Google Display Network. (3)
- 36** A strategy that uses machine learning to optimise your bids to maximise conversions and conversion value across your campaign or bidding portfolio. (5,7)
- 37** A keyword status that measures how likely it is that your ads will get clicked when shown for that keyword, irrespective of your ad's position, extensions, and other ad formats that may affect the prominence and visibility of your ads. (8,3)
- Down**
- 1** These allow you to provide an alternative descriptor for each piece of customised text in your ads in ad customisers. (7,6)
- 3** How closely the elements of your ad campaign match what a person seems to be looking for (9)
- 4** A targeting method you can use to specifically choose websites, videos, and apps that are part of the Google Display Network where you'd like to show your ads. (7,10)
- 5** A small file saved on people's computers to help store preferences and other information that's used on webpages that they visit. (6)
- 6** Guidelines for your ads, keywords, and website. (11,8)
- 7** A ratio that can be used to gauge how well your keywords and ads are performing. (12,4)
- 9** A form of marketing communications shown with video content on Display Network sites. (4,7,2)
- 11** A text file that has a specific format which allows data to be saved in a table structured format. (3,4)
- 12** Actions on ads that Google considers to be illegitimate, such as unintentional clicks or clicks resulting from malicious software. (7,6)
- 14** A feature that limits the number of times your Display or Video ads appear to the same person. (9,7)
- 16** The process that happens with each Google search to decide which ads will appear for that specific search and in which order those ads will show on the page (or whether or not any ads will show at all). (7)
- 17** A way to edit more than one thing in your account at the same time. (4,4)
- 19** A type of destination URL in an ad that takes people to a specific page in an app. (4,4)
- 22** It contains one or more ads that share similar targets. (2,5)
- 23** A bid strategy that combines manual bidding with a Smart Bidding strategy. (8,3)
- 24** A unique number that's assigned to every computer or other device that connects to the Internet. (2,7)
- 25** Fields that are part of the display URL in expanded text ads, which is typically displayed in green text below the headline and above the description. (4)
- 26** They take on the format or tone of the website they show on, with the goal of a seamless user

experience. (6,3)

29 A type of ad that includes a graphic to promote your business. (5,2)

32 A temporary store of data collected by your Internet browser as you surf the web, including elements from webpages that you frequently visit. (5)

