

- 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)