



HEY!

VIELEN DANK, DASS DU
UNSERE ÜBERSICHT ZUM THEMA
CPC (COST-PER-CLICK)
HERUNTERGELADEN HAST!

WIR HELFEN DIR AUCH GERNE IN ANDEREN BEREICHEN
WEITER! HIER KENNEN WIR UNS BESTENS AUS:

- SEO & Content-Marketing
- Ads in Google, Bing, Facebook, Instagram, Pinterest, LinkedIn, TikTok & YouTube
- Websites & Online-Anwendungen
- Grafik- & Corporate-Design
- Motion-Design & Fernsehwerbung

DU HAST INTERESSE? DANN SCHAU AUF UNSERER WEBSITE
VORBEI UND INFORMIERE DICH:

ZUR WEBSITE!

Factors Affecting the CPC

1

Competition and the Market

The CPC depends on the level of competition.

2

Keywords and Search Intent

Keywords with high search volume or a clear intent to purchase generally generate higher CPCs than purely informational keywords.

3

Quality Factor and Relevance

Google evaluates ads using the Quality Score (which is based on click-through rate, the relevance of the ad text, and the quality of the landing page).

4

Bidding Strategy and Budget

The CPC varies depending on the bidding strategy you choose. The maximum bid and the size of the campaign budget also play a role.

5

Gauge Reading and Position

CPC is determined by Ad Rank. Ad Rank is calculated based on the bid, the Quality Score, and the use of ad extensions.

6

Target Audience and User Behavior

The CPC may vary depending on the target audience.

7

Temporal Factors and Platform Influences

CPCs vary depending on the time of day and the day of the week. In B2B markets, advertising costs are often higher on weekdays during the day than on weekends.

