



Across

- 3. Selecting specific audiences for ads
- 6. Desired action taken by a user after clicking
- 7. Process of setting ad costs
- 8. The revenue earned for every dollar spent
- 9. Automated suggestions to improve performance
- 11. Amount allocated for advertising
- 12. User permission for data tracking usage

Down

- 1. A set of ads grouped by common goals
- 2. Terms used for targeting ads
- 4. Total times an ad is displayed
- 5. The main text of an ad that grabs user attention
- 6. User interactions with ads
- 8. Re-engaging users who visited before
- 10. The % of clicks compared to impressions

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