

## Insight on the Adwords Auction

### Description

Hal Varian, Google's chief economist, provides an in-depth and insightful overview of how the ad auction works. Hal describes how the auction system works so that consumers always see the most relevant ads and advertisers get the most value. He also provides insight into the key components of ad rank: bid, quality and formats, and the way all of this works together to determine your ad's position and cost.

### Category

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2. Google Adwords

### Tags

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