Article published on March 5th 2012 | Advertising

Advertising a product becomes necessary, as this is the key for its success of sale in market. With rapid growth of internet based sales and purchases, PPC or pay per click has become more famous nowadays. It is basically an advertisement on the web where an advertising company pays to the owner of the website whenever a user clicks on their ad. Also known as cost per click, there are two modes of determining it namely flat rate and bid based. An advertiser opting for ppc bid management signs a legal contract which allows them to compete against others in an advertising network or website.

Each advertiser puts up his bid against a given advertisement spot on the networking site to the host. The auction commences automatically whenever someone clicks on the ad spot. Sometimes it may happen that the ad spot is a part of a search engine result page and during those times, the auction starts whenever a search for the keyword which is also a part of the bid, is clicked upon. The total number of bids obtained for that particular key is then compared and the winner is determined. In case of multiple ad spots, numerous winners are determined depending on their bid.

Though advertisers are required to pay for each clickclick, they receive but the total money, which they pay to the host mainly, depends on the amount of bid. Generally hosts charge a bit more from the winning bidders in comparison to next highest bidder or the actual amount bid in order to advert situations where bidders are manipulating their bids by a small margin with a hope to still win the suction while pay a bit less for PPC.

Sometimes automated bid management systems are used by advertisers to enhance their chances of success. But generally these systems are used by the hosts or advertising agencies who offer PPC bid management service. But it must be remembered that PPC bid management cannot be dealt with such systems at all times because low traffic advertisements possess insufficient data which in turn affects the system

Article Source:
http://www.articleside.com/advertising-articles/ppc-bid-management-a-prime-tool-of-success-for-advertisersc.htm - Article Side

Chris Adam - About Author:
For more information on a ppc management, check out the info available online; these will help you learn to find the a ppc bid management!

Article Keywords:
PPC Bid Management

You can find more free articles on Article Side. Sign up today and share your knowledge to the community! It is completely FREE!