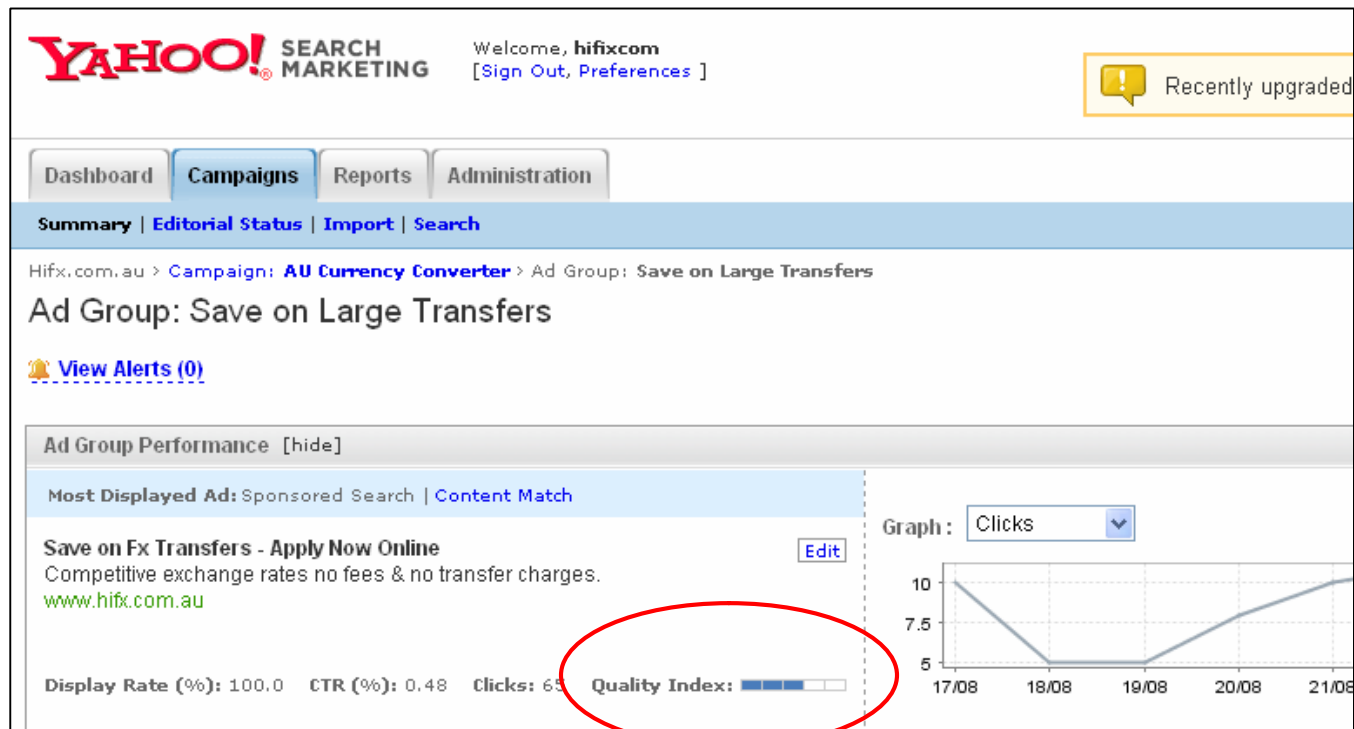


## Yahoo! Quality Index

When undertaking Pay per Click advertising on Yahoo!, it is important to understand that Yahoo! have a Quality Index as detailed below.



The screenshot shows the Yahoo! Search Marketing dashboard for a user named hifix.com. The main content area displays the 'Ad Group: Save on Large Transfers' with a 'Quality Index' of 100.0, which is circled in red. The dashboard also includes a navigation menu with 'Campaigns' selected, a summary of the ad group's performance, and a line graph showing 'Clicks' over time from 17/08 to 21/08. The graph shows a dip in clicks on 18/08 and 19/08, followed by a rise on 20/08 and 21/08.

Metric	Value
Display Rate (%)	100.0
CTR (%)	0.48
Clicks	65
Quality Index	100.0

Similar to how Google use their 'Quality Score', the Yahoo! Quality Index is a measure of the quality of the advertisement.

They do this to help determine the PPC which in theory keeps non relevant advertisers buying keywords that they don't have product or services to sell. As you can see the Quality Index is high here which helps reduce the Pay Per Click advertisers pay and also ensures the positioning of the ad is higher.

An ad's quality index may affect the amount you need to bid and the position in which your ad appears. Generally, ads with a higher quality index may require a lower bid to attain a position and/or may receive better placement on the page.

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