

Custom Metrics and Attributes

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What do they do?

In addition to the standard Google Ads API metrics, we've developed a few of our own that we think you will find very useful. Not only will you be able to utilize a variety of date range options, but now you can incorporate graphs and color-coded data in your reports. There are two categories of custom metrics within PPC Robot, metrics and [attributes](#)

Overview of Metrics

For a complete list with descriptions of all of our custom metrics, [check the chart below](#). The following is a brief overview of the major categories. These metrics can be found in the appropriate report type on the first page of the custom report setup screen under the Metrics tab:

The screenshot shows a user interface for selecting metrics and attributes. On the left, a 'Columns' list contains: Account, Clicks, Cost, Impr., Conversions, and All conv. Below this list is a drag-and-drop area with the text: 'Drag and drop fields to this area. You can also reorder already defined fields.' At the top right, there is a search bar labeled 'Type to Quickly Add a Field...'. Below the search bar are two tabs: 'Metrics' (selected) and 'Segments and Attributes'. The main area displays a grid of 30 metric options, such as 'All conv. 2 week comparison', 'Cost 7 days', 'PNO 2 week comparison', etc.

Type to Quickly Add a Field...		
Metrics		Segments and Attributes
All conv. 2 week comparison	Cost 7 days	PNO 2 week comparison
All conv. 30 days	Cost last 8 - 14 days	PNO 30 days
All conv. 7 days	Cost yesterday	PNO 7 days
All conv. last 8 - 14 days	CPA	PNO last 8 - 14 days
All conv. rate	CPA 2 week comparison	PNO yesterday
All conv. value	CPA 30 days	ROAS
All conv. value 2 week comparison	CPA 7 days	ROAS 2 week comparison
All conv. value 30 days	CPA last 8 - 14 days	ROAS 30 days
All conv. value 7 days	CPA yesterday	ROAS 7 days
All conv. value last 8 - 14 days	Cross-device conv.	ROAS last 8 - 14 days
All conv. value yesterday	CTR	ROAS yesterday
All conv. yesterday	Display Impr. share	Search Exact match IS
Avg. CPC	Display Lost IS (budget)	Search Impr. share
Avg. CPM	Display Lost IS (rank)	Search Lost IS (budget)
Avg. Pos.	Engagement rate	Search Lost IS (rank)
Cost / conv.	Engagements	View rate
Cost 2 week comparison	Interactions	Views
Cost 30 days	PNO	

And also by clicking on the "Show All" button:

The screenshot shows a reporting tool interface. On the left, there is a vertical list of metrics: Account (highlighted in yellow), Clicks, Cost, Impr., Conversions, and All conv. Each item has a small 'x' icon to its right. On the right, there is a search bar with the placeholder text 'Type to search...' and a close 'x' icon. Below the search bar is a list of filter categories, each with a right-pointing arrow: Commonly Used, Attribute, Competitive metrics, Conversions, Display, Other, Performance, Quality Score, Segment, Segments, Time, and Other Fields.

Yesterday, last week, this month, last month, 7 days, 30 days, last 8-14 days

Metrics (works with): All conv., All conv. Rate, All conv. Value, Avg. CPC, Clicks, Conversions, Cost, CPA, CTR, Impr., PNO, ROAS

Report types: all types

These metrics show the data for the given time period (yesterday, last week, etc.). By setting the duration of the report to another value (i.e. 90 days) and utilizing one or more of these custom metrics, you can compare the data over different periods of time.

2 week comparison

Metrics (works with): All conv., All conv. Rate, All conv. Value, Avg. CPC, Clicks, Conversions, Cost, CPA, CTR, Impr., PNO, ROAS

Report types: all types

This metric allows you to see the difference between the last 7 days and the last 8-14 days of data. If the result is negative it means that your selected metric's performance was lower during the last week compared to the week before that. If the result is positive it means that the performance was higher during the last week compared to the week before.

This month to yesterday

Metrics (works with): All conv., All conv. Rate, All conv. Value, Avg. CPC, Clicks, Conversions, Cost, CPA, CTR, Impr., PNO, ROAS

Report types: all types

This metric allows you to see the data from this month up to yesterday (including).

Same days last month

Metrics (works with): All conv., All conv. Rate, All conv. Value, Avg. CPC, Clicks, Conversions, Cost, CPA, CTR, Impr., PNO, ROAS

Report types: all types

This metric allows you to see the same days from last month according to the current date up to yesterday (including). For example, if today is the 20th day of the month, this metric will give you data from the 1st through the 19th of the previous month.

Same month last year

Metrics (works with): All conv., All conv. Rate, All conv. Value, Avg. CPC, Clicks, Conversions, Cost, CPA, CTR, Impr., PNO, ROAS

Report types: all types

This metric allows you to see the same month from last year according to the current date up to yesterday (including). For example, if today is the 20th day of the month, this metric will give you data from the 1st through the 19th of the previous year.

30 days last year

Metrics (works with): All conv., All conv. Rate, All conv. Value, Avg. CPC, Clicks, Conversions, Cost, CPA, CTR, Impr., PNO, ROAS

Report types: all types

This metric allows you to see the last 30 days of data (including yesterday) from last year. For example, if today is the 20th day of the month, this metric will give you data from the last 30 days up to the 19th of the previous year.

30 days vs. same days last year

Metrics (works with): All conv., All conv. Rate, All conv. Value, Avg. CPC, Clicks, Conversions, Cost, CPA, CTR, Impr., PNO, ROAS

Report types: all types

This metric allows you to see the difference between the last 30 days and the same 30 days from last year. If the result is negative it means that your selected metric's performance was lower during the last 30 days compared to the same 30 days from the year before. If the result is positive it means that the performance was higher during the last 30 days compared to the same 30 days from the year before.

This month vs. same days last year

Metrics (works with): All conv., All conv. Rate, All conv. Value, Avg. CPC, Clicks, Conversions, Cost, CPA, CTR, Impr., PNO, ROAS

Report types: all types

This metric allows you to see the difference between this month and the same days from last year. If the result is negative it means that your selected metric's performance was lower during this month compared to the same days from the year before. If the result is positive it means that the performance was higher during this month compared to the same days from the year before.

This month vs. same days last month

Metrics (works with): All conv., All conv. Rate, All conv. Value, Avg. CPC, Clicks, Conversions, Cost, CPA, CTR, Impr., PNO, ROAS

Report types: all types

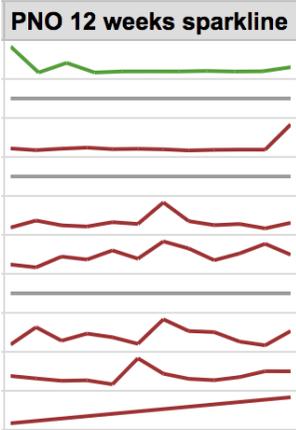
This metric allows you to see the difference between this month and the same days from last month. If the result is negative it means that your selected metric's performance was lower during this month compared to the same days from the month before. If the result is positive it means that the performance was higher during this month compared to the same days from the month before.

Sparkline: 14 days, 8 weeks, 12 weeks

Metrics (works with): All conv. Value, Avg. CPC, Avg. Pos., Conversions, Cost, CPA, CTR, PNO, ROAS, Search Impr. Share

Report types: Account, Campaign, Ad Group

The sparkline metrics give you a color-coded line chart giving a visual representation of the data for the last 14 days, 8 weeks, or 12 weeks respectively. Red means negative change, grey means no change, and green means positive change. Depending on the specific metric, an increase in data will result in a red line (negative change), while other metrics will result in a green line (positive change). For example, an increase in Cost over 12 weeks is a negative result and the line will be red, while an increase in Conversions over 12 weeks is a positive result and the line will be green.



Trend: 14 days, 8 weeks, 12 weeks

Metrics (works with): All conv. Value, Avg. CPC, Avg. Pos., Conversions, Cost, CPA, CTR, PNO, ROAS, Search Impr. Share

Report types: Account, Campaign, Ad Group

The trend metrics give you a color-coded percentage of the change in the data for the last 14 days, 8 weeks, or 12 weeks respectively. A higher number means a greater change, and red means a negative change while green means a positive change.

CPA 12 weeks trend	
	-33.61%
	+0.00%
	+5.29%
	+28.00%
	-0.82%
	+6.54%
	-21.58%
	+0.21%
	+2.95%
	+46.10%

Estimated Cost

Report type: Account

The estimated cost metric gives you a rough estimate of the end of month cost by calculating the average cost since the beginning of the current month and multiplying by the number of days in the month.

Lost Impressions Estimate

Report types: Account, Campaign, Ad Group, Keyword

The lost impressions estimate metric gives you a rough estimate of the number of lost impressions based on the number of impressions you received and your impression share. This is calculated by dividing the number of actual impressions by the estimated number of eligible impressions. If you have 100% of impression share then this will be 0. If the impression share is <10% this metric will not work.

Lost Clicks Estimate

Report types: Account, Campaign, Ad Group, Keyword

The lost clicks estimate metric gives you a rough estimate of the number of lost clicks based on your CTR and impression share. This is calculated by multiplying the lost impressions estimate value by your CTR. If you have 100% of impression share then this will be 0. If the impression share is <10% this metric will not work.

Lost Conversions Estimate

Report types: Account, Campaign, Ad Group, Keyword

The lost conversions estimate metric gives you a rough estimate of the number of lost conversions based on your conversion rate and number of lost clicks. This is calculated by multiplying the lost clicks estimate value by your conversion rate. If you have 100% of impression share then this will be 0. If the impression share is <10% this metric will not work.

Overview of Attributes

Attributes are similar to metrics except that they are not limited to numbers only. PPC Robot has 5 custom attributes, one that is a pure attribute (containing formatted text) and four that are metric-like. These attributes can be found in the appropriate report type on the first page of the custom report setup screen under the Segments and Attributes tab:

Columns:

- Campaign Name x
- Ad Group Name x
- Keyword x
- First page CPC x
- Top of page CPC x
- Clicks x
- Cost x
- Impr. x
- Avg. Pos. x
- Conversions x

Drag and drop fields to this area.
You can also reorder already defined fields.

Metrics

Segments and Attributes

Ad Group Status	Est. add. clicks/wk (first position bid)	Match type
Ad relevance	Est. add. cost/wk (first position bid)	Month
Approval Status	Expected clickthrough rate	Quality score
Campaign Status	First position CPC	Status
CPC Bid	Has Quality Score	Week
CPC Bid Source	Is Negative	
CPM Bid	Keyword Destination URL	
Date	Label IDs	
Day of Week	Labels	
Device	Landing page experience	

And also by clicking on the "Show All" button:

- Account x
- Clicks x
- Cost x
- Impr. x
- Conversions x
- All conv. x

×

- ▶ Commonly Used
- ▶ Attribute
- ▶ Competitive metrics
- ▶ Conversions
- ▶ Display
- ▶ Other
- ▶ Performance
- ▶ Quality Score
- ▶ Segment
- ▶ Segments
- ▶ Time
- ▶ Other Fields

Formatted Ad

Report type: Ad

This attribute gives you a view of what your ads look like in the Google search results on your browser.

Formatted Ad

Headline 1 Sample - Headline 2 Sample

www.yoururl.com/path1/path2

This is where the description goes. Add your description text here.

Quality Score, Landing page experience, Ad relevance, Expected clickthrough rate

Report types: Account, Campaign, Ad Group, Keyword

These are not original metrics (they are available in the Google Ads API) but they are considered custom metrics/attributes because, instead of only being available for the keyword report type, we have made them available for the account, campaign, and ad group report types as well. The value for the account, campaign, and ad group report types are calculated using an the average of all keywords weighted by the number of impressions for each keyword.

Quality Score	Landing page experience	Ad relevance	Expected clickthrough rate
7.0	10.0	5.5	5.5
7.0	5.5	5.5	10.0
6.0	5.5	5.5	5.5
5.0	5.5	10.0	1.0
4.0	5.5	5.5	1.0
6.0	10.0	5.5	1.0
9.0	10.0	5.5	10.0
4.0	5.5	5.5	1.0

Complete list of all custom metrics

Metric /Attribute Name	Type	Description
All conv. {date range}	Metric	All conv. gives you the total number of conversions across all conversion actions measured by Google Ads. Includes "Conversion" column, cross-device conversions, and any conversions with "Include in 'Conversions'" unchecked. Our custom date ranges include: yesterday, 7 days, last week, 8-14 days, this month, last month, 30 days, this month to yesterday, same days last month, same month last year, 30 days last year, 30 days vs. same days last year, this month vs. same days last month, and this month vs. same days last year.
All conv. 2 week comparison	Metric	All conv. 2 week comparison gives you the last 7 days minus the last 8-14 days of the total number of conversions across all conversion actions measured by Google Ads. Includes "Conversion" column, cross-device conversions, and any conversions with "Include in 'Conversions'" unchecked.
All conv. rate 2 week comparison	Metric	All conv. rate 2 week comparison gives you the last 7 days minus the last 8-14 days of the average rate an ad interaction (clicks, views, engagements) leads to a conversion. Calculated by dividing the total number of conversions by the total number of interactions, which may result in a value over 100% due to the fact that there can be more than one conversion per interaction.
All conv. rate {date range}	Metric	All conv. rate gives you the average rate an ad interaction (clicks, views, engagements) leads to a conversion. Calculated by dividing the total number of conversions by the total number of interactions, which may result in a value over 100% due to the fact that there can be more than one conversion per interaction. Our custom date ranges include: yesterday, 7 days, last week, 8-14 days, this month, last month, 30 days, this month to yesterday, same days last month, same month last year, 30 days last year, 30 days vs. same days last year, this month vs. same days last month, and this month vs. same days last year.
All conv. value {date range} sparkline	Metric	All conv. value sparkline gives you a color-coded line chart with all conversion value data. Red means negative change, grey means no change, and green means positive change. Our custom date ranges include: 14 days, 8 weeks, and 12 weeks.
All conv. value {date range} trend	Metric	All conv. value trend gives you a color-coded percentage of the change in the all conversion value data. A higher number means a greater change, and red means negative change while green means positive change. Our custom date ranges include: 14 days, 8 weeks, and 12 weeks.
All conv. value {date range}	Metric	All conv. value is only useful if you have values entered for conversion actions. It gives you the total value of all conversions, including cross-device conversions and any conversion actions with "Include in 'Conversions'" unchecked. Our custom date ranges include: yesterday, 7 days, last week, 8-14 days, this month, last month, 30 days, this month to yesterday, same days last month, same month last year, 30 days last year, 30 days vs. same days last year, this month vs. same days last month, and this month vs. same days last year.
Avg. CPC {date range} sparkline	Metric	Avg. CPC sparkline gives you a color-coded line chart with average CPC data. Red means negative change, grey means no change, and green means positive change. Our custom date ranges include: 14 days, 8 weeks, and 12 weeks.
Avg. CPC {date range} trend	Metric	Avg. CPC trend gives you a color-coded percentage of the change in the average cpc data. A higher number means a greater change, and red means negative change while green means positive change. Our custom date ranges include: 14 days, 8 weeks, and 12 weeks.

Avg. CPC 2 week comparison	Metric	Avg. CPC 2 week comparison gives you the last 7 days minus the last 8-14 days of the average cost per click, which is calculated by dividing the amount paid for ads by the total number of clicks.
Avg. CPC {date range}	Metric	Avg. CPC gives you the average cost per click, which is calculated by dividing the amount paid for ads by the total number of clicks. Our custom date ranges include: yesterday, 7 days, last week, 8-14 days, this month, last month, 30 days, this month to yesterday, same days last month, same month last year, 30 days last year, 30 days vs. same days last year, this month vs. same days last month, and this month vs. same days last year.
Avg. Pos. {date range} sparkline	Metric	Avg. Pos. sparkline gives you a color-coded line chart with average position data. Red means negative change, grey means no change, and green means positive change. Our custom date ranges include: 14 days, 8 weeks, and 12 weeks.
Avg. Pos. {date range} trend	Metric	Avg. Pos. trend gives you a color-coded percentage of the change in the average position data. A higher number means a greater change, and red means negative change while green means positive change. Our custom date ranges include: 14 days, 8 weeks, and 12 weeks.
Clicks 2 week comparison	Metric	Clicks 2 week comparison gives you the last 7 days minus the last 8-14 days of the number of times a person clicks on an ad.
Clicks {date range}	Metric	Clicks gives you the number of times a person clicks on an ad. Our custom date ranges include: yesterday, 7 days, last week, 8-14 days, this month, last month, 30 days, this month to yesterday, same days last month, same month last year, 30 days last year, 30 days vs. same days last year, this month vs. same days last month, and this month vs. same days last year.
Conversions {date range} sparkline	Metric	Conversions sparkline gives you a color-coded line chart with conversion data. Red means negative change, grey means no change, and green means positive change. Our custom date ranges include: 14 days, 8 weeks, and 12 weeks.
Conversions {date range} trend	Metric	Conversions trend gives you a color-coded percentage of the change in the conversion data. A higher number means a greater change, and red means negative change while green means positive change. Our custom date ranges include: 14 days, 8 weeks, and 12 weeks.
Conversions 2 week comparison	Metric	Conversions 2 week comparison gives you the last 7 days minus the last 8-14 days of the number of conversions for all conversion actions that have been opted into optimization.
Conversions {date range}	Metric	Conversions comparison gives you the number of conversions for all conversion actions that have been opted into optimization. Our custom date ranges include: yesterday, 7 days, last week, 8-14 days, this month, last month, 30 days, this month to yesterday, same days last month, same month last year, 30 days last year, 30 days vs. same days last year, this month vs. same days last month, and this month vs. same days last year.
Cost {date range} sparkline	Metric	Cost sparkline gives you a color-coded line chart with cost data. Red means negative change, grey means no change, and green means positive change. Our custom date ranges include: 14 days, 8 weeks, and 12 weeks.
Cost {date range} trend	Metric	Cost trend gives you a color-coded percentage of the change in the cost data. A higher number means a greater change, and red means negative change while green means positive change. Our custom date ranges include: 14 days, 8 weeks, and 12 weeks.
Cost 2 week comparison	Metric	Cost 2 week comparison gives you the last 7 days minus the last 8-14 days of the sum of CPC and CPM, but does not include other costs.
Cost {date range}	Metric	Cost gives you the sum of CPC and CPM, but does not include other costs. Our custom date ranges include: yesterday, 7 days, last week, 8-14 days, this month, last month, 30 days, this month to yesterday, same days last month, same month last year, 30 days last year, 30 days vs. same days last year, this month vs. same days last month, and this month vs. same days last year.
CPA {date range} sparkline	Metric	CPA sparkline gives you a color-coded line chart with CPA data. Red means negative change, grey means no change, and green means positive change. Our custom date ranges include: 14 days, 8 weeks, and 12 weeks.
CPA {date range} trend	Metric	CPA trend gives you a color-coded percentage of the change in the CPA data. A higher number means a greater change, and red means negative change while green means positive change. Our custom date ranges include: 14 days, 8 weeks, and 12 weeks.
CPA 2 week comparison	Metric	CPA 2 week comparison gives you the average cost per conversion for the last 7 days minus the last 8-14 days.
CPA {date range}	Metric	CPA gives you the average cost per conversion. Our custom date ranges include: yesterday, 7 days, last week, 8-14 days, this month, last month, 30 days, this month to yesterday, same days last month, same month last year, 30 days last year, 30 days vs. same days last year, this month vs. same days last month, and this month vs. same days last year.

CTR {date range} sparkline	Metric	CTR sparkline gives you a color-coded line chart with CTR data. Red means negative change, grey means no change, and green means positive change. Our custom date ranges include: 14 days, 8 weeks, and 12 weeks.
CTR {date range} trend	Metric	CTR trend gives you a color-coded percentage of the change in the CTR data. A higher number means a greater change, and red means negative change while green means positive change. Our custom date ranges include: 14 days, 8 weeks, and 12 weeks.
CTR 2 week comparison	Metric	CTR 2 week comparison gives you the last 7 days minus the last 8-14 days of the clickthrough rate, which is a measurement of how often people click an ad after it's been shown to them. The percentage is calculated by dividing the number of times an ad is clicked by the number of times it is shown (clicks / impressions).
CTR {date range}	Metric	CTR gives you the clickthrough rate for, which is a measurement of how often people click an ad after it's been shown to them. The percentage is calculated by dividing the number of times an ad is clicked by the number of times it is shown (clicks / impressions). Our custom date ranges include: yesterday, 7 days, last week, 8-14 days, this month, last month, 30 days, this month to yesterday, same days last month, same month last year, 30 days last year, 30 days vs. same days last year, this month vs. same days last month, and this month vs. same days last year.
Estimated Cost	Metric	Estimated Cost gives you the estimated end of month cost by calculating the average cost since the beginning of the current month and multiplying by the number of days in the month.
Impr. 2 week comparison	Metric	Impr. 2 week comparison gives you the last 7 days minus the last 8-14 days of the number of times an ad has been shown on Google's ad networks.
Impr. {date range}	Metric	Impr. gives you the number of times an ad has been shown on Google's ad networks. Our custom date ranges include: yesterday, 7 days, last week, 8-14 days, this month, last month, 30 days, this month to yesterday, same days last month, same month last year, 30 days last year, 30 days vs. same days last year, this month vs. same days last month, and this month vs. same days last year.
Lost Clicks Estimate	Metric	Lost Clicks Estimate gives you the estimated number of lost clicks based on your CTR and impression share. If you have 100% of impression share then this will be 0. If the impression share is <10% this metric will not work.
Lost Conversions Estimate	Metric	Lost Conversions Estimate gives you the estimated number of lost conversions based on your conversion rate and number of lost clicks. If you have 100% of impression share then this will be 0. If the impression share is <10% this metric will not work.
Lost Impressions Estimate	Metric	Lost Impressions Estimate gives you the estimated number of lost impressions based on the number of impressions you received and your impression share. If you have 100% of impression share then this will be 0. If the impression share is <10% this metric will not work.
PNO {date range} sparkline	Metric	PNO sparkline gives you a color-coded line chart with PNO data. Red means negative change, grey means no change, and green means positive change. Our custom date ranges include: 14 days, 8 weeks, and 12 weeks.
PNO {date range} trend	Metric	PNO trend gives you a color-coded percentage of the change in the PNO data. A higher number means a greater change, and red means negative change while green means positive change. Our custom date ranges include: 14 days, 8 weeks, and 12 weeks.
PNO {date range}	Metric	PNO gives you the percentage of cost divided by total conversion value. Our custom date ranges include: yesterday, 7 days, last week, 8-14 days, this month, last month, 30 days, this month to yesterday, same days last month, same month last year, 30 days last year, 30 days vs. same days last year, this month vs. same days last month, and this month vs. same days last year.
ROAS {date range} sparkline	Metric	ROAS sparkline gives you a color-coded line chart with ROAS data. Red means negative change, grey means no change, and green means positive change. Our custom date ranges include: 14 days, 8 weeks, and 12 weeks.
ROAS {date range} trend	Metric	ROAS trend gives you a color-coded percentage of the change in the ROAS data. A higher number means a greater change, and red means negative change while green means positive change. Our custom date ranges include: 14 days, 8 weeks, and 12 weeks.
ROAS {date range}	Metric	ROAS gives you the return on advertisement spending value, which is calculated by dividing the total conversion value by the cost. Our custom date ranges include: yesterday, 7 days, last week, 8-14 days, this month, last month, 30 days, this month to yesterday, same days last month, same month last year, 30 days last year, 30 days vs. same days last year, this month vs. same days last month, and this month vs. same days last year.
Search Impr. Share {date range} sparkline	Metric	Search Impr. Share sparkline gives you a color-coded line chart with search impressions share data. Red means negative change, grey means no change, and green means positive change. Our custom date ranges include: 14 days, 8 weeks, and 12 weeks.
Search Impr. Share {date range} trend	Metric	Search Impr. Share trend gives you a color-coded percentage of the change in the search impression share data. A higher number means a greater change, and red means negative change while green means positive change. Our custom date ranges include: 14 days, 8 weeks, and 12 weeks.

Formatted Ad	Attribute	Formatted Ad gives you the ad output in the Google search results format.
Quality Score	Attribute	Quality Score gives you an estimate of how relevant your ads, keywords, and landing page are to a person seeing your ad. Higher Quality Scores typically lead to lower costs and better ad positions.
Landing page experience	Attribute	Landing page experience gives you an estimate of how relevant and useful your landing page is to people who click your ad. It takes into account factors such as how well your landing page content matches a person's search term, and how easy it is for people to navigate your page. Landing page experience is one component of your keyword's overall Quality Score.
Ad relevance	Attribute	Ad relevance gives you a measurement of how closely your keyword matches the message in your ads. A below average score may mean that your ads are too general or specific to answer the user's query, or that this keyword isn't relevant to your business. Ad relevance is one component of your keyword's overall Quality Score.
Expected clickthrough rate	Attribute	Expected clickthrough rate gives you a measurement of how likely it is that your ad will be clicked when shown. This score is based on the past clickthrough performance of your ads, excluding the effects of ad position, and other factors that affect the visibility of your ad, such as extensions. Expected clickthrough rate is one component of your keyword's overall Quality Score.