

Exhibit 2

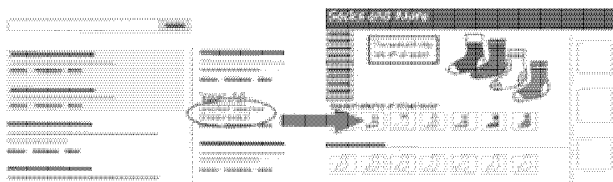


Quality Score

Quality Score is an estimate of how relevant your ads, keywords, and landing page are to a person seeing your ad. Having a *high* Quality Score means that our systems think your ad, keyword, and landing page are all relevant and useful to someone looking at your ad. Having a *low* Quality Score, on the other hand, means that your ads, keywords, and landing page probably aren't as relevant and useful to someone looking at your ad.

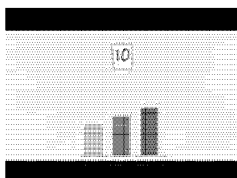
Example

Suppose Sam is looking for a pair of striped socks. And let's say you own a website that specializes in socks. Wouldn't it be great if Sam types "striped socks" into Google search, sees your ad about striped socks, clicks your ad, and then lands on your webpage where he buys some spiffy new striped socks?



In this example, Sam searches and finds exactly what he's looking for. That's what we consider a great user experience, and that's what can earn you a high Quality Score.

Watch this video




What is Quality Score and why does it matter?

Learn why your keyword Quality Score is key to getting your ads in front of customers. Find out what a Quality Score is, how it's calculated, where it's located, and how to improve it. Visit Learn with Google for answers to top questions about Quality Score and tips on improving your Quality Score. Download it at google.com/ads/learn/qualityscore

Checking your Quality Score

You can check your Quality Score by looking within your **Keywords** tab. There are a couple ways to check your Quality Score, as shown below.

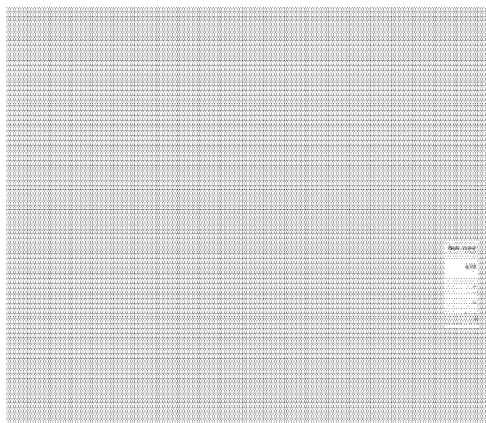
Run a keyword diagnosis:

1. Click the **Campaigns** tab at the top.
2. Select the **Keywords** tab.
3. Click the white speech bubble  next to any keyword's status to see details about that keyword's Quality Score. You'll

be able to see ratings for expected clickthrough rate , ad relevance , and landing page experience .

Another way to see your Quality Score is to enable the Qual. score column:

1. Click the **Campaigns** tab at the top.
2. Select the **Keywords** tab.
3. Look for the **Qual. score** column in the statistics table. If you don't see this column in your table, you can add this column by doing the following:
 - o Click the **Columns** dropdown in the toolbar above the statistics table.
 - o Select **Customize columns**.
 - o Select **Attributes**.
 - o Click **Add** next to **Qual. score**.
 - o Click **Save**.



Quality score column

Try it now

Each keyword gets a Quality Score on a scale from 1 to 10, where 1 is the lowest score and 10 is the highest. We recalculate your Quality Score every time your ads are eligible for the ad auction, which can potentially happen many times a day. Rather than showing you different Quality Scores throughout the day, we show you a single Quality Score that gives you an estimate of that keyword's overall quality.

How we calculate Quality Score

Every time someone does a search that triggers your ad, we calculate a Quality Score. To calculate this Quality Score, we look at a number of different things related to your account, like the following:

- **Your keyword's past clickthrough rate (CTR):** How often that keyword led to clicks on your ad
- **Your display URL's past CTR:** How often you received clicks with your display URL
- **Your account history:** The overall CTR of all the ads and keywords in your account
- **The quality of your landing page:** How relevant, transparent, and easy-to-navigate your page is

- **Your keyword/ad relevance:** How relevant your keyword is to your ads
- **Your keyword/search relevance:** How relevant your keyword is to what a customer searches for
- **Geographic performance:** How successful your account has been in the regions you're targeting
- **Your ad's performance on a site:** How well your ad's been doing on this and similar sites (if you're targeting the Display Network)
- **Your targeted devices:** How well your ads have been performing on different types of devices, like desktops/laptops, mobile devices, and tablets – you get different Quality Scores for different types of devices

How Quality Score affects you

As mentioned above, we calculate a Quality Score every time someone does a search for one of your keywords. This Quality Score is then used in several different ways, affecting the following things in your account:

- **Ad auction eligibility:** Higher Quality Scores make it easier and cheaper for a keyword to enter the ad auction.
- **Your keyword's actual cost-per-click (CPC) :** Higher Quality Scores lead to lower CPCs. That means you pay less per click when your keyword has a higher Quality Score.
- **Your keyword's first page bid estimate :** Higher Quality Scores lead to lower first page bid estimates. That means it's easier for your ad to show on the first page of search results when your keyword has a higher Quality Score.
- **Your keyword's top of page bid estimate:** Higher Quality Scores lead to lower top of page bid estimates. That means it's easier for your ad to show towards the top of the page when your keyword has a higher Quality Score.
- **Ad position:** Higher Quality Scores lead to higher ad positions. That means your ad can show up higher on the page when your keyword has a higher Quality Score.

In a nutshell, higher Quality Scores typically lead to lower costs and better ad positions. The AdWords system works best for everybody – advertisers, customers, publishers, and Google – when the ads we show are relevant, closely matching what customers are looking for. Relevant ads tend to earn more clicks, appear in a higher position, and bring you the most success.

Next steps

- Learn how you can improve your ad quality.

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