Advanced Conditional formatting

Highlighting one column based on value provided to a cell

Select column without header row

Use Relative reference e.g.- =$A2=$S$2

Highlighting the entire row based on value provided to a cell

Select entire table without header row

Use Absolute reference e.g.- =A$2=$S$2

Highlighting entire column

Select entire table without header row

Use Absolute reference e.g.- =A$2=$S$2 selecting column header