

Bid Strategies

Slidedeck

What you'll learn

Main Topics

- Overview of key bid strategies
- Campaign options
- Use cases of each strategy



Types of bid strategies

Manual

- manual CPC

Automated

- maximise conversions
- maximise conversion value
- target impression share
- maximise clicks

Manual bidding

Bid is set at a keyword level (or adgroup level
for Dynamic Search Adgroups)

Automated strategies

- You're not setting a keyword bid
- Relies on accurate conversion tracking

Target Impression Share

Summary

Automatically sets your bids to increase your ads' chances of appearing in the search page area that you select.

Pros

Gets you higher up the search results

Cons

- Doesn't consider performance > only focused on impression share
- Can lead to higher click costs, without increased performance

When would you use it?

If you're wanting to test another bid strategy on a brand campaign, to see whether target impression share has better performance than manual bidding

Not a preferred bid strategy

Manual CPC

Summary

You set your own maximum cost-per-click (CPC) for your ads.

Pros

More control over click cost

Cons

- Doesn't consider performance > only focused on click cost
- Doesn't leverage Google's intelligence
- More manual work/heavy lifting during setup and account optimisation

When would you use it?

We only use manual bidding for brand search campaigns

Not a preferred bid strategy

Maximise Clicks

Summary

Automatically sets your bids to help get as many clicks as possible within your budget
Can add a maximum CPC limit to cap click cost.

Pros

Focused on getting you lots of clicks

Cons

- Doesn't consider performance > only focused on getting the click
- We've seen exorbitant click costs with this strategy (\$100+)

When would you use it?

If you can't get one of the preferred bid strategies to work. It's not performance focused and there are other click based strategies available that are preferred.

Not a preferred bid strategy

Maximise Conversions

Summary

- Automatically sets your bids to help you get the most conversions within your budget
- Can add a CPA target to this bid strategy (referred to as target CPA)

Pros

- Performance focused bid strategy
- Leverages Google's automated intelligence and sets bids for your ads based on the ads likelihood to convert

Cons

- You need to ensure you have accurate conversion tracking
- Pay really close attention to budget when there is no CPA set

When would you use it?

This is our preferred bid strategy for CPA accounts across non brand search and Performance Max campaigns.

Maximise Conversion Value

Summary

- Automatically sets your bids to help you get the most conversion value within your budget
- Can add a ROAS target to this bid strategy (referred to as target ROAS)

Pros

- Performance focused bid strategy
- Leverages Google's automated intelligence and sets bids for your ads based on the ads likelihood to convert

Cons

- You need to ensure you have accurate conversion tracking
- Pay really close attention to budget when there is no ROAS set

When would you use it?

This is our preferred bid strategy for ROAS accounts across non brand search and Performance Max campaigns.

Search campaigns

Bid strategies available –

Automated

- Maximise conversions (with or without CPA target)
- Maximise conversion value (with or without ROAS target)
- Maximise clicks
- Target impression share

Manual

- Manual CPC

Search campaigns

Preferred bid strategies –

Brand

- Manual CPC with enhanced conversions/conversion value

Non brand

- Maximise conversions/conversion value initially without CPA/ROAS target
- moving towards adding CPA/ROAS target when performance stabilises (covered in M7)

Performance Max

Bid strategies available –

- Maximise conversions (with or without CPA target)
- Maximise conversion value (with or without ROAS target)

What to use –

- Initially either maximise conversions or maximise conversion value without a CPA/ROAS target
- Moving towards adding CPA/ROAS target once performance stabilises (covered in M7)

Traditional Shopping

Bid strategies available –

- Target ROAS
- Maximise clicks
- Manual CPC

What to use –

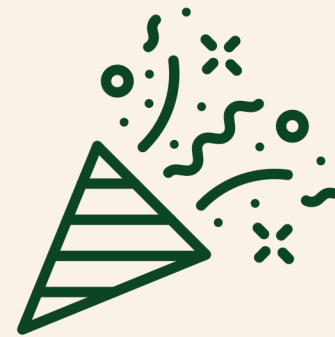
- Preferably any shopping campaigns are on target ROAS bid strategy

Bid strategy statuses

- Inactive
 - campaigns or targeting paused
- Active
- Learning
 - recent optimisations
- Limited
 - budget
 - inventory
 - bid strategy

Do I need to worry about these?

Most likely not!



You're done!