

Bidding Strategy & Ad Group

Learning Objectives

- Students Understand about Bidding & its utility in digital promotion.
- Learning about how bidding strategy works in Google automated system.

Bidding Strategy

Focusing on these two types of bidding strategies: manual and automated.

- **Manual:** You set your own keyword-level bids and decide how much to pay for clicks. Your manual bidding strategy option is Manual CPC.
- **Automated:** Google adjusts your bids automatically based on data they collect. They also decide how much you should pay for clicks.

Note- Currently, there are nine different bidding strategies to choose from

Bid Strategy

Google Ads Automated Bidding Strategies

 Enhanced CPC	 Target ROAS
 Maximize Clicks	 Target CPA
 Maximize Conversions	 Target Impression Share
 Maximize Conversion Value	 Viewable CPM
	 Cost Per View

WordStream | LOCALIQ

Google Ads Bidding Options

- Automated bidding strategies present themselves as a helpful shortcut that will save you from spending hours manually adjusting your bids.
- On top of that, Google has made massive improvements to these strategies, which use real-time signals we often can't compete with

Few situations where setting manual bid settings could still serve you best.

- **You have a new account.** When your account is brand new, it also means you have no conversion data — a must if you want to make the most of your ad spend and [lower your cost per click \(CPC\)](#). Consider allowing your account to collect this needed information over a month or two before switching to an automated or [Smart Bidding](#) strategy.
- **Automated bidding is running wild.** Manual CPC is always an option if you observe an automated bidding strategy departing from your goal. Simply switch back for more precise control.

Google Ads will default to an automated bidding strategy, so you'll need to make a few quick changes to unlock manual bidding.

Contd.

Bid strategy-

If you're focusing on gaining clicks to generate traffic to your website, there are two cost-per-click bid strategies to consider:

Maximize Clicks: This is an automated bid strategy. It's the simplest way to bid for clicks. ...

Manual CPC bidding: This lets you manage your maximum CPC bids yourself.

Bidding Strategy

How to set up portfolio bid strategies with max CPC bid limits (they're a bit hidden)

Click on 'tools & settings'

Click on 'Bid strategies'

Click '+' to create a new portfolio bid strategy.

Configure your preferred bid strategy.

Click 'advanced options'

Enter a maximum bid limit.

Click save.

Bidding Strategy classification

- Advanced level bid strategies,
- Flexible bid strategy
- Target CPA (tCPA) is a Smart Bidding strategy for Google Ads that uses Google advanced machine learning to automatically set the bid for each auction, with the aim to maximize the number of conversions at or below the target cost per action (CPA) you have set.

Types of Bidding Strategies

for Search-

1. *Target Cost Per Acquisition (CPA)*
2. *Target Return on Ad Spend (ROAS)*
3. *Maximize Conversions*
4. *Enhanced Cost Per Click (ECPC)*
5. *Maximize Clicks*
6. *Manual CPC*
7. *Target Search Page Location*
8. *Target Outranking Share*
9. *Target Impression Share Bidding*

*For more details go through the additional material also

Learning Outcomes

- Understanding about how bidding works in digital platform & its utility in digital promotion.

Thanks