

What Are Bid Strategies?

DS Bid Strategies allow you to set keyword goals around position and ROI. DS will manage keyword performance against those goals and adjust your max CPC bids on the engine to help you achieve those goals.

Types of Strategies:

Position Strategy:

Use when your main goal is branding or a specific ranking on the search results page. You are able to target to one place after the decimal point. **Ex:** 1.3-5.4 **Optional:** Add monthly target spend to help control cost of keywords in the position strategy.

ERS (Effective Revenue Share) Strategy:

Use when your conversions are purchases and you have a specific return on revenue goal. ERS is the inverse of ROAS. Target a specific ERS (ad spend/revenue) percentage. **Ex:** 20% ERS (for every dollar in revenue, you spent 20 cents in ad costs) **Optional:** Combine w/ position strategy for meeting both ROI and position goals.

CPA (Cost per Activity) Strategy

Use when conversions are non-purchases, such as a sign up, and you have a goal cost per lead. You are able to target your ideal ad spend per action (ad spend/number of conversions). **Ex:** \$10 CPA (for 10 conversions, you spent \$100 in advertising spend). Choose which type of conversion the system will use in counting: actions or transactions

Optional: Combine w/ position strategy for meeting both ROI and position goals.

Floodlight Strategy

Use when you have multiple conversions with different ROI goals. Select individual Floodlight activities, then apply bid.

Optional: Combine w/ position strategy for meeting both ROI and position goals.

The screenshot shows the DoubleClick Search interface for an advertiser named 'vlh Advertiser'. The 'Bid strategies' section is highlighted with a yellow box. On the left, a list of bid strategies is shown, including 'Avg Pos 2', 'AW (budget 100)', 'AW 3.5-3.9', 'Best performing keywords_CPA6800', 'Bid Strategy Test 1', 'Bid to position adwords', 'Brand 1-3', 'Branded CPA', 'btleee - VGood Strategy', 'Carnivale Branding', and 'Carnivale CPA'. The main area shows a performance summary graph for 'Clicks' from May 30, 2011, to March 2012. Below the graph is a table with the following data:

Clicks	Actions	Cost	Cost/action	Action conv %
1,898	1,972	\$978.99	\$0.50	103.90%

Below the summary table is a table of bid strategies with columns for Account, Bid strategy, Monthly spend target, High position, Low position, CPA target, ERS target, Clicks, Actions, Cost, Cost/action, and Action conv %.

Account	Bid strategy	Monthly spend target	High position	Low position	CPA target	ERS target	Clicks	Actions	Cost	Cost/action	Action conv %
vlh AdWords	AW 3.5-3.9	---	3.5	3.9	---	---	36	41	\$16.09	\$0.39	113.89%
vlh AdWords	AW (budget 100)	---	2.2	2.5	---	---	87	104	\$23.33	\$0.22	119.54%
vlh AdWords	ariel	---	1.3	2.7	---	---	0	0	\$0.00	\$0.00	0.00%
vlh AdWords	AdWords 3-5, Budget 500	---	3.0	5.0	---	---	69	169	\$21.79	\$0.13	214.93%

1

2

3

From the Bid strategies section (1), review the high level performance of different bid strategies (2) or select a specific strategy to view the keywords and specific performance of that strategy. Once within the Bid strategies section, create a new strategy or edit an existing strategy by selecting the appropriate button (3) below the Performance Summary graph.

Add Keywords to a strategy in the interface, by selecting specific keywords (1) then selecting the Bid strategy drop down (2). This will bring up all the bid strategies available for that engine account (3). Select a strategy and then set the keyword min and max strategy bids (4). All keywords in a strategy must have a min and max strategy bid.

Add and remove keywords from bid strategies through the bid strategy field in bulksheets.

The screenshot shows the Google Ads interface. A modal window titled 'Bid strategies' is open, listing several options: 'No bid strategy (manual bidding)', 'Aaron Position Strategy', 'alex - ERS 10%', 'alex pos 1 - 3', 'floodlight bid strategy', 'New Branding - pos 1', and 'Pos1-5 500 Pounds'. The 'Aaron Position Strategy' is selected. To the right, a panel titled 'Set min and max bids for selected keywords' allows setting a minimum and maximum bid in pounds (£) and offers two options for applying these bids: 'only keywords without existing min/max bids' (selected) and 'all selected keywords'. Below the modal, a table shows a keyword 'love poems' under the campaign 'British Poetry' with a max CPC of £0.50 and 21 clicks. Numbered callouts 1-4 indicate the checkbox for the campaign, the 'Bid strategy' dropdown, the bid strategy list, and the bid setting panel.

Reminder:

- Bid strategies are created at the engine account level.
- Every keyword in a strategy must have a min and max strategy bid.
- You can override what the strategy has set as max CPC bid on the engine through the DS interface or bulksheets.
- To remove a keyword from a bid strategy through bulksheets, you must enter 'delete_content' into the bid strategy field.

Bid Strategy Best Practices

- Group keywords together in strategies based on common goals.
- Look at past history (last 30 days) to determine a realistic starting goal.
- Set wide range between min and max bids to allow strategies to work.
- Allow keywords to accrue statistics for a day or two before moving into a strategy
- Let keywords run for about 2 weeks to allow the bidding system to evaluate. Monitor your min/max bids and adjust accordingly to allow our system to bid.

The screenshot shows the 'Download now' menu in the Google Ads interface. The 'Bid history report' option is highlighted. Below it, a 'Report views' dropdown menu is open, showing options for 'Performance', 'Sales', 'Actions', and 'Bid strategy performance'. The 'Bid strategy performance' option is highlighted. Numbered callouts 5 and 6 point to the 'Bid history report' and 'Bid strategy performance' options respectively.

Analyze performance of keywords in a bid strategy by selecting the Bid strategy performance view (5) in the DS interface.

Review keyword bid history by downloading a bid history report for select keywords. This will show you the different bids a keyword has had, changed by a bid strategy or user.