doubleclick search
by Google

Implementing DoubleClick Search Bid Strategies

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.

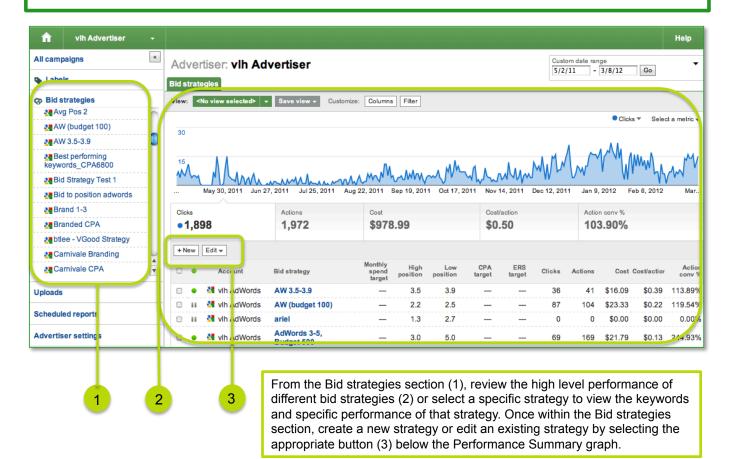### ERS (Effective Revenue Share) Strategy:
Use when your conversions are purchases and you have a specific return on revenue goal. ERS is the inverse of ROAS. Target a specific ERS (ad spend/revenue) percentage. **Ex:** 20% ERS (for every dollar in revenue, you spent 20 cents in ad costs) *Optional:* 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.

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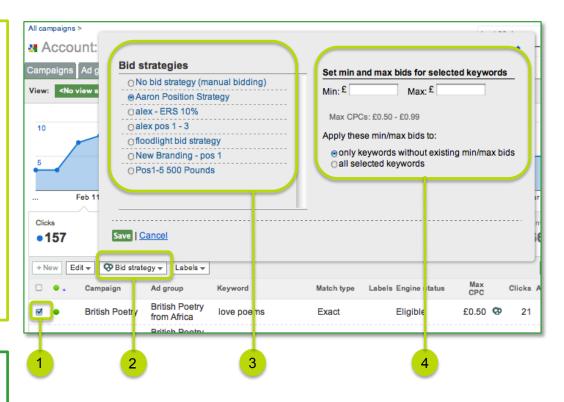
Add Keywords to a strategy in the interface, by selecting specific keywords (1) then selecting the Bid strategy drop down (2). This will bring up all the bid strategies available for that engine account (3). Select a strategy and then set the keyword min and max strategy bids (4). All keywords in a strategy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

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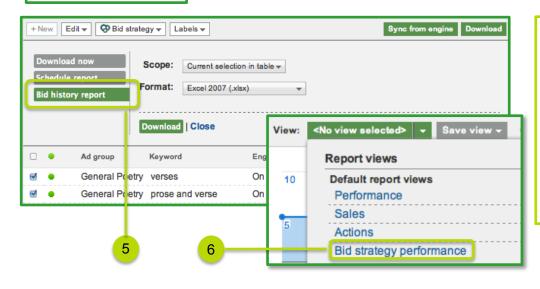
Reminder:
- Bid strategies are created at the engine account level.
- Every keyword in a strategy must have a min and max strategy bid.
- You can override what the strategy has set as max CPC bid on the engine through the DS interface or bulksheets.
- To remove a keyword from a bid strategy through bulksheets,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

Bid strategies
- ○ No bid strategy (manual bidding)
- ◉ Aaron Position Strategy
- ○ alex - ERS 10%
- ○ alex pos 1 - 3
- ○ floodlight bid strategy
- ○ New Branding - pos 1
- ○ Pos1-5 500 Pounds

Set min and max bids for selected keywords
Min: £ [_____]   Max: £ [_____]

Max CPCs: £0.50 - £0.99

Apply these min/max bids to:
- ◉ only keywords without existing min/max bids
- ○ all selected keywords

Save | Cancel

	Campaign	Ad group	Keyword	Match type	Labels	Engine status	Max CPC	Clicks
☑ ●	British Poetry	British Poetry from Africa	love poems	Exact		Eligible	£0.50	21

(1)   (2)   (3)   (4)

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.**

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.

Scope: Current selection in table
Format: Excel 2007 (.xlsx)

Download now
Schedule report
Bid history report

Download | Close

		Ad group	Keyword	Eng
☑	●	General Poetry	verses	On
☑	●	General Poetry	prose and verse	On

View: <No view selected>   Save view

Report views

Default report views
Performance
Sales
Actions
Bid strategy performance

(5)   (6)