

A Bid for Every Auction

A checklist for implementing and improving AdWords automated bidding

Auction-time bidding in AdWords can save time and improve performance. Here's how you can take advantage of it in your account. For the full set of best practices visit our site at g.co/GoogleBP.

The Advantages of Auction-time Bidding

- 1 Bid to the user's context, as close to auction-time as possible.
Why: *Dynamic bids made in real time often lead to better results.*

Manage Bids More Efficiently

- 2 Understand that the true value of automation is saved time.
Why: *Automated bids may save time that you can spend on other areas that are vital to your account's health.*

Pick the Right Strategy

- 3 Choose a strategy that aligns with your main business goal.
Why: *Automation will manage your account to focus on that goal above all else.*
- 4 Automate your bidding based on the most accurate conversion data available.
Why: *Better conversion data means smarter automated bids.*
- 5 Organize like-performing keywords into bidding portfolios.
Why: *Well-defined portfolios give you more transparency and control.*

Test Your Automated Bid Strategies

- 6 Choose the largest campaign that you're comfortable experimenting with.
Why: *In testing, more data means more confidence.*
- 7 Start with targets that align with your historical CPA or ROAS.
Why: *Overly-aggressive targets can affect your volume and cloud the comparison with your historical averages.*
- 8 Keep each bidding test simple, consistent and focused on one KPI.
Why: *Adding other new elements as you test automated bidding can muddy your test results.*

Improve Your Automated Bids

- 9 Don't change things too frequently. Try to keep Target CPA goals, ads and campaign daily budgets fairly steady.
Why: *Steady targets lead to steadier performance. Algorithms take time to adjust to significant changes and conversion delays.*
- 10 That being said, diagnose and fix any issues from big performance declines (such as -80% traffic volume or +80% increases in CPA) as quickly as possible.
Why: *Big performance changes likely indicate a technical issue or implementation error.*