Changing Biddable Conversion Actions

The goal of this document is to summarize best practices for changing primary conversion actions while mitigating disruption to Smart Bidding. There are different workflows, dependent on where your account currently stands in the process of this shift and how quickly you can expect to roll out the change across your account. The end goal of this conversation is transitioning your account to value-based bidding. In the case of any questions, comments or concerns, please reach out to your Google account manager and see our FAQs for more context.

Note *If you are seeing performance issues during the transition process, please reach out to your account manager for assistance.

Google

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What bid strategy are you currently using?

Max Conversions / tCPA

Is the new conversion action similar to or different from the conversion(s) you are currently optimizing to? (i.e. will a new conversion action need to be setup)

The conversion event is not changing

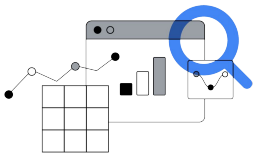
***Example**: Using tCPA to bid to online signups. You now want to track values with those signups, and use tROAS to optimize bids*

→ **Workflow 1**

The conversion event is changing

***Example**: Using tCPA to bid to online form fills. You now want to track online subscriptions with values, and use tROAS to optimize bids*

Changing the goal quickly at the account level, or rolling out the new conversion action across the campaigns?



Recommended → Account level switch → **Workflow 2**

Roll out across campaigns → **Workflow 3**

Max Value / tROAS

Is the new conversion action similar to or different from the conversion(s) you are currently optimizing to? (i.e. will a new conversion action need to be setup)

The conversion event is not changing

***Example**: Using tROAS to bid to online form fills with value. You now want to bid to online signups with value, but conversion rate and conversion volume are very similar*

→ **Workflow 4**

The conversion event is changing

***Example**: Using tROAS to bid to form fills with values. You now want to track and bid to online subscriptions with values, and expect a change in conversion rates/volume*

Changing the goal quickly at the account level, or rolling out the new conversion action across the campaigns?

Recommended → Account level switch → **Workflow 4**

Roll out across campaigns → **Workflow 5**

Note

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Moving from tCPA to tROAS and the Conversion Action is NOT Changing

OR (maximize conversions to maximize conversion value)

Scenario: You are currently using tCPA, and you want to move to tROAS, optimizing for the same primary conversion action

1. Begin passing conversion values for the existing conversion action in the conversions column. This can be done via conversion settings, offline conversion import or through the site tag
    - Continue to use Target CPA as normal for **4 weeks or 3 conversion cycles** (whichever is longer)
    - Target CPA does not utilize new data in the conversion value column. This allows the bid strategy to build conversion value data without impacting current performance
2. Ensure values are being passed across all campaigns that share conversion tracking (account or MCC), even if only planning to test a few campaigns on tROAS. This ensures that the bidding system trains optimally across all campaigns that share conversion tracking
3. Switch to Target ROAS bidding strategy or Max Conversion Value, following best practices to mitigate fluctuations to performance
    - When switching to tROAS, use the previous 4 week historical ROAS or previous 3 conversion cycles (whichever is longer) to determine your tROAS target.
4. Expect learning for **2 weeks or 3 conversion cycles** as Smart Bidding adjusts to the new target. Use target and budget adjustments, as needed, to minimize performance fluctuations during this time.
    - Smart bidding will improve over time so ignore the warm-up phase when evaluating performance

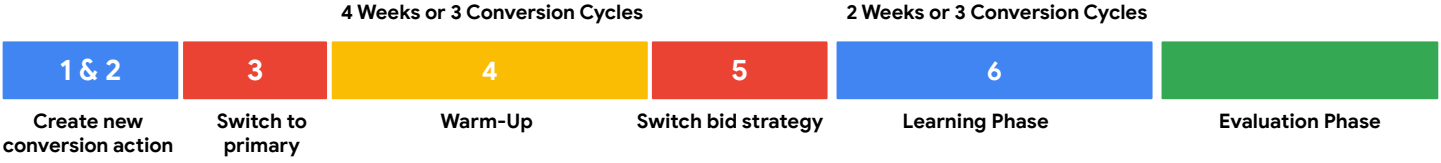
Note *If you are seeing performance issues during the transition process, please reach out to your account manager for assistance.

Moving from tCPA to tROAS and the Conversion Action is Changing

OR (maximize conversions to maximize conversion value)

Scenario: You are currently using tCPA, and you want to move to tROAS, optimizing for a new primary conversion action with an account-level switch.

1. Create a new conversion action at the **account or MCC** level
2. **Do not** add the conversion action as primary or set as an account-default goal yet (if a new conversion category)
    - Why? This will allow you to ensure the new conversion action is setup properly, and will give an idea of new conversion volumes, without impacting tCPA
3. Once ready to swap primary actions (ensuring values passed back to the account are correct), change the conversion action to primary and account default
    - If under the same category as the old conversion, set the new action as primary and the old action as secondary
    - If under a different category, add as primary, make an account-level default and remove the old goal as an account-level default
4. Keep bidding towards tCPA for a minimum of **4 weeks or 3 conversion cycles** (whichever is longer)
    - Closely monitor performance during this time as the bidder stabilizes to the new target
        i. The adjustment period will be dependent on the difference in conversion rate and volume between the old and new conversion action
    - Performance fluctuations can be mitigated through adjusting tCPA targets gradually towards the new target and keeping budgets open. Larger target adjustments are recommended when conversion rate and/or conversion values per click are changing significantly between the old and new conversion action.
5. Once the 4 weeks or 3 conversion cycles are complete (as per #4), shift bidding from tCPA (or maximize conversions) to tROAS (or maximize conversion value)
    - When switching to tROAS, use the previous 4 week historical ROAS or previous 3 conversion cycles (whichever is longer) to determine your tROAS target
6. Expect learning for **2 weeks or 3 conversion cycles** as Smart Bidding adjusts to the new target. Use target and budget adjustments, as needed, to minimize performance fluctuations during this time.
    - Smart bidding will improve over time so ignore the warm-up phase when evaluating performance



Note *If you are seeing performance issues during the transition process, please reach out to your account manager for assistance.

Moving from tCPA to tROAS and the Conversion Action is Changing

OR (maximize conversions to maximize conversion value)

Scenario: You are currently using tCPA, and you want to move to tROAS, optimizing for a new primary conversion action with a campaign-level switch.

1. Create a new conversion action at the **account or MCC** level
2. **Do not** add the conversion action as primary or set as an account-default goal yet (if a new conversion category)
    - Why? This will allow you to ensure the new conversion action is setup properly, and will give an idea of new conversion volumes, without impacting tCPA
3. Once ready to swap primary actions (ensuring values passed back to the account are correct), change the conversion action to primary in the select campaigns. After this, enable campaign-level conversion setting on selected campaigns to optimize to the new goal.
4. Keep bidding towards tCPA for a minimum of **4 weeks or 3 conversion cycles** (whichever is longer)
    - Closely monitor performance during this time as the bidder stabilizes to the new target
        i. The adjustment period will be dependent on the difference in conversion rate and volume between the old and new conversion action
    - Performance fluctuations can be mitigated through adjusting tCPA targets gradually towards the new target and keeping budgets open. Larger target adjustments are recommended when conversion rate and/or conversion values per click are changing significantly between the old and new conversion action.
5. Once the 4 weeks OR 3 conversion cycles are complete (as per #4), shift bidding from tCPA (or maximize conversions) to tROAS (or maximize conversion value)
    - When switching to tROAS, use the previous 4 week historical ROAS OR previous 3 conversion cycles (whichever is longer) to determine your tROAS target
    - Move over the campaigns in batches starting with lower tier campaigns (in terms of conversion volume) and scale up to higher volume campaigns over time
6. After moving over all campaigns, change the conversion action to the account default and slowly move from campaign-level bidding to account-level bidding
    - Moving from campaign to account level may cause performance fluctuations
7. Expect learning for **2 weeks or 3 conversion cycles** as Smart Bidding adjusts to the new target. Use target and budget adjustments, as needed, to minimize performance fluctuations during this time.
    - Smart bidding will improve over time so ignore the warm-up phase when evaluating performance

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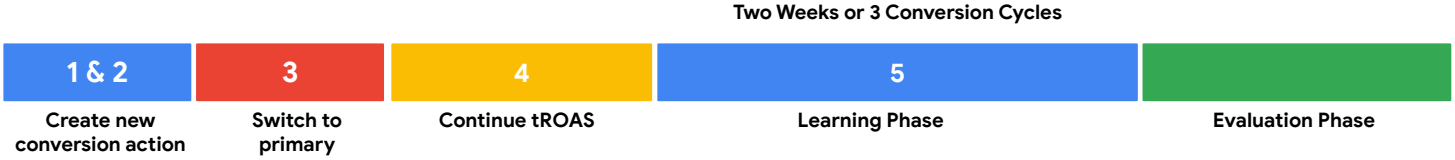
Staying on tROAS and the Conversion Action is Changing

Scenario: You are currently using tROAS, and you want to stay on tROAS, optimizing for a new primary conversion action with an account-level switch.

1. Create a new conversion action at the **account or MCC** level
2. **Do not** add the conversion action as primary or set as an account-default goal (if a new conversion category)
    - Why? This will allow you to ensure the new conversion action is setup properly, and will give an idea of new conversion volumes, without impacting tROAS
3. **Account-wide switch**: Once ready to swap primary actions (ensuring values passed back to the account are correct), change the conversion action to primary and account default
    - If under the same category as the old conversion, set the new action as primary and the old action as secondary
    - If under a different category, add as primary, make an account-level default and remove the old goal as an account-level default
4. **Keep bidding towards tROAS**
    - Expect learning period for **2 weeks or 3 conversion cycles** as Smart Bidding adjusts to the new setting.
    - Performance fluctuations can be mitigated through adjusting targets gradually towards the new target and keeping budgets open. Larger target adjustments are recommended when conversion rate and/or conversion values per click are changing significantly between the old and new conversion action.
    - Smart bidding will improve over time so ignore the warm-up phase when evaluating performance

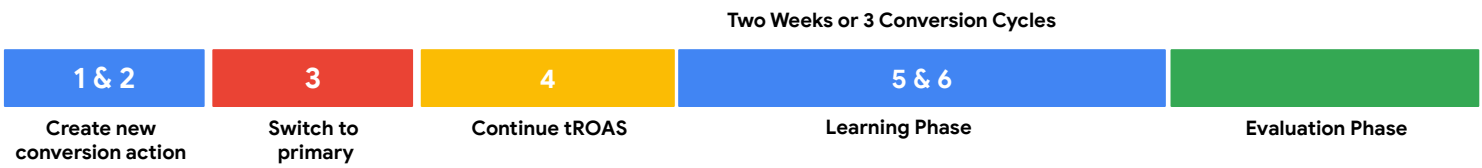


Note *If you are seeing performance issues during the transition process, please reach out to your account manager for assistance.

Staying on tROAS and the Conversion Action is Changing

Scenario: You are currently using tROAS, and you want to stay on tROAS, optimizing for a new conversion event with a campaign-level switch.

1. Create a new conversion action at the **account or MCC** level
2. **Do not** add the conversion action as primary or set as an account-default goal (if a new conversion category)
    - Why? This will allow you to ensure the new conversion action is setup properly, and will give an idea of new conversion volumes, without impacting tROAS
3. Once ready to swap primary actions (ensuring values passed back to the account are correct), change the conversion action to primary in the select campaigns. After this, enable campaign-level conversion setting on selected campaigns to optimize to the new goal.
4. **Keep bidding towards tROAS**
    - Closely monitor performance during this time as the bidder stabilizes to the new target
        i. Performance fluctuations can be mitigated through adjusting targets gradually towards the new target and keeping budgets open. Larger target adjustments are recommended when conversion rate and/or conversion values per click are changing significantly between the old and new conversion action.
5. **Repeat step 3** by moving the campaigns in batches until all are moved over to the new action
    - Start with lower tier campaigns (in terms of conversion volume) and scale up to higher volume campaigns over time
    - After moving over all campaigns, change the conversion action to the account default and slowly move from campaign-level bidding to account-level bidding
        i. Moving from campaign to account level may cause performance fluctuations
6. Expect learning for **2 weeks or 3 conversion cycles** as Smart Bidding adjusts to the new target. Use target and budget adjustments, as needed, to minimize performance fluctuations during this time.
    - Smart bidding will improve over time so ignore the warm-up phase when evaluating performance



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Best Practices

Data Uploads

Uploads should be **consistent** when using OCI (ideally daily). Only apply data exclusions for missing or incomplete uploads and no need to remove the exclusions even if you choose to backfill the data.

Conversion Adjustments

Use conversion adjustments when necessary to restate or retract values. For account-level insight, please reach out to your Google account manager.

Changes:

Reduce the amount of manual changes to the campaign during the bidding transition.

Example:

- **OK**: Brand protection negative keywords
- **Not OK**: Bidding, budget, keyword adjustments

Budgets

If using a ROAS target, uncap budgets to drive incremental volume at your target. If using Max conv value without a ROAS target, ensure budgets are inline with daily spend goals.

Targets

Use the recommended ROAS at time of opt-in or historical performance (last 4 week) of your conversion value / cost.

Patience

Expected learning is dependent upon conversion delays and conversion volume. On average, advertisers see performance stabilize within 3 complete conversion cycles (excluding conversion delay).

Performance Evaluation

When evaluating performance, ignore the initial learning phase as the bidder stabilizes to the new target.

Account vs Campaign Level

Account-level switch is best practice as it is a simplified workflow, but more sensitive advertisers who are interested in transitioning their campaigns gradually can follow the campaign-level workflow.

Note

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FAQs

"Should I use max conv/max conv value with or without a CPA/ROAS target?"

When to Use Max Conv/Max Conv Value Without a Target

- You are comfortable with the bid strategy having full control during the bidding transition
- You don't have to make large-scale budget adjustments within the next 4-6 weeks
- You are willing to let the bidder find the maximum level of conversion/conversion value

When to Use Max Conv/Max Conv Value With a Target (tCPA or tROAS)

- You would prefer to closely monitor and adjust targets during the bidding transition
- You will have to make large-scale budget adjustments within the next 4-6 weeks
- You are held to a strict CPA/ROAS target

"How do I implement across a campaign or through an A/B experiment?"

Across entire campaign or bid strategy without using Experiments:

- Compute ROAS target based on historical conversion value / cost (after accounting for conversion delay), or use the recommended ROAS target in the campaign or bid strategy settings.

Across entire campaign or bid strategy with using Experiments:

- Compute ROAS target based on historical conversion value / cost (after accounting for conversion delay), or use the recommended ROAS target in the campaign or bid strategy settings.
- Experiments recommended if advertiser wants to A/B test tCPA vs tROAS

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FAQs

"How do I gradually change targets when moving to a new conversion target?"

tCPA Adjustments

Example for Campaign X (last 4 weeks, avg. conversion cycle = 7 days):

- Monthly spend = $1500
- Conversion Actions A (50) + B (25) + C (25) = 100 conversions at a $15 CPA
- Selection of Conversion Action A through Campaign Level Optimization
    - Conversion Action A CPA = $1500 / 50 = $30 **(new CPA target)**

Recommendation once Conversion Action A - only - is picked:

- Adjust the CPA target, allowing a full conversion cycle each time (ex: 3 days)
- Day 1 - 3: adjust Campaign X CPA target from $15 to $20
- Day 3 - 6: adjust Campaign X CPA target from $20 to $25
- Day 6 - 9: adjust Campaign X CPA target from $25 to $30

tROAS Adjustments

Example, for Campaign X (last 4 weeks, avg. conversion cycle = 3 days):

- Monthly spend = $1000
- Conversion Actions A ($3000) + B ($1000) + C ($1000) = $5000 revenue at a 500% ROAS
- Selection of Conversion Action A through Campaign Level Optimization
    - Conversion Action A ROAS = $3000 / $1000 = 300% **(new ROAS target)**

Recommendation once Conversion Action A - only - is picked:

- Adjust the ROAS target, allowing a full conversion cycle each time (ex: 3 days)
- Day 1 - 3: adjust Campaign X ROAS target from 500% to 400%
- Day 3 - 6: adjust Campaign X ROAS target from 400% to 300%

Budget Adjustments

- Temporarily lowering the budget to .7x - .8x of the current average daily spend. This can mitigate large spend increases until you've fully transitioned to the new conversion tracking.

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Google

FAQs

Does Smart Bidding learn from conversion actions NOT in the conversions column?

No*:

- **Target CPA / Maximize Conversions** will learn from whatever is reported in the conversions column (via campaign level conversion goal settings, and/or what's marked as account-level default and primary)
- **Target ROAS / Maximize Conversion Value** will learn from whatever is reported in the conversion value column (via campaign level conversion goal settings, and/or what's marked as account-level default and primary')

*Store visits and store sales conversions are an exception. Store Visits are treated specially in bidding with a separate model that always learns even when they aren't included in conversions, and also feeds into store sales modeling. So, we can hit the ground running as soon as store visits or store sales are included in biddable campaign conversion goals.

Can I report values only for the campaigns where I will be using Target ROAS?

No, you should report conversion value across the whole conversion tracking account (via account-level 'include in conversions' or Campaign Level Optimization across all campaigns) since Smart Bidding learns across campaigns. Although the strategy can learn how conversion patterns differ by campaign, reporting values for portions of the campaigns makes it much more challenging for the system to learn and as a result there is much more limited data. This is something that is not recommended even for a test, as it will definitely negatively impact the results of the tests. See the decision tree section for more best practices to transition to tROAS bidding with new conversion values

When does Smart Bidding start learning from a new conversion action?

Smart Bidding uses a conversion action's data for training/learning when the action is reported in the conversions/value column. Store visits and store sales are an exception. Bidding is always training on store visits, which feeds into store sales models, even when they aren't included in conversions. Because of this, we can hit the ground running as soon as they are included.

What history does Smart Bidding use for training?

Smart Bidding trains on historical data such that it accounts for your conversion delay, and it weighs your more recent data (e.g. ~1-2 conversion cycles) more heavily.

Does the conversion window impact Smart Bidding?

The conversion window affects the attribution of conversions to clicks, and therefore affects Smart Bidding. The bid strategy doesn't explicitly look at the conversion window, but learns the conversion delay over time based on conversions that are reported within the conversion window. For example, if you extend the conversion window to 90 days, Smart Bidding may look back to the last 90 days worth of performance, but will still weigh recent data more heavily. Conversion retractions and restatements can be made after the conversion window (up to 55 days). See this article for more information.

Google

FAQs

Is there any difference in smart bidding training data between Google Ads, analytics or imported conversions? (i.e. view through conversions)

Smart Bidding will train on any data in the 'conversions' column, and does not distinguish between conversion sources (note- store visits or store sales can be an exception). You should use the conversion actions that are closest to the source of truth for your business. Search & Shopping Smart Bidding do not bid to or train on view through conversions.

Does Smart Bidding learn across campaigns?

Yes:

- **If you are using account-level conversion tracking**, Smart Bidding will train on all conversion data reported in the conversions column under an account's conversion tracking ID, and will learn from cross-campaign data
- **If you are using MCC / cross-account conversion tracking,** Smart Bidding will train on all conversion data reported in the conversions column under the effective MCC conversion tracking ID, and will learn from cross-account data.

What should I do if there is inaccurate data in my conversions column?

If your conversion data is broken or incorrect, then Data Exclusions can be set up to exclude this data from bidding. Data Exclusions are an advanced tool that exclude a short period of conversion data for a given date range from all conversion based bid strategies. Data exclusions apply to clicks and not conversions, and you should exclude the clicks, not the days the conversion tag broke. For those with a long-conversion delay and want to use this feature to exclude a period with broken conversion tracking should also apply the data-exclusion to a period of days before the conversion tracking actually went down. Once adding in data exclusions, do not remove.

Can you remove data from the conversions column so smart bidding doesn't use it?

See above. Data Exclusions should only be used when tags/data are broken.

What if I am bidding to multiple conversion actions but only 1 passes conversion values. Will tROAS / Max Conv. Value use all conversion actions or just the one that passes values?

Value based strategies on search may be impacted by conversions that report 0 value, value based bid strategies on shopping will not be. For all campaign types, if you do not want tROAS/MCV to be impacted by a conversion action, you should not use that conversion for bid optimization. If you were reporting values with a conversion action and then it stops, Smart Bidding will learn that conversion rate and/or value decline. If you no longer wish to bid to this conversion action, you should remove it from bid optimization.

What is a conversion category and conversion action?

Conversion categories are the type of actions a user can take on your site. A conversion action is a specific customer activity that is valuable to your business.

What is a conversion cycle?

A conversion cycle is the amount of time it takes for a click to result in a conversion.

Google

FAQs

I am using Smart Bidding on Search to bid to lower funnel conversions. I want to test a Trueview for Action (YouTube) campaign, and use campaign-level conversion setting to bid to an upper funnel conversion (e.g. pageview) with YouTube. Will the Search campaigns be impacted?

No. If the conversion (e.g. pageview) is only attributed to YouTube clicks, then Search Smart Bidding will not be impacted.

I am implementing the global site tag (fka OGT)? Will I see volatility?

No. OGT implementation shouldn't cause any recalibration for bidding provided the conversion event is the same.

How is the recommended CPA/ROAS in the Google Ads Front End calculated?

This is calculated using the recent historical CPA/ROAS, after accounting for conversion delay.

What is the average CPA / average ROAS in a bid strategy report?

Average target CPA / Average ROAS is the average target that your bid strategy optimized for over the selected time period. This average includes device bid adjustments (for tCPA), ad group targets, and any changes you've made to your strategy target over this time period. You should always evaluate tCPA/tROAS at the strategy level, and at the average CPA / ROAS target, to maximize conversion volume and minimize noise\fluctuations in ROAS.

What is the actual CPA / Actual ROAS in a bid strategy report?

Actual CPA: the actual cost of a conversion (tCPA) that your bid strategy was able to achieve. It's determined by your cost divided by your conversions. Cost here only includes all clicks (i.e. total cost) that may lead to conversions.
Actual ROAS: is the actual return on ad spend (tROAS) that your bid strategy was able to achieve. It's determined by your conversion value divided by the total cost of all ad interactions.

Do I need to adjust my Smart Bidding targets if I add/edit/remove biddable conversions?

Yes. If there is a change to conversion settings, e.g. a conversion action is removed from bid optimization, targets should be adjusted slowly to reflect the new conversion data. See the best practices section above for an example on how to do this.
**Store visits and store sales are an exception. Our models already train on store visit and store sales data before they are included in conversions, so targets should be updated immediately upon inclusion.

If I use campaign-level conversion settings to optimize my campaigns to the same conversion action I have historically optimized to at the account level, will there be an impact on my bidding strategy? For example, my campaigns all optimize to conversion A at the account level. I want to enable campaign-level conversion setting across all of my campaigns, but continue to optimize to conversion A for each campaign. Will there be an impact?

Yes, this will be treated like any conversion setting change. Smart Bidding will still need to learn the campaign-level conversion setting, even if the conversion action/goal itself is the same. This can take 2-3 conversion cycles, assuming conversion behavior has not changed.

Google

FAQs

If I removed a conversion from bid optimization before launching a Smart Bidding test, how long should I wait before activating smart bidding?

Smart Bidding does not have a set lookback window, but will rely on recent data to learn conversion behavior in an account. If you change the conversion tracking setup (e.g a large change in definition of value, conversion tracking manager from child account-level to MCC or vice versa, or opting into Campaign Level Optimization) or creating a new conversion tracked account, be sure to:

- Wait at least 4 weeks after the change before opting in to tROAS and ensure the new conversion values are reporting in the conversion value column during this time
- Ensure values are uploaded/tracked on consistent cadence (ideally daily) for this period. Do not do a bulk backfill/reactive/historical upload for that period
- If using 'indexed values' on a different scale such that your new ROAS is different from 100-200%, then wait a least 6 weeks before opting in
- These best practices will help avoid volatility and ensure enough data for tROAS/MCV training before opting in

Always keep conversion delay in mind when evaluating performance. As a reminder, a conversion cycle or delay is defined by the typical amount of time it takes for a click to result in a conversion.

If you are uploading offline conversion data, then the conversion delay is the time it takes for a click to result in a conversion + reporting delay (the time it takes you to upload the conversion, i.e. when we first see it in our system).

This information is available in the following places:

1. In the Google Ads Bid Strategy Report (if you use Smart Bidding)
2. In-product by hovering over the dotted line in the conversions column

Should I adjust/lower my budgets when making measurement changes to limit increased spend volatility?

As a best practice, adjusting budgets can help prevent overspend in cases where conversion volume is drastically changing. For example, temporarily lowering the budget to .8x - .7x the current average daily spend can provide a "safety net" so you can mitigate large spending increases until you've fully transitioned to the new conversion tracking (then uncap budgets again).

Keep in mind our system makes sure that after an entire month of service, you are never charged more than your monthly charging limit -- the average number of days in a month (30.4) multiplied by your average daily budget. More here.

If you are making measurement changes to bid to a new conversion action with **drastically different volume,** you can follow the below best practice to minimize spend increases/decreases :

- Adjust targets slowly over time
  - When making gradual target changes, use the chart above for a guide of what a smooth transition could look like
- **OR** Lower budgets inline with historical spend to mitigate spend fluctuations.

Google

FAQs

Will Smart Bidding have to learn after I change attribution models?

Yes, but keep in mind that bid strategies are always learning from changes in accounts or the auction. We surface 'learning' statuses in the UI in order to provide you with an indicator of events that might impact your bid strategy. Changing the attribution model will trigger the 'learning' status in the UI, and you should follow best practices below when changing targets after changing your attribution model

Do I need to adjust my Smart Bidding targets if I change attribution models?

Possibly. You should compare the performance of the old model vs the new model, and consider changing targets if:

a) campaign has more than 25 conversions in last 4 weeks, and
b) if CPA/ROAS difference is >20%

Should I remove smart bidding & change to eCPC when changing conversion actions?

No, you can continue to use fully automated Smart Bidding strategies when changing conversion actions. You can adjust targets to maintain stable spend while doing so, or can consider lowering budgets inline with historical spend during a transition period (this can help control any spend fluctuations)

If I'm using campaign-specific goals, do I need to include the desired conversion action account/MCC bid optimization as well?

No, campaign level conversion goal settings overrides MCC or account level default settings, however that conversion should be marked as primary at the account level. A conversion action can be not included as an account-level default, but if it's set to primary, it can then be used for bidding and reporting with the campaign it's enabled using the campaign level conversion setting.

I want to use value-based bidding (e.g. tROAS, MCV) to use features like Conversion Value Rules, but do not have a way to pass back revenue / value data today. What is a possible solution for me?

Until you are able to pass back dynamic revenue data, you can set static values for your conversion actions, and don't need to update a tag to do so. You can set a static value directly in the Conversions UI. As an example approach, you are optimizing to a lead conversion with tCPA today could set a static value of $100 for all leads, and a ROAS target of 100%. Once enabled, you could use features like conversion value rules to indicate varying values for other dimensions, like geo or device.

If I remove a conversion action from bid optimization does smart bidding continue to use the historic data from that action for bidding decisions?

Yes, Smart Bidding will use this historical data when setting bids for the next 2-3 conversion cycles. After making this change, you should gradually change Smart Bidding targets while the algorithm optimizes to the new conversion data.

Google

FAQs

If I transition to an imported conversion action and upload historic data / backfill will smart bidding use that data or do I still need to wait before launching smart bidding for the first time?

Smart Bidding will use this data, but this is **not** recommended. Smart Bidding learns best from conversion data that is uploaded consistently and frequently, so that it can better understand behavior like conversion delay.
It's recommended to first upload data on a consistent basis (e.g. daily, weekly, etc) for 4 weeks before enabling Smart Bidding to confirm the import is working correctly and also begin to have data on conversion delay.

How long should I wait after adjusting a CPA or ROAS target?

Bidding will react immediately to target changes, i.e. will start bidding according to the new target within minutes of the change. However, it can take at least 1-2 conversion cycles for the algorithm to start achieving the new target. When making gradual target changes, use the chart below for a guide of what a smooth transition could look like

I have 3 conversions in bid optimization but only want to optimize towards one of them. What should I do?

Smart Bidding always optimizes for whatever total credit is reported in the "Conversions" column. It is "blind" to individual conversion types. If the new campaign's campaign-level setting delivers similar conversion rates to the account, it will be a quick transition; if conversion rates are very different it will take time for the system to learn and adjust to the new conversion tracking setup of the campaign.

Can I use Campaign Level Optimization and Drafts & Experiments to test auto-bidding and attribution strategies (including DDA)?

This is technically possible, however please note that we currently have no clean way to do a test of relative performance between different conversion goals (except for store visits and store sales) and attribution models. Google Ads Smart Bidding cross-learns across all of your data reported in the conversions or value column (either at account or campaign level) and all campaigns in an account, therefore there is cross contamination across control and experimental groups.

We also strongly recommend you use a consistent definition of conversions across the account, especially for value bidding where optimal results are seen when conversion values are passed back across the entire account. Factors like drastic differences in CvR or volume between the conversion used at the campaign level vs rest of the account can lead to suboptimal performance with campaign level conversions. This means that testing a bid strategy + conversion type where no other parts of the account are reporting that conversion may impact performance of that strategy.

Google

FAQs

My account faces frequent but short spanning issues with conversion tracking (1 or 2 hours every week) and is wondering if we need to black out these short bursts every week. Is tROAS sensitive to an hour of misrepresentative data? What would be the shortest time threshold beyond which Blackout becomes necessary?

Our general recommendation for Blackouts is to use it for periods where conv tracking/data was down and bid strategy's performance was materially impacted by it (bids/conversions going down etc.).There aren't any formal guidelines for thresholds but you may want to consider it if you notice degraded performance.

Should I use bid limits to reduce volatility?

This is an option, but for the majority of advertisers, these should not be used and can make bidding less efficient

I want to bid to new conversion value data by 1) deleting historical conversion data through conversion adjustments or data exclusions, and 2) uploading new historical conversion data via OCI. Is this recommended?

No, this is not recommended and may cause Smart Bidding to train on incorrect conversion delay data. The recommended approach is to start reporting the new conversion data over time, and allow the algorithm to learn this data as it's reported (and adjust targets as required)

I use ROAS today and wants to bid to new conversion value data. Is there a best practice around passing back new value to my existing conversion action, vs creating a new conversion action to track the new value?

If possible, it's recommended for you to pass back value to the same conversion action (and adjusting targets as required)

I am moving from a conversion action from the account to the MCC level (cross-account conversion tracking). Should I expect any volatility?

In some cases, you may see fluctuations when changing conversion settings from account to MCC level or vice versa (even if the conversion action and the data reported in the conversions column is the same). In order to avoid spend fluctuations, we recommend lowering tCPA/tROAS budgets inline with historical spend for the period of the transition (1-2 conversion cycles).

All of my campaigns are optimizing to conversion action sets at the campaign level. If I create a new conversion action at the account level and set it as primary or an account level default (but do not include in any campaign level conversion sets), will Smart Bidding be impacted?

No, in this scenario, Smart Bidding will only be impacted and train on the new conversion if a) it's included in the campaign level conversion action sets or b) any campaign settings are changed to use account level conversion goals

Does Google recommend moving conversion actions at an account or campaign-level?

We recommend shifting bidding at the account level for simplicity but if you are hesitant for any reason, we suggest shifting at the campaign level

Google

FAQs

What happens if I am using value-based bidding, and change the conversion values that are reported for an existing conversion action that was already reporting values?

In this scenario, tROAS/MCV would need time to train on the newly reported conversion values, similar to other conversion changes. We recommend following workflow 4 or 5 in the workflow section above to mitigate volatility during these transitions.

I am not changing my conversion action, but am changing the lookback window for the current conversion action. Is there a workflow I should follow?

Yes. Making major change to lookback window can still see an impact to performance as the volume of conversions will change. We recommend following the below steps:

1. Adjust lookback window of the conversion action
2. After the switch, expect volatility for 2-3 conversion cycles while the bid strategy adjusts to the new conversion action.
3. To manage spend during this volatility, you can follow the below options to prevent overspend:
    a. Use Max conversions if previously using tCPA, Max conversion value if previously using tROAS and set the budget to historical spend, **OR**
    b. Continue to adjust ROAS or CPA targets as needed to control spend, **and** lower budgets inline with historical spend in order to mitigate spend fluctuations.
        i. It's OK for tROAS or tCPA to be limited by budget temporarily, and budgets can be raised after the transition period
4. After 2-3 conversions cycles, you can resume tCPA or tROAS using your 'true' ROI targets
    a. When deciding how to define a 'conversion cycle' (eg between the previous or new lookback window), you should use the longer of the two. For example, if shifting from 90-day lookback window (with ~60 day conversion delay) to a 30-day lookback window (with a 20+ day conversion delay), "1-2 conversion cycles" would be 2-4 months