

Merge bidding and machine learning with Smart Bidding

Boost your digital marketing campaign performance

It's no secret: If you want to succeed with your digital marketing programs, you need efficient, effective bid management.

But making bids is like trying to hit a moving target. Today's advertising landscape is constantly in flux, and your company's advertising goals can change just as fast. If you constantly have to set bids and evaluate bid adjustments in response to changing conditions, your program's effectiveness may be compromised.

We've heard your feedback, and we understand why it's important to get optimal bidding right. That's why we've enhanced Search Ads 360 with Smart Bidding, powered by Google's intelligent, machine-learning capabilities and optimization.

Search Ads 360 is our flexible search management platform, used by agencies and marketers to manage some of the world's largest search marketing campaigns. Smart Bidding automates the bidding process to improve campaign performance and help you get more from your marketing budget.

Get custom-tailored bids

Smart Bidding factors in millions of signals, including device, location, and remarketing lists. Taking all this into account, it helps you automate bids and bid adjustments across engines, then helps you determine the right bid.

With Smart Bidding, you get precise, proprietary bid optimization tailored to each person's context. Smart Bidding continually refines models of your conversion performance at different bid levels. The result? A simplified bidding process, plus the ability to tap into sophisticated insights.

Smart Bidding shines when it comes to areas with lower conversion volume. Using its machine-learning capabilities, Smart Bidding evaluates patterns in your campaign structure, landing pages, ad text, product information, keyword phrases, and more. Then it identifies similarities across bidding items to give you the most accurate bidding models.

Smart Bidding features bid strategy opportunities, helping you identify campaigns that should be managed with an automated bid strategy.

Up-to-the-minute reporting and better controls

Smart Bidding is just one of many Search Ads 360 features that improves performance in your digital marketing. Through native integration with Google Marketing Platform and seamless connections between all Google advertising tools, Smart Bidding gives you the freshest, most recent information to fine-tune your automated bidding performance. Smart Bidding's intelligent algorithms constantly evolve to help you meet your goals.

With Smart Bidding, you also get flexible performance controls that factor in your unique business goals. Transparent reporting provides clear insight into your bid performance, and bid visualization lets you chart bids to understand frequency and trends.

All digital marketing campaigns need an edge. Smart Bidding gives it to you.

Learn more at g.co/marketingplatform

“Search Ads 360’s bid strategies give us more time to focus on strategic planning and other ways to optimize our clients’ search marketing campaigns.”

– Martine Østvold,
Performance Marketing
Specialist, iProspect Norway

About Google Marketing Platform

Google Marketing Platform is a unified advertising and analytics platform that helps enterprise marketers make better decisions faster. With Google Marketing Platform, you're in control of every campaign, so you have the flexibility to adapt to the needs of your business and your customers. Learn more at g.co/marketingplatform.

© 2018 Google LLC. All rights reserved. Google and the Google logo are trademarks of Google LLC. All other company and product names may be trademarks of the respective companies with which they are associated.