



# Learn how to analyze performance, optimize campaigns, and identify new opportunities **with Smart Bidding**

Smart Bidding combines an exclusive set of signals to **set real-time bids for each and every auction** to help you achieve your business objectives.

## 1 First, choose your bidding strategy based on your goals:

Search, Display, & Video	Search, Display, & Video	Search, Display, & Shopping	Search <sup>3</sup> & Smart Shopping
<b>Maximize conversions</b>	<b>Target CPA</b>	<b>Target ROAS</b>	<b>Maximize conversion value</b>
<ul style="list-style-type: none"> <li>• Drive as many conversions as possible within your set budget</li> <li>• Minimum conversions required: 0<sup>1</sup></li> <li>• Best for campaigns that are budget constrained</li> </ul>	<ul style="list-style-type: none"> <li>• Drive as many conversions as possible, while maintaining your target cost per acquisition (CPA)</li> <li>• Minimum conversions required: 0<sup>1</sup></li> <li>• Best for campaigns that are not budget constrained</li> </ul>	<ul style="list-style-type: none"> <li>• Drive the highest conversion value possible while maintaining your target return on ad spend (ROAS)</li> <li>• Minimum conversions required: 15 conversions passing conversion values over the last 30 days <sup>2</sup></li> <li>• Best for campaigns that are not budget constrained</li> </ul>	<ul style="list-style-type: none"> <li>• Drive as much conversion value as possible within your set budget</li> <li>• Minimum conversions required: 0</li> <li>• Best for campaigns that are budget constrained</li> </ul>

## 2 Then, set your campaign up for success by following these best practices:

- ✓ Ensure that the **right conversions** have been included in the Conversions column.
- ✓ Consider **adding audience lists** to each campaign.
- ✓ Use **portfolio bidding strategy** if campaigns have similar goals and/or low conversion volumes.
- ✓ Use data-driven attribution (DDA) or at least a **non-last-click attribution model**.
- ✓ Use **Dynamic Search Ads** to capture incremental traffic.
- ✓ Ensure **campaign budget will not be capped** when using Target CPA or Target ROAS.
- ✓ Select **broad match** as the keyword match type to expand the scope of queries.
- ✓ Ensure you have **coherent and relevant ad groups**.



**You must be tracking conversions to use Smart Bidding.**

If using Target ROAS or Max Conv Value, you also need to track **conversion value**. [Learn more](#).

<sup>1</sup>On video, campaigns should have at least 35 conversions per week.

<sup>2</sup>Target ROAS for Shopping campaigns needs at least 20 conversions in the last 45 days, unless using [Smart Shopping Campaigns](#) which don't require a minimum amount of conversions. <sup>3</sup>Currently in beta



### 3 Check the **Bid Strategy Report** to analyze performance:

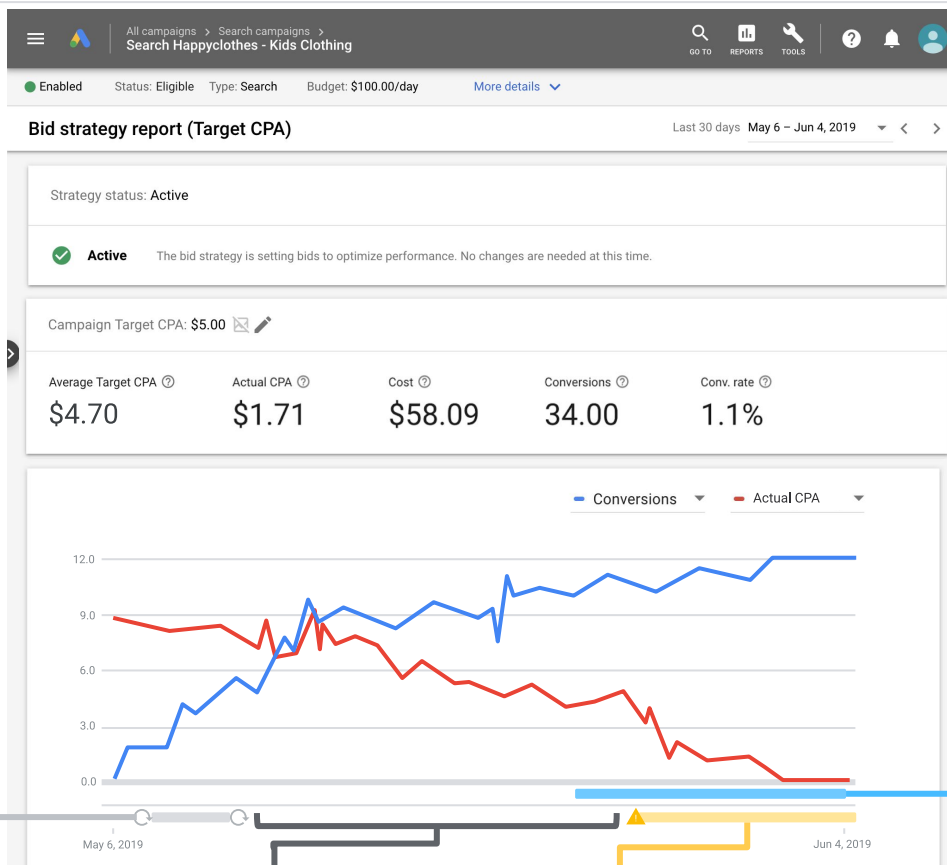
**Access the bid strategy report** through Shared Library or under the Bid strategy type column in the Campaigns page.

**Choose dates to set a time period (at least 2 weeks long)** to analyze performance. Ensure that:

- The learning period is excluded from the time period.
- The end date considers your conversion delay (e.g. if conversion delay is 2 days, the end date is at least 2 days prior to when you use the tool to analyze performance).
- If you see a message indicating results are not statistically significant, choose a longer time period.

**Look at the right metrics when analyzing performance:**

- When using tCPA, compare Actual CPA with Campaign Target CPA
- When using tROAS, compare Actual ROAS with Campaign Target ROAS
- When using Maximize conversions, analyze conversion volume
- When using Maximize conversion value, analyze conversion value



**Learning (new strategy)**

Google Ads is optimizing your new bid strategy. Performance may see temporary fluctuations. No action is needed at this time

**This is the time period to be analyzed**

Ensure it doesn't include any periods with alerts.

**Limited (budget constrained)**

Campaign performance was limited by budget. Increase campaign budget if alert is affecting today's performance.

**More conversions could be reported (conversion delay)**

Conversion data for this period may be incomplete as it takes up to X days after an impression for most of your customers to convert. Select a date range ending before this period or come back to check this date range at a later date.



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## Improve your campaigns by exploring potential sources that may be limiting performance

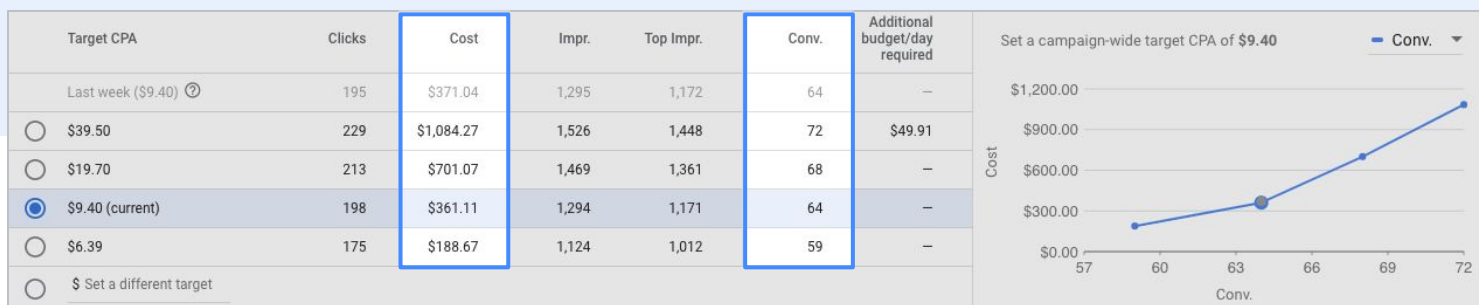
<b>Ensure you have enough budget</b>	<ul style="list-style-type: none"> <li>• Add budget to campaigns using Target CPA/Target ROAS, if budget constrained.</li> <li>• Check the Recommendations page for the best budget opportunities.</li> </ul>
<b>Ensure your targets aren't too aggressive</b>	<ul style="list-style-type: none"> <li>• Set your target to your average CPA/ROAS for the past 4 weeks.</li> <li>• Check tCPA Bid Simulator Tool (see below) for target options with results.</li> </ul>
<b>Ensure targeting isn't too narrow</b> <i>(i.e. your impression share is high)</i>	<ul style="list-style-type: none"> <li>• Use broad match as your match type for keywords.</li> <li>• Expand keywords via Search Terms report and Keyword Planner.</li> <li>• Add audience lists to campaigns.</li> <li>• Add Dynamic Search Ads (DSA) to your campaigns / ad groups.</li> </ul>
<b>Explore if other campaign settings might be limiting the algorithm's performance</b>	<ul style="list-style-type: none"> <li>• Remove bid adjustments and audience list exclusions.</li> <li>• Choose standard budget delivery.</li> </ul>
<b>Ensure you're assessing performance at the right level</b>	<ul style="list-style-type: none"> <li>• If your campaign is part of a portfolio bid strategy, check your portfolio performance.</li> </ul>
<b>Ensure there aren't any conversion tracking issues</b>	<ul style="list-style-type: none"> <li>• Check your conversion tag to ensure conversion data is being reported properly.</li> </ul>
<b>Explore if campaign has experienced other changes</b>	<ul style="list-style-type: none"> <li>• Attribution model, creatives, keywords, etc. changes can impact performance.</li> </ul>

**Pro tip**

Smart Bidding can handle most seasonal changes. However, if you expect a short seasonal period (~2 days or less) with high conversion rate changes (>50%) make sure to adjust your budgets and targets to capture the full opportunity. [Check out this video tutorial on Smart Bidding for Seasonal Times to learn more.](#)

## Estimate your results with Target CPA Bid Simulator

Access the Target CPA simulator tool through the simulation icon, see how **different CPA targets might impact your performance**, and make appropriate changes based on your business goals.





Learn more:

[Optimization score](#) |

[Full list of recommendations](#) |

## Don't know where to Start?



Check the **Recommendations** page to identify top campaigns to switch over to Smart Bidding based on expected performance improvements

Your optimization score BETA Improve your score by following recommendations in the sections below

**71.2%**  
Score for Search campaigns

ALL RECOMMENDATIONS **BIDS & BUDGETS +13.6%** ADVERTISING +5.8%

ADS & EXTENSIONS +9.3%

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Bid more efficiently with Target CPA +12.2%

**Get more conversions at a lower or similar CPA with a fully automated bid strategy**

*Recommended because our simulations show your campaigns are likely to benefit from Target CPA bidding*

Target CPA uses these and other signals to automatically optimize your bids for visitors who are more or less likely to convert

*Examples of top signals for your campaigns*

Device: Desktops and keyword: kids shirts

Time: Weekdays, 10AM to 6PM Keyword: baby shirts

[VIEW RECOMMENDATION](#) [APPLY](#)

Click on Bids & Budgets for recommendations and see the **impact on your optimization score**, if recommendations are implemented.



Check **Top Signals** to understand which signals are driving performance.



**Apply all** recommendations in a single click, or expand the card to see each individual recommendation.

Check the **expected performance uplift** for each campaign.

Use Target CPA bidding for **Indiana - Best Brand** with a \$16.18 target

Weekly conversions	Cost / conv.	Weekly cost
<b>+25</b>	<b>-\$0.07</b>	<b>+\$377</b>

Assess the different recommendation options and **choose a Target CPA based on your goals.**

Use Target CPA bidding for **Texas - State Brand**

Goal	Target CPA	Weekly conv.	Weekly cost
<input checked="" type="radio"/> Increase conversions at a similar CPA	\$28.73	134	\$3,841.35
<input type="radio"/> Increase conversions at the same cost	\$26.30	125	\$3,274.62
<input type="radio"/> Maintain conversions at a lower cost	\$23.87	114	\$2,720.38

You currently spend about \$3,274.62 for 114 conversions with an average cost per conversion of \$28.73

Weekly conv. +20 Cost / conv. +\$0.00 Weekly cost +\$566.73

[CANCEL](#) [APPLY](#)

**Apply the recommendation** and check back for other top opportunities soon!