



Drive 35% more conversion value with Target ROAS*

Target ROAS is a Google Ads Smart Bidding solution that uses exclusive, auction-time bidding capabilities to automatically set the right bid for each auction and help you get the highest conversion value possible at your target return on ad spend (ROAS).



Target ROAS bidding system predicts **conversion values** for **every single auction** on Search, Display, and Shopping.

Target ROAS for Shopping also takes your **data feed** into account as a signal for bidding.



Use Target ROAS if

- ✓ You want to drive campaigns to a specific Return on Ad Spend.
- ✓ You have multiple conversion actions and want to weigh each individual conversion based on its total value.
- ✓ You're an eCommerce or lead generator business.



Requirements

- ✓ **You must be tracking conversions and conversion value** (Learn more about conversion value and how to implement it [here](#)).
- ✓ **Your campaign has at least 15 conversions** in the last 30 days** that are passing conversion values through Google Ads.

Case Study

Happy Socks®

Est. 2008 Sweden

Grow your business with Target ROAS

Happy Socks uses Target ROAS to grow to 20+ markets with minimal time spent on bidding.

↑ **30%** Increase in ROAS***

↑ **10%** Increase in Sales

*Median increase on Shopping campaigns using the Target ROAS Smart Bidding strategy.

**Target ROAS for Shopping campaigns need at least 20 conversions in the last 45 days, unless using [Smart Shopping Campaigns](#), which have zero eligibility. Learn more [here](#).

***The time period analysed is 7 weeks.

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