Click to prove
you're human

Google Ads offers several bid strategies that are tailored to different types of campaigns. Depending on which networks your campaign is targeting, and whether you want to focus on getting clicks, impressions, conversions, or views you can determine which strategy is best for you. In this article, we'll describe how to use your advertising goals to choose your bid strategy. On this page Before you begin If youre looking for instructions on how to change your bid strategy for an existing Search campaign, read Change how you bid.Google Ads essentialThe auction: how Google decides which ads to show and their order Consider your goals Each bid strategy is suited for different kinds of campaigns and advertising goals. For the purposes of bidding, you'll want to consider five basic types of goals, along with your current campaign settings. If you want customers to take a direct action on your site, and you're using conversion tracking, then it may be best to focus on conversions. Smart Bidding lets you do that. If you want to generate traffic to your website, focusing on clicks could be ideal for you. Cost-per-click (CPC) bidding may be right for your campaign. If you want to increase brand awareness, focusing on impressions may be your strategy. You can use cost-per-thousand viewable impressions (vCPM) bidding to put your message in front of customers. If you run video ads and want to increase views or interactions with your ads, you can use cost-per-view (CPV) or cost-per-thousand impressions (CPM) bidding. If you run video ads and your goal is to increase product or brand consideration, you can use cost per view (CPV). Focus on conversions If you want to focus on conversions, consider using the following Smart Bidding strategies to take much of the heavy lifting and guesswork out of setting bids. Smart Bidding is a set of automated bid strategies that uses Google AI to optimize for conversions or conversion value in each and every auctions feature known as auction-time bidding. It also factors in a wide range of auction-time signals such as device, location, time of day, language, and operating system to capture the unique context of every search. Below are the 5 Smart Bidding strategies you can use. Target cost per action (CPA): If you want to optimize for conversions, you can use Target CPA to help increase conversions while targeting a specific cost per action (CPA). Learn more About Target CPA bidding. Target return on ad spend (ROAS): If you want to optimize for conversion value, you can use Target ROAS to help increase conversion value while targeting a specific return on ad spend (ROAS). Learn more About Target ROAS bidding. Maximize Conversions: If you want to optimize for conversions, but just want to spend your entire budget instead of targeting a specific CPA, you can use Maximize Conversions. Learn more About Maximize Conversions bidding. Maximize Conversion Value: If you want to optimize for conversion value, but just want to spend your entire budget instead of targeting a specific ROAS, you can use Maximize Conversion Value. Learn more About Maximize Conversion Value bidding. Enhanced cost per click (ECPC): If you want to automatically adjust your manual bids to try to maximize conversions, you can use ECPC. Its an optional feature you can use with Manual CPC bidding. Learn more About ECPC. Focus on clicks If you're focusing on gaining clicks to generate traffic to your website, there are two cost-per-click bid strategies to consider: Maximize Clicks: This is an automated smart bidding strategy. It's the simplest way to bid for clicks. All you have to do is set an average daily budget, and the Google Ads system automatically manages your bids to bring you the most clicks possible within your budget. Learn more About Maximize Clicks bidding. Target CPC: This bid strategy allows you to set a target for your desired cost-per-click to help you get as many clicks as possible at a specific cost-per-click. Learn more About Target CPC bidding for Demand Gen. Manual CPC bidding: This lets you manage your maximum CPC bids yourself. You can set different bids for each ad group in your campaign, or for individual keywords or placements. If you've found that certain keywords or placements are more profitable, you can use manual bidding to allocate more of your advertising budget to those keywords or placements. Learn more About Manual CPC bidding.More about Maximize Clicks Maximize Clicks could be a good option for you if the following describes your campaign: You have an advertising budget you'd like to reach consistently. You don't want to spend time monitoring and updating individual CPC bids, and you're willing to let the Google Ads system update CPC bids automatically. You're mainly interested in increasing website traffic. You're new to Google Ads or don't know exactly how much to bid for particular keywords or placements. Maximize Clicks isn't a good choice for you if your advertising goals include maintaining a specific Ad Rank or cost per conversion. It isn't possible to set individual CPC bids with Maximize Clicks, but you can set a maximum CPC bid for your entire campaign. Example: You have a website that sells a variety of art supplies, and your main goal is to bring more customers to your site. You have a set amount that you want to spend on advertising each month, and there isn't a particular product you want to emphasize most. Maximize Clicks lets you decide the overall amount of your budget, then we'll find you the most clicks possible based on that. More about Target CPC Target CPC could be a good option for you if the following describes your campaign: You have a cost per click you'd like to reach consistently. You don't want to spend time monitoring and updating individual CPC bids, and you're willing to let the Google Ads system update CPC bids automatically. You're mainly interested in increasing website traffic, not necessarily brand awareness. You don't need to reach a target budget every month. (If you do need to reach a target budget, Maximize Clicks may be a better choice.) Your campaign targets the Search Network, the Display Network, or both. If you're not sure which keywords or placements are most profitable, or if you don't have time to devote to managing manual bids, Maximize Clicks is probably a better fit for you. Example: Although your website sells a wide range of art supplies, you're most interested in selling paint brushes. With Manual CPC bidding, even if your ad group has 15 keywords, you can choose to set a higher bid for only the keyword "paint brushes," which will apply whenever that keyword triggers your ad. Focus on visibility If you want to focus on visibility, you can try one of the following bid strategies to help maximize visibility. Target Impression Share: automatically sets bids with the goal of showing your ad on the absolute top of the page, on the top of the page, or anywhere on the page of Google search results. Learn more About Target Impression Share. CPM: With this strategy, youll pay based on the number of impressions (times your ads are shown) that you receive on YouTube or the Google Display Network. tCPM: A bidding strategy where you set an average for how much youre willing to pay for every thousand impressions. It optimizes bids to maximize your campaigns unique reach. With tCPM, you can keep your campaigns average CPM lower or equal to the target you set (although the cost of impressions may vary). vCPM: This is a manual bidding strategy you can use if your ads are designed to increase awareness, but not necessarily generate clicks or traffic. It lets you set the highest amount you want to pay for each 1,000 viewable ad impressions on the Google Display Network. Learn more About vCPM bidding. More about vCPM bidding Here are some cases in which we'd recommend manual vCPM bidding: Your ads are designed to increase awareness, but not necessarily generate clicks or traffic. You prefer the traditional industry metrics of vCPM campaigns. You're targeting particular placements, not just keywords. (Combined with placement targeting, bidding for impressions can help ensure your ads appear to a specific audience that will be interested in your ads.) You're mainly interested in increasing brand awareness. Image ads and other multimedia formats often serve that purpose best, and these ad formats run on the Display Network. Your message is in the ad itself, so you don't need people to click through to your site. This may apply to events (such as a television premiere) or political advertising. Manual vCPM bidding probably isn't for you if the goal of your campaign is a direct response from customers, like buying a product or filling out a form. Example: You're giving a free concert in Paris, and want to get as many music lovers to come as possible. You're running a campaign with vibrant image ads that share the date, time, and location of the event. It's everything a music fan needs to know to show up. As long as people view your ad, they'll know your whole message. Viewable CPM bidding can help you get it in front of as many eyes as possible Focus on views or interactions (for video ads only) If you run video ads, you can use CPV bidding. With CPV bidding, you'll pay for video views and other video interactions, such as clicks on the calls-to-action (CTA) overlay, cards, and companion banners. Through target CPV bidding, you can set an average amount that you're willing to pay for a view while setting up your Video views campaign. Learn more About cost-per-view (CPV) bidding. Related links About automated bidding About Smart Bidding Change how you bidOpen Bidding : Open Bidding Open Bidding 1. Google Google Mobile Ads SDKIMA SDK Google 2. 2a. 2b. Ad Exchange Open Bidding 2c. Open Bidding 2d. Ad Exchange 3. Open Bidding Open Bidding CPM Ad Exchange Ad Exchange Google Mobile Ads SDK CPM Open Bidding CPM CPM RTB Open Bidding 1 1 Open Bidding Open Bidding 3 1 300 2 100 200 300 1 Google 360Open Bidding Open Bidding 1 1 1 Ad Exchange Ad Exchange 300x250300x600300x50 3 300x600 300x50 2 300x250 Ad Exchange 3 2 300x250 Open Bidding Ad Exchange AdSense 1 1 Ad Exchange Ad Exchange Ad Exchange Ad Exchange AdSense Ad Exchange AdSense Ad Exchange CPM Ad Exchange Page 2 Open Bidding Google Google Open Bidding Open Bidding Google 1 Ad Exchange 2020 1 Google Google Open Bidding 1 Open Bidding Google 23 [] Google Google Mobile Ads SDKIMA SDK SDK Open Bidding Next: Onboard online with Open BiddingWith Open Bidding, publishers and demand sources optimize yield management with server-to-server real-time bidding that uses a publishers existing tagging or SDK implementation. Ad Manager provides simplified trafficking, reporting and billing. Open Bidding was originally available only in Ad Manager 360, but it's now available for all publishers using Ad Exchange in Ad Manager. Ad Manager (non-360) publishers should learn more about onboard online. Frequently asked questions Expand allCollapse all Here are some answers to questions you may have about Open Bidding and how it works: Setup How can I activate Open Bidding for my network? Contact your Google account manager to activate your network for Open Bidding. Why can't I see the Yield partners tab? The Yield partners tab is part of a specific beta feature and isn't needed for Open Bidding. To set up yield partners for Open Bidding, use the Companies tab instead. Why is "Mobile app" the only option for "Banner"? When you create a new yield group, you select the ad format and environment. If your account isn't activated for Open Bidding or you have not activated any companies for Open Bidding, the "Mobile app" environment will be the only option available for the "Banner" ad format. First, confirm that you've activated a company for Open Bidding. If you can't activate companies for Open Bidding, contact your account manager to activate your account for Open Bidding. Use the empty yield groups to create a web banner if you do not yet have Open Bidding activated. Can a yield partner be used for mediation and Open Bidding in the same yield group? A yield partner can also be used for both mediation and Open Bidding in different yield groups with overlapping targeting. The yield partner is only called once. If the yield partner is targeted for both mediation and Open Bidding and submits an Open Bidding bid, the yield partner is removed from the mediation chain and does not compete for the same impression. If no Open Bidding bid is submitted from the yield partner, the yield partner will compete in the mediation chain. Why do some ads fail to render? Ads may be requested, but never get a chance to render. Generally, this isnt indicative of a problem. There are valid reasons an ad may not render, and it doesn't always require action. Some common reasons ads may not render include: The user may have navigated away from the page or closed the app. The page or app may have requested the ad for pre-fetching, but the ad was never triggered by the user. Due to this reason, render rates are naturally lower for mobile and video than for display ads. The request was filled by another ad in the mediation chain with a higher CPM. A VAST error may have occurred (video ads). Additionally, if you're using GPTs URL override feature .set(""page_url"", ""custom URL""), ensure the override custom URL value is valid. Do my unified pricing rules apply to Open Bidding? If youre using unified pricing rules, your pricing rules will apply to third-party exchanges. You can find these rules under Inventory, thenPricing rules, and thenUnified pricing. The prices set in unified pricing rules apply to third-party exchanges and networks that participate in Open Bidding as well as in other contexts. A yield partner isn't generating any impressions. Is the yield partner bidding? To learn more about what's happening, create a report using the "Yield Partner" dimension and the "Yield group callouts," "Yield group bids," and Yield group auctions won metrics. You can use this report to determine whether the yield partner is receiving callouts, if it's bidding on them, and if the bids are high enough to enter the auction. If the yield partner isnt receiving callouts, look for the following error in the yield group: The exchange is not accepting requests for ads from your Ad Manager network. Contact them regarding their Pretargeting. This error indicates the yield partner isnt pretargeting your network. Contact the yield partner to fix this error. You should also contact the yield partner if its receiving callouts but not bidding or bidding in low volume. Why isn't a certain size or format serving for a given yield group? For example, why isn't native serving? If an ad request matches a yield group and line item with overlapping targeting for a size or format, the yield group can only serve the overlapping parameter. The line item can serve all included parameters that would match the ad request. Example An ad request includes sizes A, B and C. This ad request matches a yield group with sizes A, B and an Ad Exchange line item with sizes B and C. The yield partners in the yield group will only receive size B, which is included in both the yield group and the line item. The line item would be able to serve sizes B and C. A, B, and C can represent either a standard size, such as 300x250, or a format, such as native. For networks which require ad unit mapping for Open Bidding, the mapping must also include that format in order for that format to serve. Why isnt a certain exchange bidding? Why don't my Ad Exchange and Ad Manager report totals match? To ensure you're comparing the same data, check the following: Ensure your yield group and Ad Exchange line items target the same Ad Exchange inventory. Ensure both reports use the same time zone. Verify that the difference isn't related to different impression counting methodologies. Use the Demand Channel dimension in Ad Manager reporting to see Ad Exchange revenue by channel. Callouts in reporting appear lower than expected The yield group callouts report metric might be affected by a few issues, including: Exchange quotas, which regulate how many requests they want to receive from Ad Manager, or the exchange's pretargeting configuration. Native creative requests, which aren't supported by all exchanges. If you monetize through programmatic native, make sure your Ad Exchange native line item targets both banners and native sizes. Use the "Automatically generate creative" to create one creative targeting banner and native sizes. Troubleshoot I found an issue when testing mobile ads in Ad inspector. What does this mean? When using Ad inspector(Beta), you may encounter the following issues when testing your Open Bidding yield partners: No SDK found: Some yield partners may need an SDK and adapter installed to use Open Bidding. Learn more about the SDK requirements for Android and iOS. No user consent provided: The yield partner may not be eligible for a bid request if the user has not provided the necessary consent. This may be expected behavior. Learn more about implementing consent tools, such as GDPR, in the AdManager Partner Guidelines. Didnt bid or wasnt eligible: The yield partners may have decided to not bid for the ad request or they may not be eligible to bid for it. There are several possible reasons for this issue. Here are some examples: The yield partner may only bid under certain conditions, such as specific geographic areas. The yield partner may not have an ad for the bid request. There was an unexpected system error or timeout on the yield partners end. Support for onboard online Why has a bidder not responded to my request? Bidders have two business days to approve or reject your request to connect. In this time, they are confirming you have an agreement and determining if your inventory is a good fit. If it has been longer than 2 business days, please reach out directly to the bidder. Why has my request to connect been rejected? The bidder goes through a review process to see if your inventory is a good fit for their needs. They have determined that your inventory, for now, is not the right fit for their needs. This request is subject to change, and a bidder can still approve you at a later date. Ive onboarded with my bidder, but Open Bidding status has not been updated. Once you have completed the onboard process on the bidders website, you should be redirected back to Ad Manager and prompted to acknowledge this completion. Keep Ad Manager open while you onboard to ensure we get the signal that youve completed this step. Return to Ad Manager, where you can then acknowledge this agreement was completed, and accept the Open Bidding terms for this bidder. This will send your request to use Open Bidding to the bidder. Ive onboarded with a bidder, but Approval status is still Pending. Bidders are required to respond to publisher requests within 2 business days. If it has been less than 2 business days, no action needed. If it has been more than 2 business days, we recommend you reach out to the bidder. Once you have been approved, you may not see bids immediately from the bidder. If you have any questions about bidder response rates, please reach out directly to that bidders support. The bidder approved me, and Ive added them to a yield group. Why don't I see any bids? First, ensure that youve added necessary information to ads.txt for this bidder. The bidder will have emailed you this information to use after approving your request. Additionally, make sure that your yield group is targeting active inventory, and you are sending callouts to your bidder. Remember, bidders are not obligated to respond to every callout they receive, so this is not necessarily indicative of a problem, there may just be a lack of demand. If you believe your bidder should be responding or is trying to respond and youre not receiving bids, please reach out directly to that bidders support. Google doesnt have insight into bidders logic, so we are unable to troubleshoot these issues. SearchClear searchClose searchGoogle appsMain menu>>_

What is a bidding prayer for funeral.