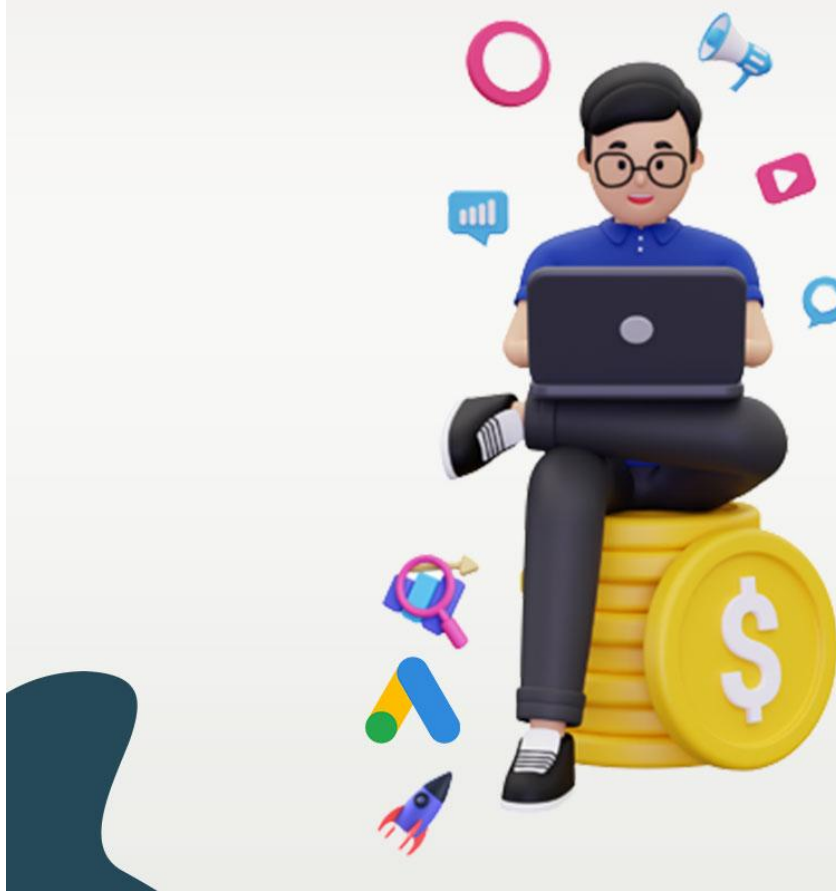


Google Ads Bidding Strategy

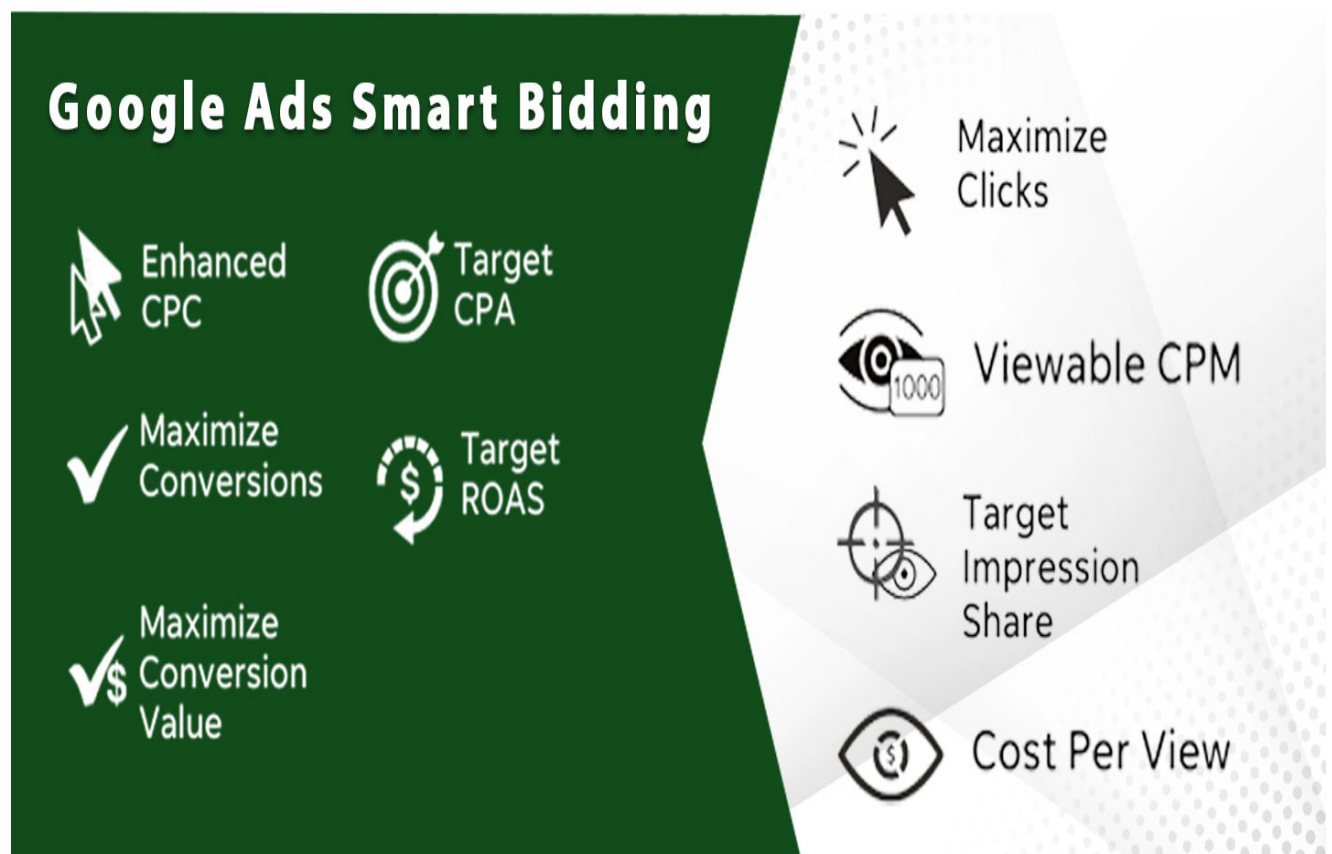
How To Choose The Right One For Your Campaign



How to Choose the Right Bidding Strategy for Your Goals

1. Manual bidding strategies involve managing keyword bids manually, while automated bidding strategies use machine learning algorithms.
 2. Smart Bidding is a revolutionary approach that leverages machine learning and AI algorithms to optimize bids in real-time.
- Selecting the Right Bidding Strategy:
 - Choosing the right bidding strategy is crucial for Google Ads success.
 - Manual bidding offers control while automated bidding saves effort through machine learning.

Google Ads Automated Bidding



This table may help you choose the right bidding strategy

Bidding Strategy Type	Marketing Campaign Goals	Campaign Type
Target CPA (cost per acquisition)	Conversions	Search, Display, Youtube
Target ROAS (return on ad spend)	Higher value conversions	Search, Shopping, Display
Maximize Conversions	Maximum conversions	Search, Display
Maximize Conversions Value	Maximum conversions with value each conversion brings to your business	Shopping
Maximize Clicks	Clicks & website traffic	Search, Display
Manual CPC	Clicks & website traffic	Search, Shopping, Display
Enhanced CPC (Cost per Click)	Clicks & conversions	Search, Shopping, Display
vCPM (cost-per-thousand viewable impressions)	Brand Awareness Increase	Display, YouTube
CPV (cost-per-view)	Views & Interactions Increase	YouTube