

Lesson no. 10: Google Adwords- PPC Advertising

I. WHAT IS BIDDING STRATEGY

a) *Focus on conversions with Smart Bidding*

If you want to focus on conversions, consider using AdWords Smart Bidding to take much of the heavy lifting and guesswork out of setting bids. Smart Bidding is a set of automated bid strategies that uses machine learning to optimize for conversions or conversion value in each and every auction—a 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 four Smart Bidding strategies you can use-

- **Target CPA (cost-per-acquisition):** If you want to optimize for conversions, you can use Target CPA to help increase conversions while targeting a specific cost-per-acquisition (CPA). Learn more About Target CPA bidding.
- **Target ROAS (return-on-ad-spend):** 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.
- **Enhanced cost-per-click (ECPC):** If you want to automatically adjust your manual bids to try to maximize conversions, you can use ECPC. It’s an optional feature you can use with Manual CPC bidding.

b) Focus on clicks with CPC bidding

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 bid strategy**. It's the simplest way to bid for clicks. All you have to do is set a daily budget, and the AdWords system automatically manages your bids to bring you the most clicks possible within your budget. Learn more About Maximize Clicks bidding.

- **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.

c) Focus on impressions

If you want to focus on impressions, you can try one of the following bid strategies to help maximize visibility.

- **Target Search Page Location:** This is an automated bid strategy that automatically sets your bids to help increase the chances that your ads appear at the top of the page, or on the first page of search results. Learn more About Target Search Page Location bidding.

- **Target Outranking Share:** This is an automated bid strategy that lets you choose a domain you want to outrank so that your ad is displayed above that domain's ads, or shows when that domain's ad does not. You can set how often you want to outrank that domain, and AdWords automatically sets your Search bids to help meet that target. Learn more About Target Outranking Share bidding.

- **Cost-per-thousand impressions (CPM):** With this bid strategy, you'll pay based on the number of impressions (times your ads are shown) that you receive on YouTube or the Google Display Network.

- **Cost-per-thousand viewable impressions (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. 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.

d) Focus on views or interactions (for video ads only)

If you run video ads, you can use cost-per-view (CPV) bidding. With CPV bidding, you'll pay for video views and other video interactions, such as clicks on the calls-to-action overlay (CTAs), cards, and companion banners. You just enter the highest price you want to pay for a view while setting up your TrueView video campaign

II. WHAT ARE FLEXIBLE BIDDING STRATEGY

Flexible bid strategies automatically set bids to optimize for certain goals across set campaigns, ad groups and keywords.

Once you have created a strategy, it will be shared in your Shared Library in Google AdWords, making it accessible from one spot and making performance tracking easier. You can apply the strategy on the campaign, ad group or keyword level from each respective tab.

Flexible Bid Strategy	When to use it or not	Where it can be applied
<p>Maximize Clicks – set bids to get the most clicks for a target spend amount</p> <p>Flexible version of auto bidding</p>	<p>Use when your goal is to get traffic to your site. Do not use when you have strict ROI and CPA goals</p>	<p>Campaigns, ad groups, and keywords</p>
<p>Target Search Page Location – have Google set your bids in accordance to the First Page or Top of Page bid estimates</p>	<p>Use when you want to be on the first page or top of page and cost is not an issue. Do not use if you have a small budget or strict ROI and CPA goals</p>	<p>Campaigns, ad groups, and keywords</p>
<p>Target Cost-per-Acquisition – sets bids in accordance to reach your target CPA goal. Google will set bids to get you as many conversions as possible within an average CPA</p> <p>Flexible version of Conversion Optimizer</p>	<p>Use when you want to get the most conversions for a target CPA. Do not use when you want control over bids and ad scheduling</p>	<p>Campaigns and ad groups</p>
<p>Enhanced Cost-per-Click – adjusts the bid you manually set up or down based on a click's likelihood to convert</p> <p>Flexible version of Enhanced CPC</p>	<p>Use when you want to get more conversions but still want control over your bids. Do not use when you are limited by budget</p>	<p>Campaigns and ad groups</p>
<p>Target Return on Ad Spend (ROAS) – sets bids to maximize conversion value while aiming to reach an average return on ad spend</p>	<p>Use when conversions have different values and you want them to meet a target return. Do not use when you do not know the different values of your conversions.</p>	<p>Campaigns, ad groups, and keywords</p>