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LMS Bidding Guide

Starting a new campaign?

Editing an existing campaign?

Do you know the primary goal for your campaign?

Are you satisfied with the ROI?

NO → Start with Maximum Delivery

YES → Which is the primary goal?

NO → Is the campaign delivering >85% of budget, on average?

NO

YES → Do you want to further improve ROI?

YES → Which bid type are you using?

Goals

- **Budget Delivery and/or Volume of Key Results**
- **Cost Control**
- **Budget Delivery & Cost Per Result Stability**
- **Bid Value Control**

Selections

- Maximum Delivery
- Cost Cap Bidding
- Target Cost Bidding
- Manual Bidding

Cost Cap
Target Cost
Manual Bidding

Maximum Delivery

YES → Lower the cost/bid value

NO → Try (1) lowering daily budget to actual spend level (2) expand targeting (3) check ad content relevancy

Results Guidance

Good results? Try increasing budget to scale delivery, further improving ROI

Too costly?

Do you want to further improve ROI?

Did you get the volume of results you desired?

NO → Good results? Try scaling the budget

YES → Is the campaign delivering >85% of budget, on average?

YES → Good results? Try increasing budget to scale delivery, further improving ROI

YES → Lower the cost/bid value → Good results? Try increasing budget to scale delivery, further improving ROI

NO → Try (1) lowering daily budget to actual spend level (2) expand targeting (3) check ad content relevancy

When trying a new bid type, allow 3-5 days to see results. Before launching your campaign, try switching between bid types to see predicted results in the Forecasting Tool.

Legend

- Selection
- Guidance
- Goal
- Results Guidance