LMS Bidding Guide

Starting a new campaign?

Do you know the primary goal for your campaign?

- NO → Start with Maximum Delivery
- YES → Which is the primary goal?

Which is the primary goal?

- Budget Delivery and/or Volume of Key Results → Maximum Delivery
- Cost Control → Cost Cap Bidding
- Bid Value Control → Manual Bidding

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

Cost Cap Bidding → Too costly?

Too costly? → Do you want to further improve ROI?

- NO → Good results? Try scaling the budget
- YES → Is the campaign delivering >85% of budget, on average?

Manual Bidding → Did you get the volume of results you desired?

- NO → Cost Cap Bidding
- YES → Is the campaign delivering >85% of budget, on average?

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

Editing an existing campaign?

Are you satisfied with the ROI?

- NO → Is the campaign delivering >85% of budget, on average?
- YES → Do you want to further improve ROI?

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Do you want to further improve ROI?

- YES → Which bid type are you using?
- NO → Try (1) lowering daily budget to actual spend level (2) expand targeting (3) check ad content relevancy → Good results? Try increasing budget to scale delivery, further improving ROI

Which bid type are you using?

- Cost Cap Manual Bidding → Cost Cap Bidding
- Maximum Delivery → Maximum Delivery

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.

Selection | Guidance | Goal