NuSpark Media Group

GOOGLE ADS PLANNING
BIDDING STRATEGY

Bid Option	More Info	Why Use	Why Not Use	Used In
Manual CPC	**You set the maximum cost-per-click for your ads manually**	Complete control over individual bids, useful for highly specific targeting	Time-consuming, requires constant monitoring and adjustments	Search, Display, Shopping
Enhanced CPC (eCPC)	**Adjusts manual bids to help maximize conversions while trying to keep your cost-per-conversion the same as with manual bidding**	Improves conversion rates while retaining some control over bids	Less control compared to purely manual bidding, can lead to higher CPCs	Search, Display, Shopping
Target Impression Share	**Automatically sets bids to achieve a desired share of impressions**	Ensures high visibility for your ads	May result in higher costs without guaranteed conversions	Search, Display, Shopping
Maximize Clicks	**Automatically sets bids to get as many clicks as possible within your budget**	Increases website traffic quickly	Focuses on clicks, not necessarily conversions; can lead to irrelevant traffic	Search, Display, Shopping, Video
Maximize Conversions	**Automatically sets bids to get the most conversions within your budget**	Optimizes for higher conversion rates, ideal for campaigns with clear conversion goals	Can result in higher CPCs, may not be suitable for all campaign goals	Search, Display, Shopping, Video
Maximize Conversion Value	**Automatically sets bids to maximize the total conversion value within your budget**	Focuses on generating the highest total conversion value, beneficial for e-commerce	Requires proper value tracking, may lead to higher spending on high-value conversions	Search, Display, Shopping
Target CPA	**Automatically sets bids to achieve a specified cost per acquisition (CPA)**	Maintains a specific cost per conversion, useful for budget management	May limit the number of conversions if the target CPA is set too low	Search, Display, Shopping, Video
Target ROAS	**Automatically sets bids to achieve a specified return on ad spend (ROAS)**	Ensures a targeted return on investment, ideal for revenue-focused campaigns	Requires accurate tracking of conversion values, may limit ad exposure if the target ROAS is set too high	Search, Display, Shopping, Video
Maximize Conversions using Target CPA	**Combines maximize conversions with target CPA to get more conversions at a lower or similar CPA**	Balances conversion volume with cost efficiency	Target CPA may not always be met, leading to fewer conversions	Search, Display, Shopping, Video
Maximize Conversion Value using Target ROAS	**Combines maximize conversion value with target ROAS to get more conversion value at a similar ROAS**	Optimizes for both conversion value and return on ad spend	Requires accurate tracking of conversion values, potential for high costs if not properly managed	Search, Display, Shopping, Video
CPM (Cost Per Thousand Impressions)	**Pay per thousand impressions your ad receives**	Useful for brand awareness campaigns, ensuring broad visibility	Does not guarantee engagement or conversions	Display, Video
vCPM (Viewable CPM)	**Pay per thousand viewable impressions, where an ad is considered viewable when 50% of it is in view for at least one second on display or two seconds on video ads**	Ensures that you only pay for impressions that are actually viewable	May be more expensive than standard CPM, does not guarantee engagement	Display, Video
CPV (Cost Per View)	**Pay per view of your video ad**	Ideal for video campaigns aiming for engagement	Can be expensive if the video is not engaging or if targeting is not precise	Video