NuSpark Media Group

GOOGLE ADS MANAGEMENT
BID STRATEGY AUTO-APPLY

Feature	General Benefit	B2B Lead Gen Benefit	B2C Purchase Benefit
Bid more efficiently with Target impression share	Optimizes ad visibility by adjusting bids to achieve a target impression share	Ensures high visibility for brand awareness and presence in competitive B2B markets	Ensures frequent visibility for consumer searches, enhancing brand recognition
Bid more efficiently with Maximize clicks	Focuses on driving the most clicks for your budget	Increases website traffic for lead capture forms and other lead gen activities	Drives traffic to product pages, potentially increasing purchases
Bid more efficiently with Maximize conversions	Sets bids to achieve the maximum number of conversions within budget	Maximizes lead generation form submissions and other conversion actions	Increases the number of purchases or sign-ups
Bid more efficiently with Maximize conversion value	Aims to achieve the highest possible conversion value within budget	Focuses on high-value leads that are more likely to convert into sales	Maximizes the revenue from purchases by targeting high-value conversions
Bid more efficiently with Maximize conversions using a target CPA	Targets maximum conversions at or below a specified cost per acquisition	Controls costs while maximizing lead generation, ensuring a predictable cost per lead	Balances cost-efficiency with maximizing the number of purchases
Bid more efficiently with Maximize conversion value using a target ROAS	Aims to maximize conversion value while trying to achieve an average return on ad spend (ROAS) equal to your target	Focuses on maximizing lead value and ensuring high-quality leads	Ensures the highest possible return on ad spend for product purchases
Set a target CPA	Sets a specific target cost per acquisition and optimizes bids to meet it	Ensures cost-effective lead generation by keeping acquisition costs predictable	Helps maintain a budget while maximizing the number of purchases
Set a target ROAS	Sets a specific target return on ad spend and optimizes bids to meet it	Ensures the highest possible value from ad spend by focusing on high-quality leads	Maximizes revenue by focusing on high-value purchases
Adjust your CPA targets	Recommends changes to CPA targets to get more conversions based on performance data	Fine-tunes lead acquisition costs for better cost management and performance	Adjusts acquisition costs to balance budget and purchase volume
Adjust your ROAS targets	Suggests changes to ROAS targets to get more conversion value based on performance data	Fine-tunes return on ad spend to optimize lead value and quality	Adjusts ROAS targets to maximize revenue from purchases