NuSpark Media Group

GOOGLE ADS MANAGEMENT
BID ADJUSTMENTS

Type	Where Available	More Info	Strategy for Optimization	Bid Adjustment Range
Device	Search, Display, Video	Adjust bids based on the device type (e.g., mobile, tablet, desktop)	Increase bids for devices with higher conversion rates; decrease for underperforming devices	-100% to +900%
Location	Search, Display, Video	Modify bids based on geographic locations, such as countries, regions, cities, or radius	Increase bids in high ROI locations; decrease in less profitable areas	-90% to +900%
Ad Schedule	Search, Display, Video	Adjust bids based on the time of day or day of the week	Increase bids during peak performance times; decrease during off-peak hours	-90% to +900%
Demographics	Search, Display, Video	Adjust bids based on age, gender, household income, or parental status	Target specific demographic segments more effectively	-90% to +900%
Audience	Search, Display, Video	Modify bids for specific audience segments, such as remarketing lists, in-market audiences	Prioritize high-value or interested users	-90% to +900%
Top Content	Display, Video	Adjust bids for ads shown in top-performing content on YouTube or the Display Network	Ensure higher visibility in premium placements	-90% to +900%
Call Interactions	Search, Display	Adjust bids specifically for call interactions	Crucial for businesses relying on phone leads	-90% to +900%