Proprietary + Confidential

Smart Bidding Strategies Part 1

Smart Bidding

The Google Ads API Developer Series

Ben Karl
Developer Relations Engineer

Smart Bidding Strategies

- Maximize conversions
- Maximize conversion value
- Target cost per action (CPA)
- Target return on ad spend (ROAS)
- Enhanced cost per click (ECPC)

Smart Bidding Strategies

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- Target cost per action (CPA)
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Standard Bidding Strategy

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Python

```
operation = client.get_type("CampaignOperation")
campaign = operation.create
campaign.maximize_conversions.target_cpa = 10000

response = campaign_service.mutate_campaigns(
    customer_id=customer_id, operations=[operation]
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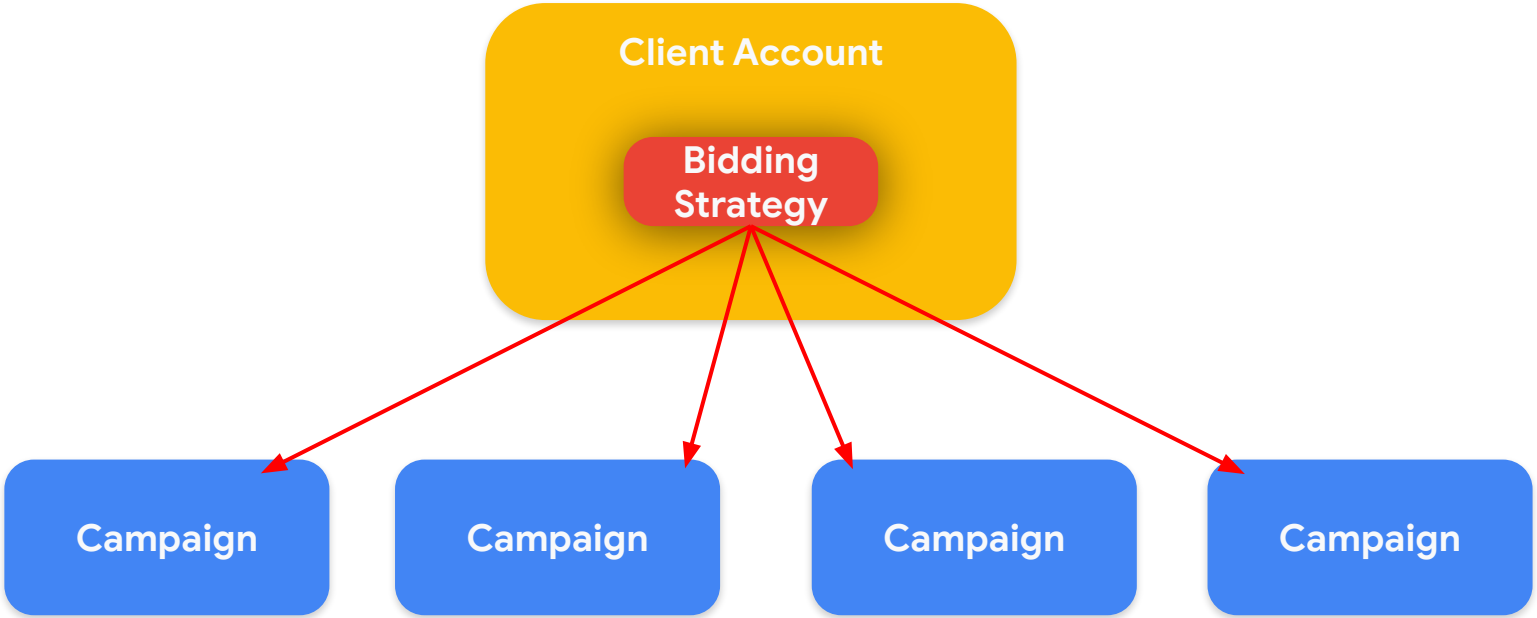
)
```

Oneof field can be one of many options.

Google

Standard Bidding Strategy

Portfolio Bidding Strategy



Portfolio Bidding Strategy

Python

```
operation = client.get_type("BiddingStrategyOperation")
bidding_strategy = operation.create
bidding_strategy.maximize_conversions.target_cpa = 10000

response = bidding_strategy_service.mutate_bidding_strategies(
    customer_id=manager_customer_id, operations=[operation]
)
resource_name = response.results[0].resource_name
```

Google

Portfolio Bidding Strategy

Python

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Google

Portfolio Bidding Strategy

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```

Returned by the previous mutate request.

Google

Portfolio Bidding Strategy

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Oneof field.

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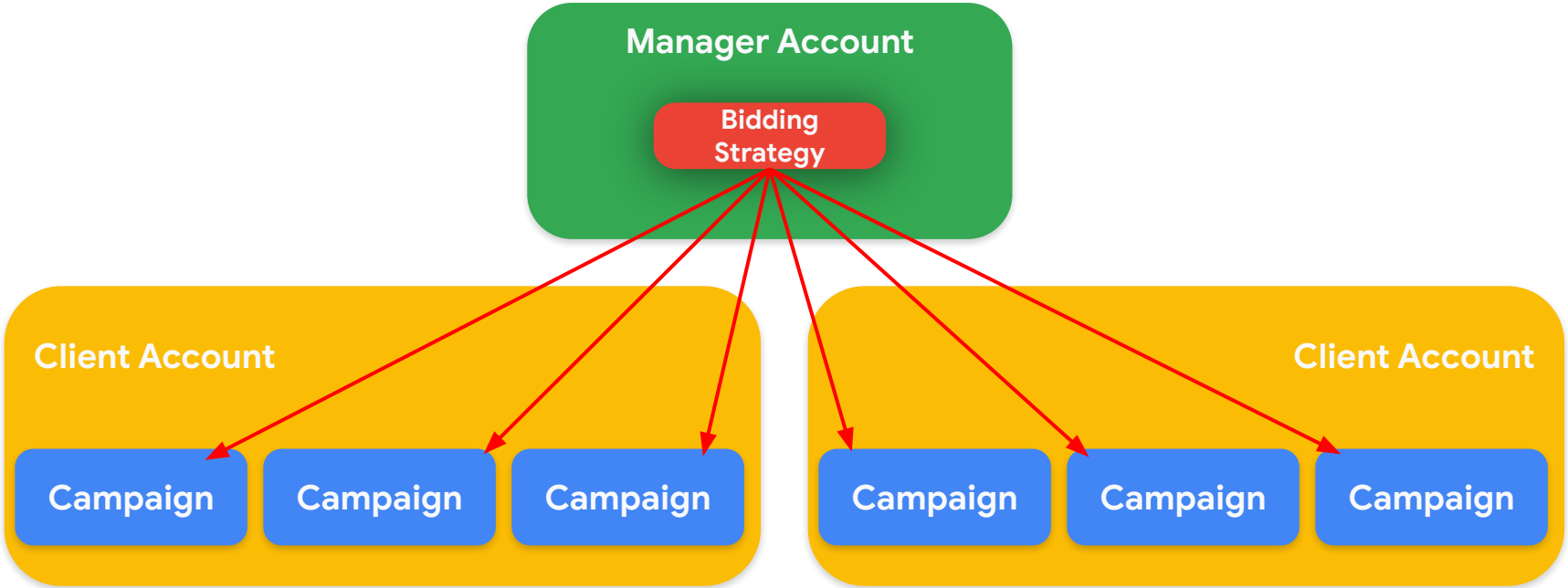
Google

Cross-account Bidding Strategy



Cross-account Bidding Strategy

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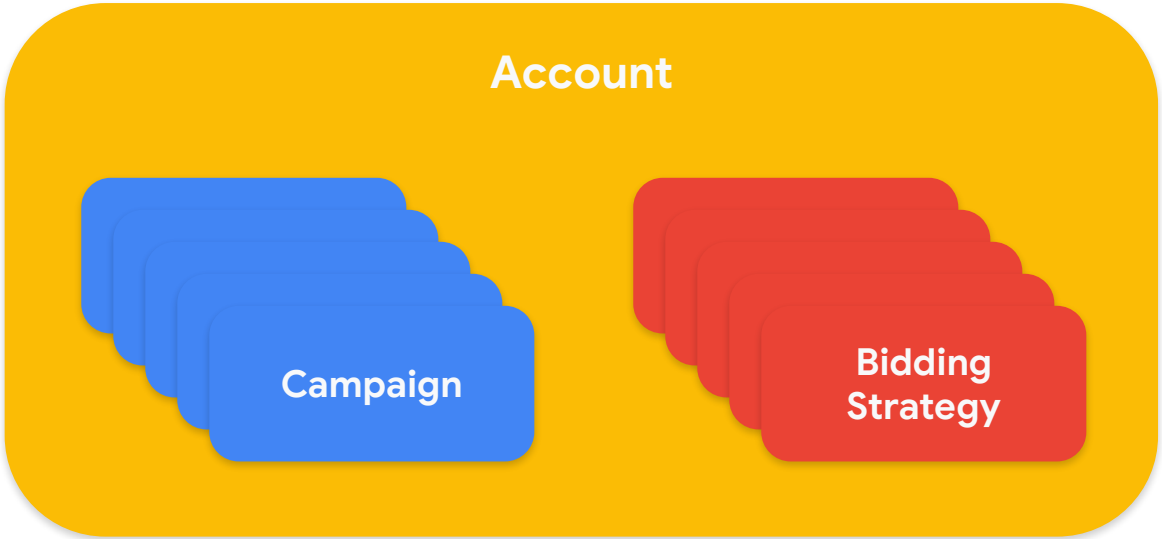
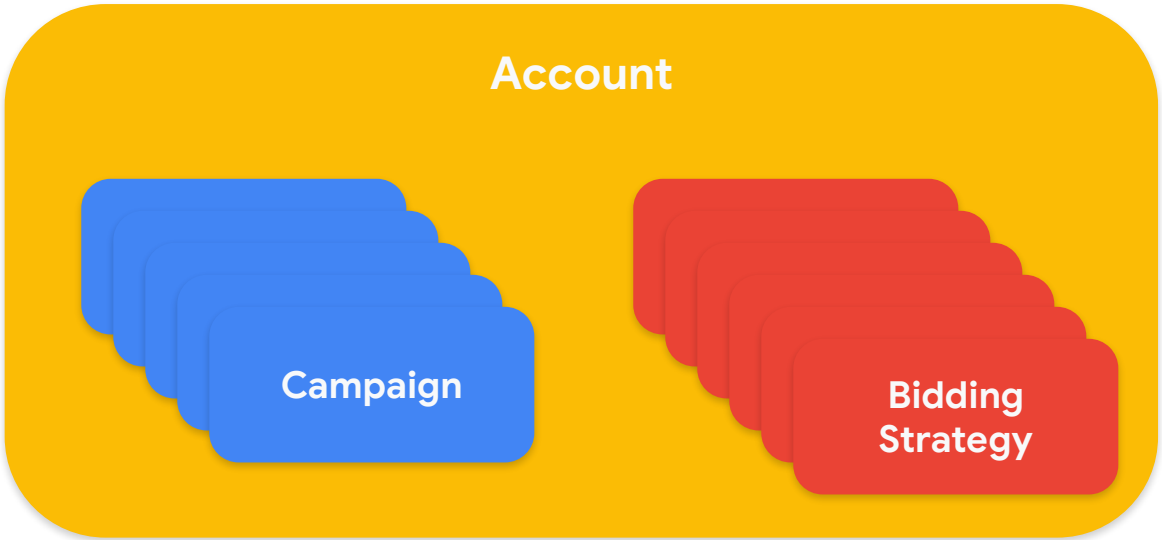
Manager Customer ID

Google

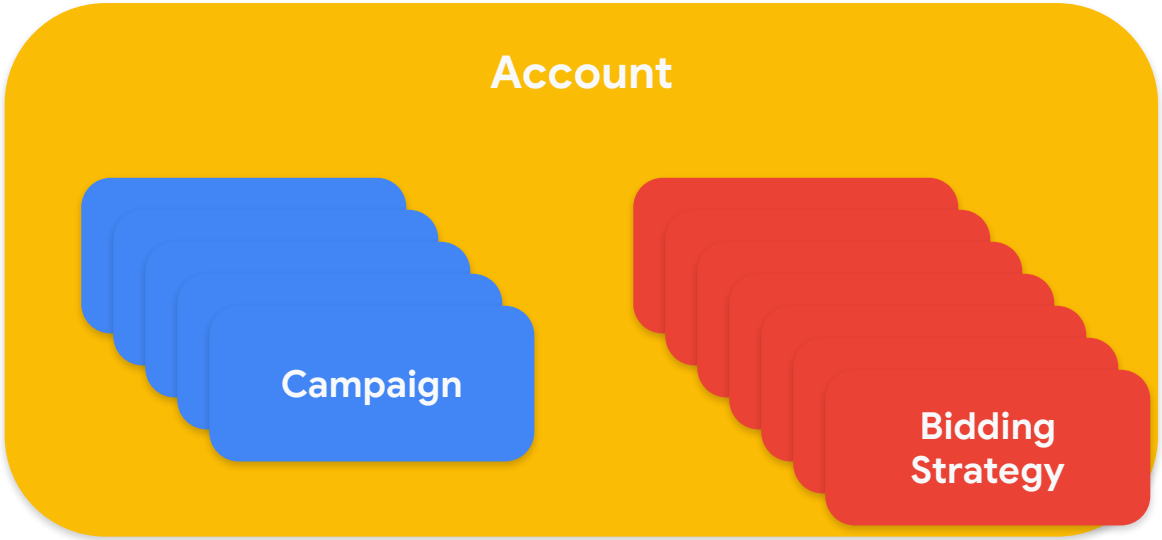
Portfolio and Cross-account Bidding Strategies



Portfolio and Cross-account Bidding Strategies



Portfolio and Cross-account Bidding Strategies



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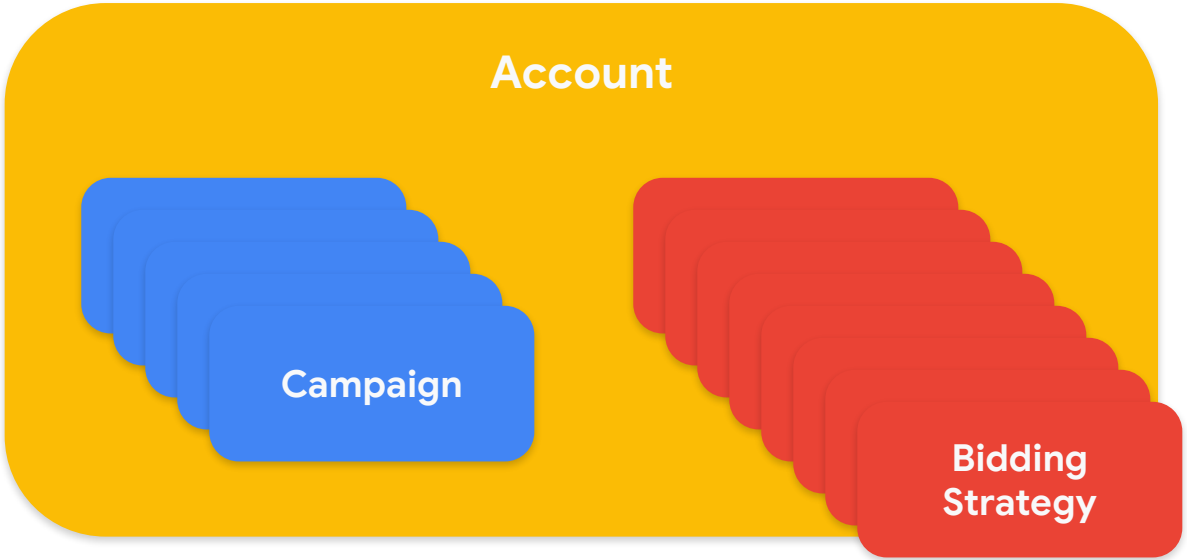

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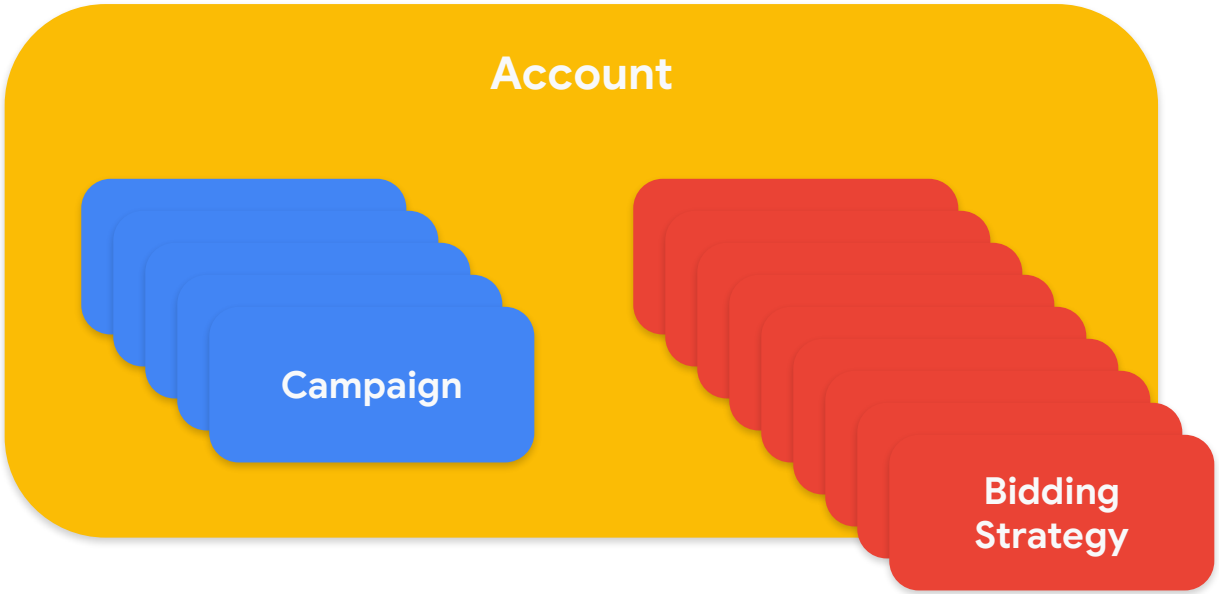

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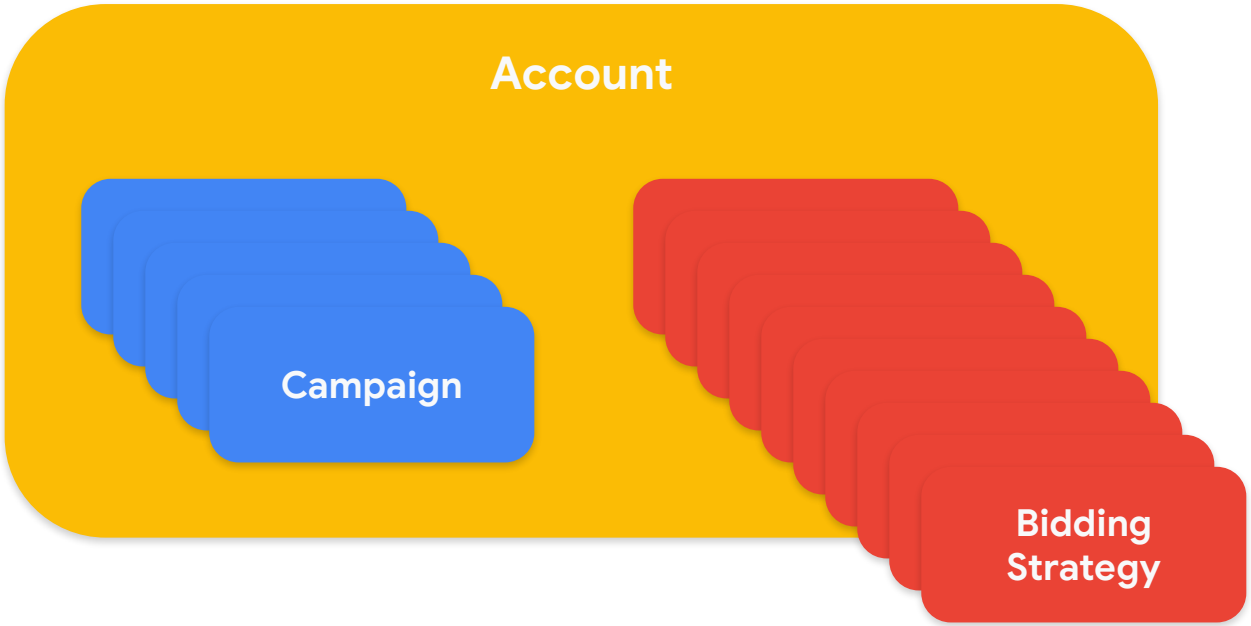

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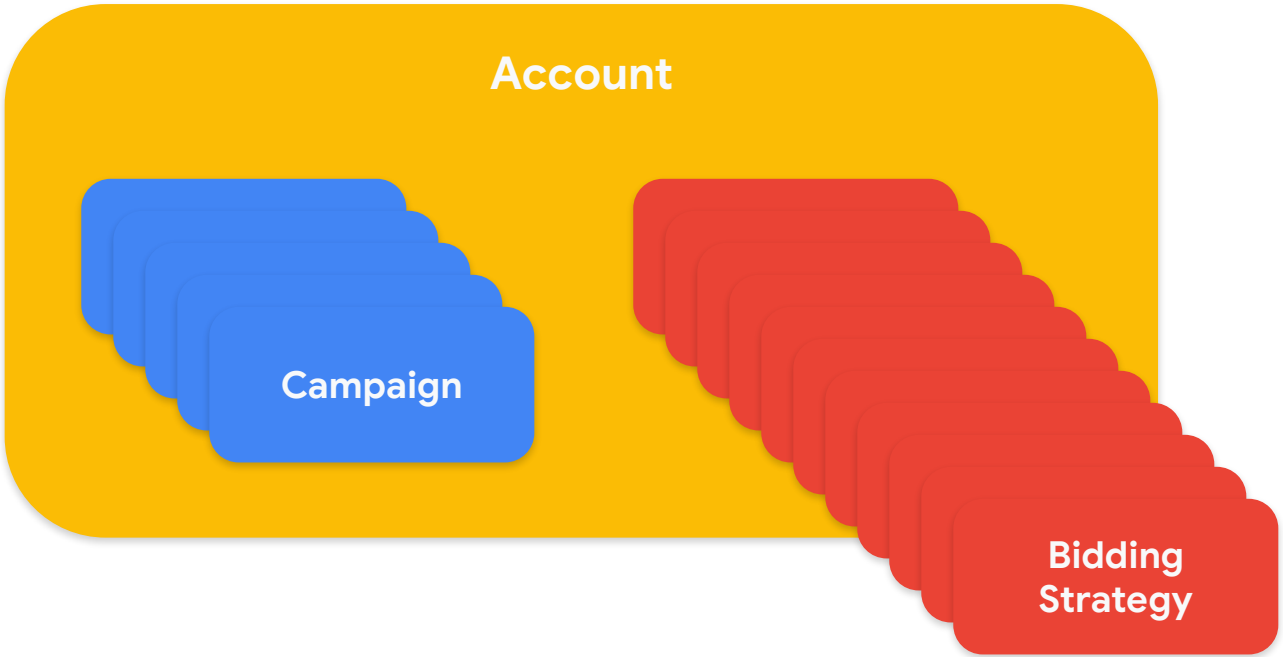

Maximize Conversions Bidding Strategy

Standard Maximize Conversions Bidding Strategy

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Cross-account Maximize Conversions Bidding Strategy

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operation.create.bidding_strategy = response.results[0].resource_name
response = campaign_service.mutate_campaigns(
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)
```

Linked

Google

Maximize Conversions Protobuf Definition

Protobuf

```
message MaximizeConversions {
  int64 target_cpa = 1;
  int64 cpc_bid_ceiling_micros = 2;
  int64 cpc_bid_floor_micros = 3;
}
```

Maximize Conversions Protobuf Definition

Protobuf

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message MaximizeConversions {
  int64 target_cpa = 1;
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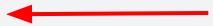

“Cost-per-action”

Maximize Conversions Protobuf Definition

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Google

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~~Standard~~

Google

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}
```

~~Standard~~ → INVALID_ARGUMENT

Google

Maximize Conversions Protobuf Definition

Protobuf

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message MaximizeConversions {
  int64 target_cpa = 1;
  int64 cpc_bid_ceiling_micros = 2;
  int64 cpc_bid_floor_micros = 3;
}
```

Google

Maximize Conversion Value Bidding Strategy

Standard Maximize Conversion Value Bidding Strategy

Python

```
operation = client.get_type("CampaignOperation")
campaign = operation.create
campaign.maximize_conversion_value.target_roas = 1.5

response = bidding_strategy_service.mutate_bidding_strategies(
    customer_id=customer_id, operations=[operation]
)
```

Standard Maximize Conversion Value Bidding Strategy

Python

```
operation = client.get_type("CampaignOperation")
campaign = operation.create
campaign.maximize_conversion_value.target_roas = 1.5

response = bidding_strategy_service.mutate_bidding_strategies(
    customer_id=customer_id, operations=[operation]
)
```

Maximize Conversion Value Protobuf Definition

Protobuf

```
message MaximizeConversionValue {
  int64 target_roas = 1;
  int64 cpc_bid_ceiling_micros = 2;
  int64 cpc_bid_floor_micros = 3;
}
```

Maximize Conversion Value Protobuf Definition

Protobuf

```
message MaximizeConversionValue {
  int64 target_roas = 1;
  int64 cpc_bid_ceiling_micros = 2;
  int64 cpc_bid_floor_micros = 3;
}
```

“Return on ad spend”

Maximize Conversion Value Protobuf Definition

Protobuf

```
message MaximizeConversionValue {
  int64 target_roas = 1;
  int64 cpc_bid_ceiling_micros = 2;
  int64 cpc_bid_floor_micros = 3;
}
```

Maximize Conversion Value Protobuf Definition

Protobuf

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message MaximizeConversionValue {
  int64 target_roas = 1;
  int64 cpc_bid_ceiling_micros = 2;
  int64 cpc_bid_floor_micros = 3;
}
```

Google

Reporting

Reporting

GAQL

```
SELECT
    bidding_strategy.status,
    bidding_strategy.campaign_count,
    bidding_strategy.maximize_conversions.target_cpa
FROM bidding_strategy
```

Reporting

GAQL

```
SELECT
    bidding_strategy.status,
    bidding_strategy.campaign_count,
    bidding_strategy.maximize_conversions.target_cpa
FROM campaign
```

Reporting

GAQL

```
SELECT
    bidding_strategy.status,
    bidding_strategy.campaign_count,
    bidding_strategy.maximize_conversions.target_cpa
FROM bidding_strategy
```

Reporting

GAQL

```
SELECT
    bidding_strategy.status,
    bidding_strategy.campaign_count,
    bidding_strategy.maximize_conversions.target_cpa
FROM bidding_strategy
WHERE
   bidding_strategy.type = MAXIMIZE_CONVERSIONS
```

Reporting

GAQL

```
SELECT
    bidding_strategy.status,
    bidding_strategy.campaign_count,
    bidding_strategy.maximize_conversions.target_cpa
FROM bidding_strategy
WHERE
   bidding_strategy.type = MAXIMIZE_CONVERSION_VALUE
```

Reporting - Standard Bidding Strategies

GAQL

```
SELECT
    campaign.maximize_conversions.target_cpa
FROM campaign
```

Reporting - Non-standard Bidding Strategies

GAQL

```
SELECT
    bidding_strategy.maximize_conversions.target_cpa
FROM bidding_strategy
```

Google

Thanks for watching

- We welcome your feedback at googleadsapi-support@google.com
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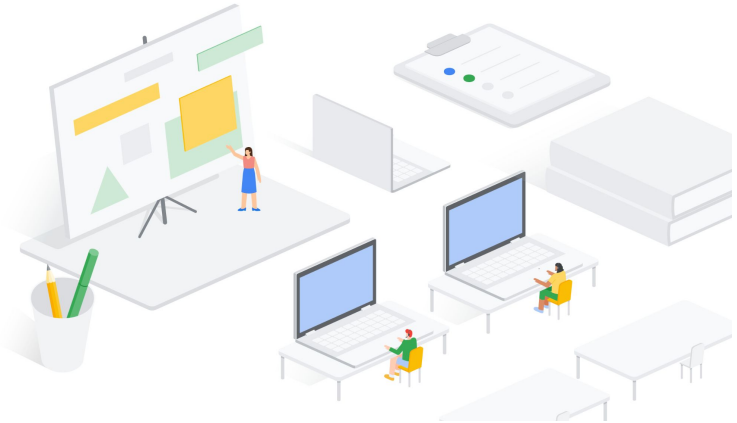
- See more episodes on our YouTube channel



Google Ads