I want my ad to show up only in the United States because I think it would be easier to handle sales that happen in the United States compared to international sales. I don’t know about different tax regulations or if I would need anything extra for my business to sell in different countries, but until I’m ready to look into that I think it would just be simpler to only target the US. As for devices, I want my ads to show on any device, but I think the only two that really matter are phones and desktops. I want to target both because I believe that both are places where people would be shopping for gaming peripherals and desk organizational items. I want to use automated bidding because I don’t really know how to optimize cost per click at all, and I think it would be better for me to let google do it for me until I know some more about it. My daily budget is going to be about $3 per day just because I’m pretty limited on funds right now as a college student.