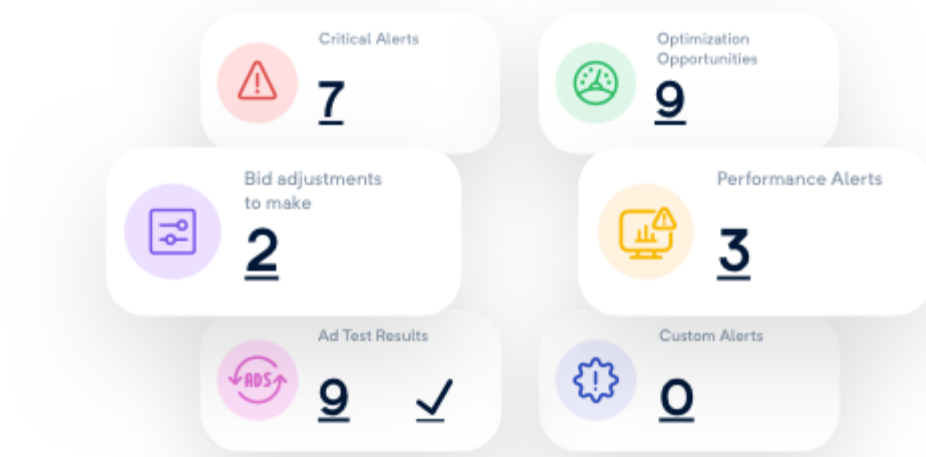# Insights

Validate your strategy and discover overlooked opportunities

- Identify the root-cause of performance changes in seconds.

- Gain fresh insights into the best performing ad patterns.

- Find the most profitable segments in a few clicks.

- View hidden trends in your search terms data.

- … and much more



76%

Your audit covers 2 areas:

Account structure

Management activities

# Alerts

Have your to-do list compiled automatically for you

- Get daily notifications on critical issues and optimization opportunities.

- Fix or apply changes with a single button click.

- Set up personalized alerts and rules to track what's important to you.

# Bidding

Enhance your bidding strategy with bid suggestions and built-in trackers

- See bid suggestions even when using automated bidding strategies.

- Get daily recommended bid adjustments for demographics, location, devices, audiences and ad schedules.

- View hourly heatmaps for ad schedules bidding decisions.

- Track the impact of your bid changes with ease.

|          | 12 am  | 1 am   | 2 am   | 3 am   | 4 am   |
|----------|--------|--------|--------|--------|--------|
| Monday   | 20,176 | 18,568 | 7,054  | 11,955 | 4,506  |
| Tuesday  | 15,695 | 7,767  | 1,240  | 20,330 | 8,462  |
| Wednesday| 7,131  | 7,131  | 2,112  | 5,050  | 1,498  |
| Thursday | 20,131 | 2,112  | 11,112 | 11,050 | 18,498 |

**April 12 2020**

Daily Budget (cumulative):  **$2,800**

# Budgets

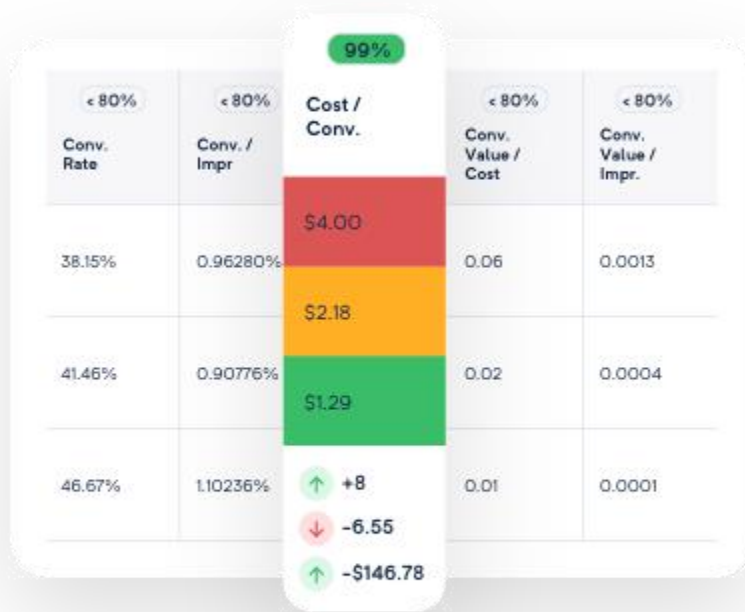Extract the maximum benefit from your available budget.

- See the pacing of your monthly spending and find the best budget allocation model.

- Control your campaigns via target budget alerts.

- View performance boost potential for budget changes.

# Quality Score

Identifying the quality score bottlenecks, changes and history has never been easier.

- See Quality Score distribution and history at all levels.

- View a breakdown of the contribution of each Quality Score subfactor.

- Get a prioritized to-do list of areas that need fixing.

- Analyze your quality score in multiple dimensions.

| | | Cost / Conv. | | |
|---|---|---|---|---|
| < 80% | < 80% | 99% | < 80% | < 80% |
| Conv. Rate | Conv. / Impr | | Conv. Value / Cost | Conv. Value / Impr. |
| 38.15% | 0.96280% | $4.00 | 0.06 | 0.0013 |
| 41.46% | 0.90776% | $2.18 | 0.02 | 0.0004 |
| 46.67% | 1.10236% | $1.29 | 0.01 | 0.0001 |
| | | ↑ +8 | | |
| | | ↓ −6.55 | | |
| | | ↑ −$146.78 | | |

# Ad Testing

The world's only fully automated ad testing platform. It's like an Always-on Experiment!

- Get all of your ads tested without lifting a finger. No manual setup required.

- Test 6 main metrics to identify the real loser ads.

- Put your ad testing on auto-pilot with automatic replacement of loser ads.

# Display

Gain control over the Display Network behavior.

- Leverage the power of placement analytics to gain necessary insights.

- Exclude all mobile apps with a click of a button.

- Exclude questionable placements once and for all.





# Campaign Creation

Discover the fastest way to have your campaigns up and running.

- Create hundreds of campaigns in seconds from data in uploaded files.

- Utilize a complete suite of various intelligent ad creation tools.

- Leverage time-saving SKAG building tools.