

BID OPTIMIZATION REPORT

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CAMPAIGN DETAILS

Campaign Name: Auto-Optimized Campaign
Start Date: 07-01-2026
End Date: 31-01-2026
Products: Nike Air Max
Target Regions: Mumbai, Bangalore, New Delhi

OPTIMIZATION SETTINGS

Starting Bid: Rs. 8,600 (per keyword)
Max Iterations: 25
Strategy: Decreasing Percentage (5% -> 1%)

RESULTS PER KEYWORD

Keyword	Start Bid	Final Bid	Saved	Status
birthday	Rs. 8,600	Rs. 8,509	Rs. 91	Rank 1
balloon	Rs. 8,600	Rs. 5,034	Rs. 3,566	Rank 1

SAVINGS SUMMARY

Total Keywords: 2
Keywords with Rank 1: 2
Total Saved: Rs. 3,657
Average Savings: 21.3%

OPTIMIZATION COMPLETE
Total Iterations: 15