

# BID OPTIMIZATION REPORT

Generated: 20/1/2026, 2:08:39 pm

## CAMPAIGN DETAILS

Campaign Name: Auto-Optimized Campaign  
Start Date: 07-01-2026  
End Date: 31-01-2026  
Products: Tipsy Tiger Fantastic Orange Lemonade  
Target Regions: Mumbai, Bangalore, New Delhi

## OPTIMIZATION SETTINGS

Starting Bid: Rs. 10,000 (per keyword)  
Max Iterations: 25  
Strategy: Decreasing Percentage (5% -> 1%)

## RESULTS PER KEYWORD

Keyword	Start Bid	Final Bid	Saved	Status
cocktail mixers	Rs. 10,000	Rs. 5,018	Rs. 4,982	Rank 1
tonic water	Rs. 10,000	Rs. 5,018	Rs. 4,982	Rank 1

## SAVINGS SUMMARY

Total Keywords: 2

Keywords with Rank 1: 2

**Total Saved: Rs. 9,964**

Average Savings: 49.8%

## OPTIMIZATION COMPLETE

Total Iterations: 18