

# Bid Optimization Report

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## 1. Quick Summary

Campaign Name: **Auto-Optimized Campaign**

Keywords Tested: **2 keywords**

Achieved Rank 1: **2 out of 2 (100% success)**

Total Money Saved: **Rs. 17,171**

Iterations Used: **25 out of 25 max**

## 2. Campaign Configuration

These are the settings used for this optimization run.

Start Date: **07-01-2026**

End Date: **31-01-2026**

Target Regions: **Mumbai, Bangalore, New Delhi**

Products: **Nike Air Max**

Starting Bid (per keyword): **Rs. 15,362**

Target Rank: **#1**

## 3. Results by Keyword

This table shows the optimal bid found for each keyword and how much money was saved.

Keyword	Status	Start Bid	Final Bid	Saved	Threshold
birthday	Rank 1 Achieved	Rs. 15,362	Rs. 8,540	Rs. 6,822	Rs. N/A
balloon	Rank 1 Achieved	Rs. 15,362	Rs. 5,013	Rs. 10,349	Rs. N/A

## 4. Savings Breakdown

Money saved by optimizing bids instead of paying the starting bid amount.

### "birthday"

Saved Rs. 6,822 (44.4% reduction from starting bid)

### "balloon"

Saved Rs. 10,349 (67.4% reduction from starting bid)

**Total Savings**

**Rs. 17,171**



## 5. Optimization History

Shows how bids and ranks changed during the optimization process.

Iteration 1: birthday = Rs.15362 (Rank 1) ' , balloon = Rs.15362 (Rank 1) '  
Iteration 2: birthday = Rs.14594 (Rank 1) ' , balloon = Rs.14594 (Rank 1) '  
Iteration 3: birthday = Rs.13864 (Rank 1) ' , balloon = Rs.13864 (Rank 1) '  
Iteration 4: birthday = Rs.13171 (Rank 1) ' , balloon = Rs.13171 (Rank 1) '  
Iteration 5: birthday = Rs.12512 (Rank 1) ' , balloon = Rs.12512 (Rank 1) '  
Iteration 6: birthday = Rs.11886 (Rank 1) ' , balloon = Rs.11886 (Rank 1) '  
Iteration 7: birthday = Rs.11292 (Rank 1) ' , balloon = Rs.11292 (Rank 1) '  
Iteration 8: birthday = Rs.10727 (Rank 1) ' , balloon = Rs.10727 (Rank 1) '  
... and 17 more iterations

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End of Report  
Total iterations: 25 | Duration: N/A