

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

RESULTS PER KEYWORD

Keyword	Start Bid	Final Bid	Saved	Status
birthday	Rs. 10,000	Rs. 8,625	Rs. 1,375	Rank 1
balloon	Rs. 10,000	Rs. 5,018	Rs. 4,982	Rank 1

SAVINGS SUMMARY

Total Keywords: 2

Keywords with Rank 1: 2

Total Saved: Rs. 6,357

Average Savings: 31.8%

OPTIMIZATION COMPLETE

Total Iterations: 18