

# 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. 6,357**  
Iterations Used: **18 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. 10,000**  
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. 10,000	Rs. 8,625	Rs. 1,375	Rs. N/A
balloon	Rank 1 Achieved	Rs. 10,000	Rs. 5,018	Rs. 4,982	Rs. N/A

## 4. Savings Breakdown

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

"birthday"  
Saved Rs. 1,375 (13.8% reduction from starting bid)

"balloon"  
Saved Rs. 4,982 (49.8% reduction from starting bid)



## 5. Optimization History

Shows how bids and ranks changed during the optimization process.

Iteration 1: birthday = Rs.10000 (Rank 1) ' , balloon = Rs.10000 (Rank 1) '  
Iteration 2: birthday = Rs.9500 (Rank 1) ' , balloon = Rs.9500 (Rank 1) '  
Iteration 3: birthday = Rs.9025 (Rank 1) ' , balloon = Rs.9025 (Rank 1) '  
Iteration 4: birthday = Rs.8574 (Rank 1) ' , balloon = Rs.8574 (Rank 1) '  
Iteration 5: birthday = Rs.8145 (Rank 2) , balloon = Rs.8145 (Rank 1) '  
Iteration 6: birthday = Rs.8471 (Rank 2) , balloon = Rs.7738 (Rank 1) '  
Iteration 7: birthday = Rs.8810 (Rank 1) ' , balloon = Rs.7351 (Rank 1) '  
Iteration 8: birthday = Rs.8546 (Rank 1) ' , balloon = Rs.6983 (Rank 1) '  
... and 10 more iterations

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End of Report  
Total iterations: 18 | Duration: N/A