Bid Optimization Report

1. Executive Summary

This optimization run achieved Rank 1 for 2 of 2 keywords (100% success rate), resulting in total savings of Rs. 6,357. Overall outcome: **STRONG**

Optimization performed well with high convergence rates.

2. Optimization Objective

Find the minimum bid required to achieve Rank #1 for each of the 2 target keyword(s) while maximizing cost savings.

3. 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.

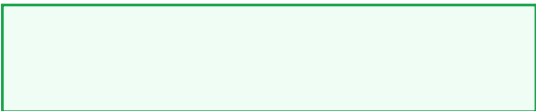| Keyword	Status	Start Bid	Final Bid	Saved	Threshold
birthday	Rank 1 Achieved	Rs. 10,000	Rs. 8,625	Rs. 1,375	Rs. N/A
balloon	Rank 1 Achieved	Rs. 10,000	Rs. 5,018	Rs. 4,982	Rs. N/A

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" Rs. 6,357
Total Savings
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