Bid Optimization Report

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1. Executive Summary

This optimization run processed 2 keyword(s) over 25 iteration(s). Reported outcomes: 2 keyword(s) at Rank 1, Rs. 34,023 savings. Note: Data inconsistencies detected (see Section 6).

Data Quality: Issues detected. Interpretation of results should be approached with caution. See Section 6.

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. 34,023**

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

4. 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. 100**

Target Rank: **#1**

5. 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. 100	Rs. 8,764	-	Rs. N/A
balloon	Rank 1 Achieved	Rs. 100	Rs. 7,313	-	Rs. N/A

6. Verified Key Insights

Analysis of keyword bid behavior. Only insights directly supported by consistent data are included.

Elasticity analysis cannot be completed due to data quality

7. Savings Breakdown

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

"birthday"
No savings - starting bid was already optimal

"balloon"
No savings - starting bid was already optimal

Total Savings Rs.34,023

8. Performance Stability & Risk Notes

Assessment of rank stability and potential risks for optimized bids.

"birthday": Stable convergence pattern
"balloon": Stable convergence pattern

9. Optimization History

Shows how bids and ranks changed during the optimization process.

Iteration 1: birthday = Rs.25050 (Rank 1) ' , balloon = Rs.25050 (Rank 1) '
Iteration 2: birthday = Rs.23797 (Rank 1) ' , balloon = Rs.23797 (Rank 1) '
Iteration 3: birthday = Rs.22607 (Rank 1) ' , balloon = Rs.22607 (Rank 1) '
Iteration 4: birthday = Rs.21477 (Rank 1) ' , balloon = Rs.21477 (Rank 1) '
Iteration 5: birthday = Rs.20403 (Rank 1) ' , balloon = Rs.20403 (Rank 1) '
Iteration 6: birthday = Rs.19383 (Rank 1) ' , balloon = Rs.19383 (Rank 1) '
Iteration 7: birthday = Rs.18414 (Rank 1) ' , balloon = Rs.18414 (Rank 1) '
Iteration 8: birthday = Rs.17493 (Rank 1) ' , balloon = Rs.17493 (Rank 1) '
... and 17 more iterations

10. Actionable Recommendations

Concrete next steps based on optimization results.

[LOW] Schedule weekly bid reviews to adapt to competitive changes and seasonal demand shifts.

Note: Recommendations are conditional due to data quality warnings. Verify underlying data before acting.

11. Data Integrity & Quality Warnings

The following data issues were detected. These limit interpretation of results.

Critical Issues (affect report validity):
- "birthday": Final bid (Rs.8764) exceeds starting bid (Rs.100). This is inconsistent.
- "balloon": Final bid (Rs.7313) exceeds starting bid (Rs.100). This is inconsistent.
- Reported total savings (Rs.34023) does not match calculated savings (Rs.0). Difference: Rs.34023.

Warnings (may affect accuracy):
- "birthday": Threshold data missing. Elasticity analysis may be incomplete.
- "balloon": Threshold data missing. Elasticity analysis may be incomplete.

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