

Bid Optimizer

Smart Keyword Bidding Solution

Automatically optimize your keyword bids to achieve Rank #1 placement while minimizing advertising costs.

What It Does

The Bid Optimizer analyzes your advertising keywords and automatically finds the lowest possible bid that still achieves top ranking. No manual guessing - just run the optimizer and save money.

Key Benefits

- Automatic Optimization - No manual bid adjustments needed
- Cost Savings - Average 20-40% savings on ad spend
- Per-Keyword Precision - Each keyword gets its optimal bid
- Budget Protection - Never exceeds your maximum budget
- Professional Reports - PDF reports for record-keeping

How Much Can You Save?

Example Result:

Keyword	Original Bid	Optimized Bid	Saved
birthday	Rs. 8,600	Rs. 8,509	Rs. 91 (1.1%)
balloon	Rs. 8,600	Rs. 5,034	Rs. 3,566 (41.5%)
TOTAL	Rs. 17,200	Rs. 13,543	Rs. 3,657 saved!

How To Use

Step 1: Open Terminal

Navigate to the automation folder:
`cd automation/bid-optimizer`

Step 2: Run Optimizer

Test Mode (Recommended First):
`node integrated.js --dry-run --start-bid=8600 --report`

Live Mode:

```
node integrated.js --start-bid=8600 --report
```

Step 3: Review Report

A PDF report is saved in the reports/ folder after completion.

Command Options

--start-bid=N Set your maximum bid
(e.g., 8600)
--dry-run Test mode - no actual
campaigns submitted
--report Generate PDF report

Understanding Results

- Rank 1 Achieved - Optimal bid found within budget
- Exceeded - Rank 1 requires more than your max budget

PDF Reports

Each optimization generates a professional PDF report containing:

1. Campaign Details - Name, dates, products, regions
2. Results Table - Per-keyword breakdown
3. Savings Summary - Total amount saved
4. Optimization History - Complete bid history

For questions or issues, contact the
development team.
Last Updated: January 2026