Bid Optimization Report

1. Executive Summary

This optimization run processed 2 keyword(s) over 25 iteration(s). Rank 1 was achieved for 2 keyword(s) (100% success rate), with verified total savings of Rs. 34,023.

Data Quality: Verified. Confidence in reported metrics is high.

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. 25,050**

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. 25,050	Rs. 8,764	Rs. 16,286	Rs. 8,500
balloon	Rank 1 Achieved	Rs. 25,050	Rs. 7,313	Rs. 17,737	Rs. 5,000

6. Verified Key Insights

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

Elastic Bids (>20% savings): birthday (65.0%), balloon (70.8%).

These keywords had starting bids significantly above their Rank 1 threshold.

7. Savings Breakdown

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

"birthday"
Saved Rs. 16,286 (65.0% reduction from starting bid)

"balloon"
Total Savings
Rs. 34,023
Saved Rs. 17,737 (70.8% reduction from starting bid)

8. Performance Stability & Risk Notes

Assessment of rank stability and potential risks for optimized bids.

"birthday": Volatile - bid is only 3.1% above threshold. Risk of losing Rank 1 if competitors adjust.

"balloon": Stable convergence pattern (46.3% headroom above threshold).

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.

[MEDIUM] Monitor elastic keywords (birthday, balloon) for 7-14 days to confirm stable Rank 1 performance before scaling.

[MEDIUM] Hold current bids for volatile keywords (birthday) as they are close to threshold. Further reduction risks losing Rank 1.

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