

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. 0**

Iterations Used: **17 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. 100**

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. 100	Rs. 8,538	-	Rs. 8,500
balloon	Rank 1 Achieved	Rs. 100	Rs. 5,080	-	Rs. 5,000

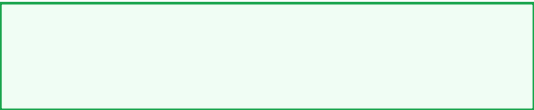
"birthday"

No savings - starting bid was already optimal

"balloon"

Total Savings

No savings - starting bid was already optimal



4. Savings Breakdown

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

5. Optimization History

Shows how bids and ranks changed during the optimization process.

Iteration 1: birthday = Rs.5050 (Rank 2) , balloon = Rs.5050 (Rank 1) '
Iteration 2: birthday = Rs.5303 (Rank 2) , balloon = Rs.4797 (Rank 2)
Iteration 3: birthday = Rs.5568 (Rank 2) , balloon = Rs.4989 (Rank 2)
Iteration 4: birthday = Rs.5846 (Rank 2) , balloon = Rs.5189 (Rank 1) '
Iteration 5: birthday = Rs.6138 (Rank 2) , balloon = Rs.5033 (Rank 1) '
Iteration 6: birthday = Rs.6445 (Rank 2) , balloon = Rs.4882 (Rank 2)
Iteration 7: birthday = Rs.6767 (Rank 2) , balloon = Rs.4980 (Rank 2)
Iteration 8: birthday = Rs.7105 (Rank 2) , balloon = Rs.5080 (Rank 1) '
... and 9 more iterations

End of Report
Total iterations: 17 | Duration: 1.9s