

# BID OPTIMIZATION REPORT

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## CAMPAIGN DETAILS

Campaign Name: Auto-Optimized Campaign  
Start Date: 07-01-2026  
End Date: 31-01-2026  
Products: Nike Air Max  
Target Regions: Mumbai, Bangalore, New Delhi

## OPTIMIZATION SETTINGS

Starting Bid: Rs. 10,000 (per keyword)  
Max Iterations: 25  
Strategy: Decreasing Percentage (5% -> 1%)

## RESULTS PER KEYWORD

| Keyword  | Start Bid  | Final Bid | Saved     | Status |
|----------|------------|-----------|-----------|--------|
| birthday | Rs. 10,000 | Rs. 8,625 | Rs. 1,375 | Rank 1 |
| balloon  | Rs. 10,000 | Rs. 5,018 | Rs. 4,982 | Rank 1 |

## SAVINGS SUMMARY

Total Keywords: 2  
Keywords with Rank 1: 2  
**Total Saved: Rs. 6,357**  
Average Savings: 31.8%

## OPTIMIZATION COMPLETE

Total Iterations: 18