

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

4. 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

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