Bid Optimization Report

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1. Executive Summary

This optimization run achieved Rank 1 for 2 of 2 keywords (100% success rate), resulting in total savings of Rs. 34,023. Overall outcome: **STRONG**

Optimization performed well with high convergence rates.

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. 100**

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. 100	Rs. 8,764	-	Rs. N/A
balloon	Rank 1 Achieved	Rs. 100	Rs. 7,313	-	Rs. N/A

6. Key Insights

Analysis of keyword bid behavior and optimization patterns.

Non-Elastic: birthday, balloon were already at or near optimal levels. No significant savings available.

7. 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

Rs.84,023
Total Savings

8. Performance Stability & Risk Notes

Assessment of rank stability and potential risks for optimized bids.

"birthday": Stable convergence pattern
"balloon": Stable convergence pattern

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.

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