

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: Topsy Tiger Fantastic Orange Lemonade
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
cocktail mixers	Rs. 10,000	Rs. 5,018	Rs. 4,982	Rank 1
tonic water	Rs. 10,000	Rs. 5,018	Rs. 4,982	Rank 1

SAVINGS SUMMARY

Total Keywords: 2
Keywords with Rank 1: 2
Total Saved: Rs. 9,964
Average Savings: 49.8%

OPTIMIZATION COMPLETE
Total Iterations: 18