

# 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. 9,812 (per keyword)  
Max Iterations: 25  
Strategy: Decreasing Percentage (5% -> 1%)

## RESULTS PER KEYWORD

Keyword	Start Bid	Final Bid	Saved	Status
birthday	Rs. 9,812	Rs. 8,656	Rs. 1,156	Rank 1
balloon	Rs. 9,812	Rs. 5,063	Rs. 4,749	Rank 1

## SAVINGS SUMMARY

Total Keywords: 2
Keywords with Rank 1: 2
<b>Total Saved: Rs. 5,905</b>
Average Savings: 30.1%

## OPTIMIZATION COMPLETE

Total Iterations: 21