

Maximize Conversions Bidding

Max. Conversions is a bidding strategy that automatically sets bids to get as many conversions as possible within a campaign's budget

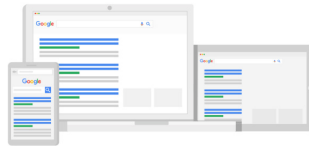
3 pillars of success with Max. Conversions

To keep the strategy as simple as possible, Max. Conversions has no settings or controls - although there are 3 pillars which are essential for any client to be successful with the partly automated bidding strategy.



Track conversions

Track conversions with AdWords Conversion Tracking, Google Analytics Goals or Offline Conversion Import.



Include relevant conversions

Include all relevant conversions that you want to optimize on in "Conversions column" via the Conversion settings.



Use dedicated budget

If the budget is constrained, the campaign will not learn as fast or be able to increase conversions or conversion value effectively.

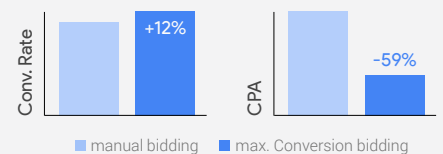
Benefits of Max. Conversions

- 1 Get as many conversions as possible within your budget**
Spend your budget efficiently and get the most out of it without optimizing your bid.
- 2 Auction-time bidding using a strong set of contextual signals**
Offering unparalleled optimization frequency at auction time that only Google can provide.
- 3 Bid smart even if you don't know your CPA target**
Automated bidding strategy that does not need a preset, specific target.

Client success case

Firstpoint increased conversions by 2.4x

The Swiss-based digital agency maximized its client's Search budget by moving from manual bidding to Max. Conversions ([learn more](#)).



Allow Max. Conversion sufficient time to learn

After opting in, we recommend to allow the strategy 7 days to learn and adjust to drive more conversions. The same recommendation applies if you makes changes to the campaign budget.

Switching to Max. Conversions effectively

Using historical campaign information and contextual signals present at auction-time, Maximize conversions bidding automatically finds an optimal CPC bid for your ad each time it's eligible to appear.

Use dedicated budget

Campaigns that use Maximize conversions need their own budget. Check that campaigns are not part of a shared budget.

Check your daily budget usage

If you're currently not spending your entire budget, Maximize conversions could increase bids and spend significantly.

Feed in additional data signals

Use audience lists that cover every step of your funnel to feed in as many data signals as possible and increase performance.

Client success case

Trex increases conversion volume

Trex, a luxury composite decking company, used Max. Conversions to build brand awareness and saw a 73% increase in conversion with a 42% lower CPA ([learn more](#)).

