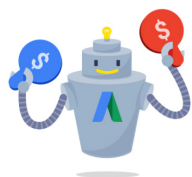


Enhanced CPC Bidding (eCPC)

eCPC is a bidding feature that adjusts your max. CPC bids for each auction to get you more conversions at your current CPA



What is it?

Enhanced CPC is a bidding feature that adjusts your max CPC bids for each auction to get you more conversions at your current CPA.

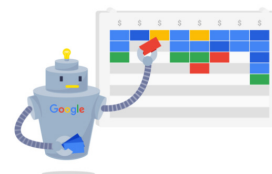
If a particular auction is more/less likely to convert than the average auction for that keyword, it increases/decreases the max. CPC bid.



Who is it for?

Advertisers that want to take a first step into Smart Bidding and want to extract more value from their max CPC bids in a simple way.

Advertisers that use third-party bidding and cannot change to tROAS/tCPA bidding.



How does it work?

For each auction, eCPC predicts the likelihood of a conversion and adjusts the bids, trying to keep each keyword's average CPC below the max CPC while maximizing conversions at the same CPA.

eCPC is easy to enable via a checkbox in the "bid strategy" section of the Campaign Settings tab.

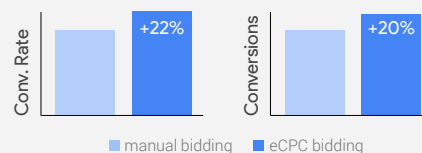
Benefits of eCPC

- 1 Achieve a greater number of conversions at the same CPA**
eCPC provides an improved ROI in comparison to manual Max. CPC bids.
- 2 Enacts real-time auction-level bid adjustments**
Offering unparalleled optimization frequency at auction time that only Google can provide.
- 3 Work faster with Google's powerful machine learning capabilities**
Rapidly evaluates vast sets of data signals to proactively set the optimal bid for every auction.

Client Success Case

Simyo grows conversions by 20%

After testing eCPC against regular max CPC over six weeks, Simyo set eCPC as default bidding strategy on all campaigns ([learn more](#)).



eCPC vs third-party platform bidding

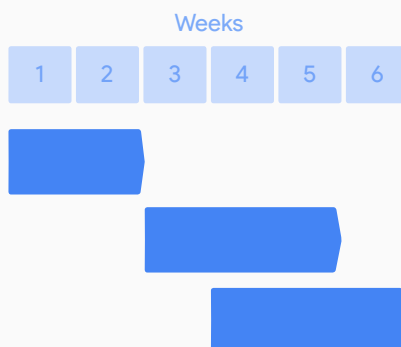
eCPC works alongside third-party bidding (like Kenshoo, Marin Software or Adobe). By using Adwords Drafts & Experiments A/B testing platform, you can now easily test in a few clicks how eCPC improves your performance with third-party bidding.

[Learn more about Drafts & Experiments](#)

How to test eCPC with Drafts & Experiments

For effective testing, choose campaigns that use conversion tracking. Use the timeline below as a reference.

- 1 eCPC launch and ramp up**
Learning period, apply a 50/50 traffic split
- 2 Smart Bidding running at full speed**
Allow test to run min. 2-3 weeks without changes
- 3 Performance evaluation**
Consider the conversion delay (5-10 days)



Client Success Case

Hostelworld gains 23% more bookings

Hostelworld moved to data driven attribution and tested eCPC using drafts and experiments with a 50/50 split, achieving 23% more bookings at 17% lower CPA ([learn more](#)).

