# Profitable Sales - SA360 & GCP Automation

Introduction

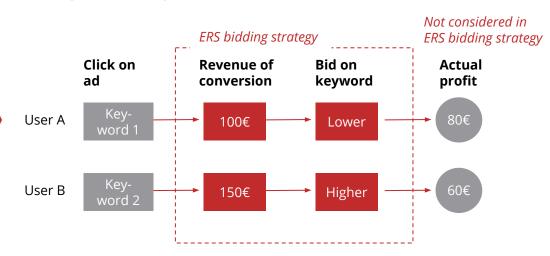


## ERS based bidding strategy can result in inefficiencies of bids because actual profit is not considered

#### **Current situation**

- ERS bidding strategy only takes revenue
  of conversion into account and does not optimize towards other KPIs
- Keywords with a higher revenue receive a higher bid
- Profitability of keywords can highly differ when taking product margins or product return rate into account thus resulting in an inefficient bid strategy

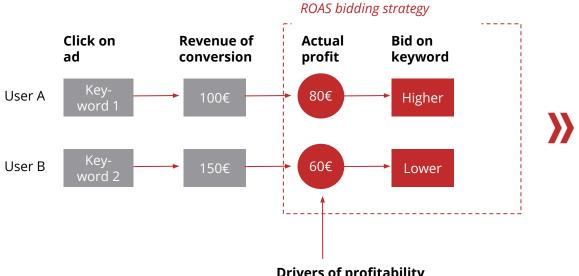
### Example: Bids are optimized based on revenue





## Bid management can be steered based on actual profit by taking other product data into account

#### **Example: Bids are optimized based on profit**



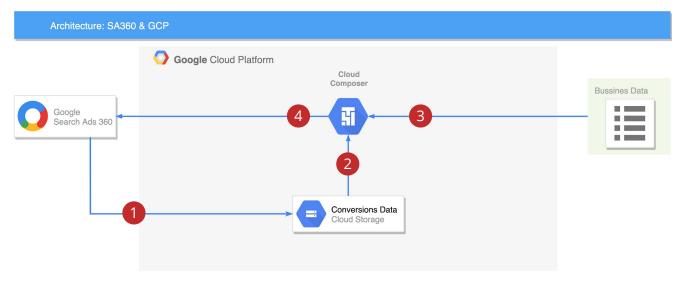
- ROAS based bidding strategy includes all profit relevant information in the bid steering
- Product margins, return rates and other relevant information can be incorporated to steer bids more efficiently

## **Drivers of profitability**

- **Product margins**
- Return rates per product



## Architecture: SA360 & GCP



- **1.** Trigger conversion report to GCS
- 2. Read conversion data
- 3. Normalize with business data
- **4.** Write new conversions

