

Profitable Sales - SA360 & GCP Automation

Introduction

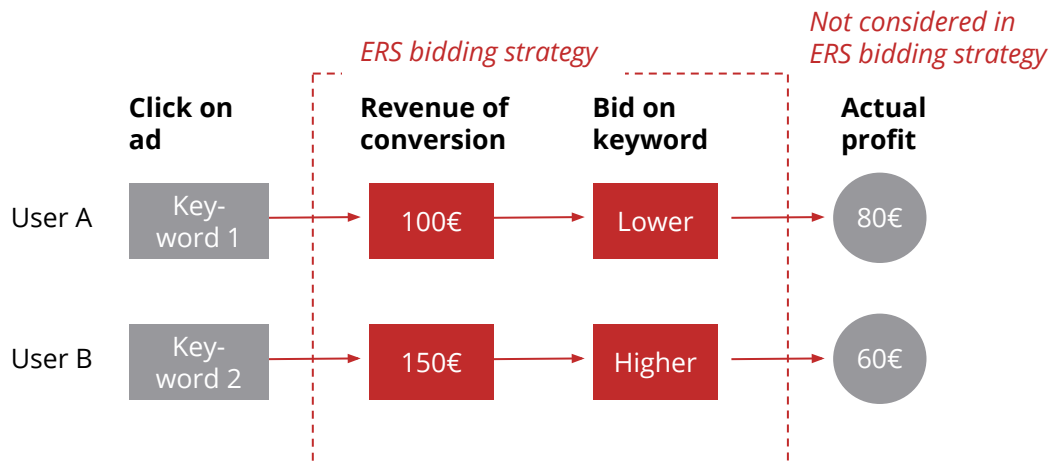
ERS based bidding strategy can result in inefficiencies of bids because actual profit is not considered

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

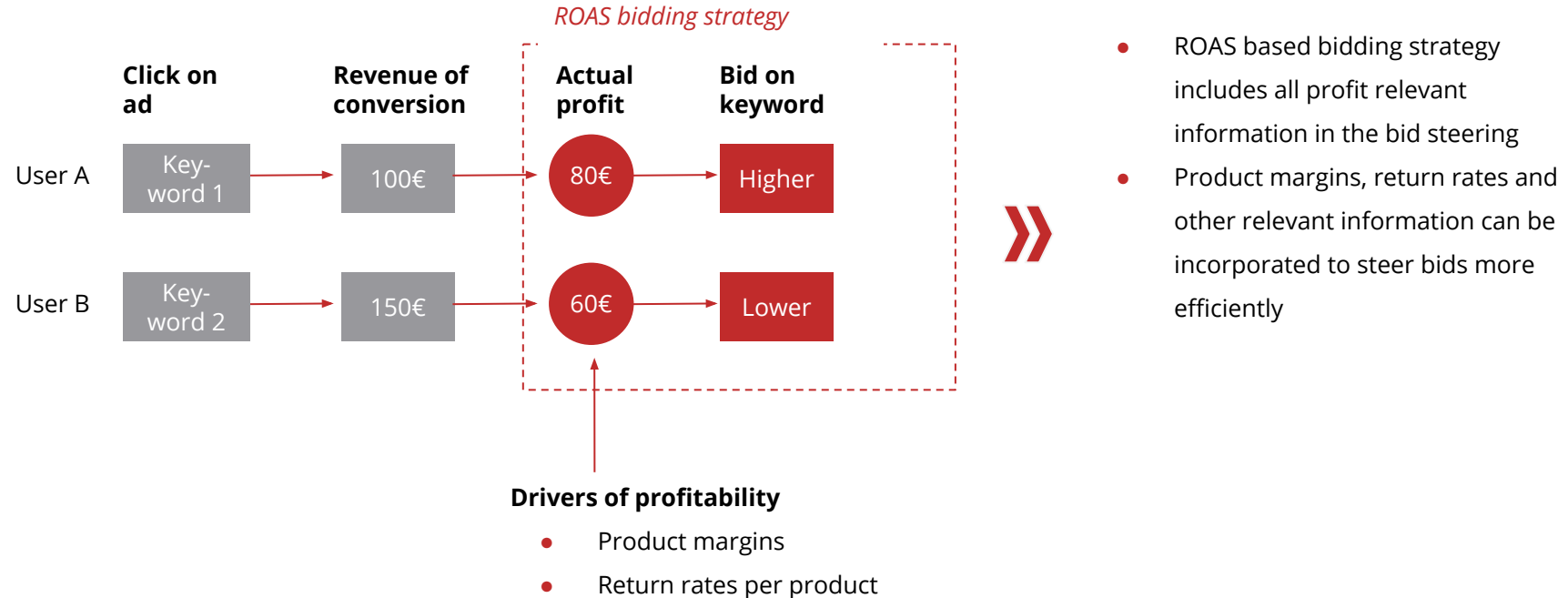


Example: Bids are optimized based on revenue

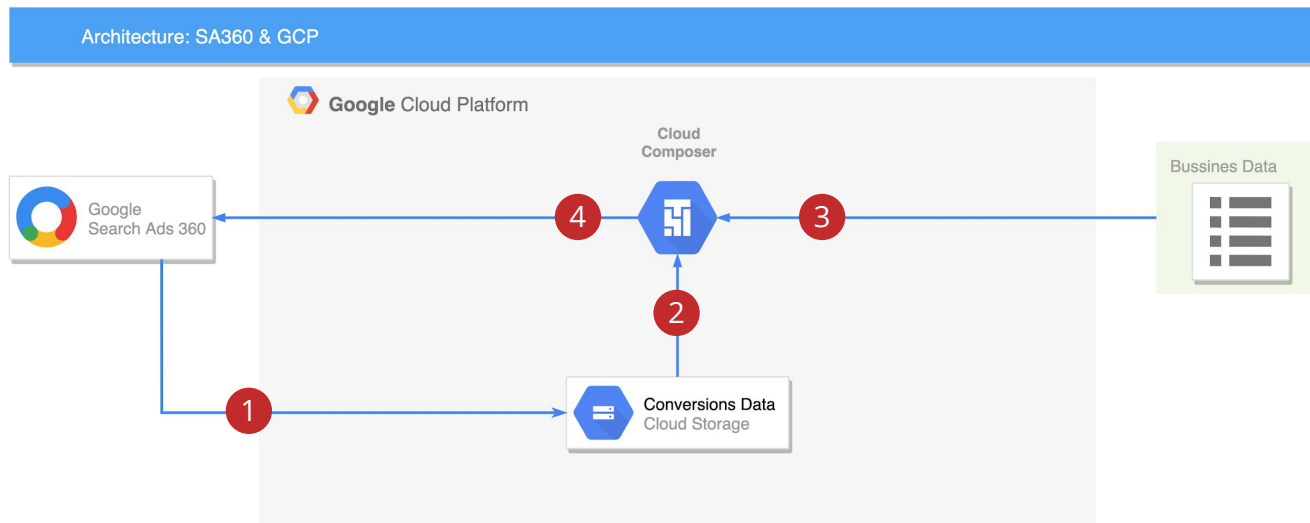


Bid management can be steered based on actual profit by taking other product data into account

Example: Bids are optimized based on profit



Architecture: SA360 & GCP



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