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English

Set up automated bids

To use the Automated Bidding strategy, add the maximum bids for each country you target with the campaign and the system will automatically optimize delivery against your max bids.

Use this strategy to control the maximum that you are willing to pay per install, knowing that the actual price will be somewhere between zero and the max bid. It's recommended best practice to set relatively high maximum bids even with small budgets. Automated Bidding dynamically discounts the actual bids to help you win impressions and meet your campaign goals.

Note: We recommend that you create a separate campaign for each tier of countries, or use country-level daily caps to optimize performance in countries with different price levels.

Countries Specify the countries you want to target with your campaign and set a max bid per country. The campaign will optimize for a maximum number of installs within your daily budget. By setting a max bid per country, our system tries to keep the average cost per install below that limit.	🔍 Search for a country		
	Cancel Save		
	Country	Country code	Max bid
	Brazil	BR	\$
	Venezuela	VE	\$

Automated Bidding requires a daily cap. We recommend that you use the following parameters:

Parameter	Minimum Value
Daily cap	\$50
Campaign budget	\$500

Parameter	Minimum Value
Campaign duration	One week



Note: CPM billing for Automated bidding is a beta release. Features and documentation might change between now and the next release.

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Documentation

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