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English

# Add retention bids

Use these instructions to manually add new bids to your retention campaign.

1. In your campaign settings, go to the **Countries & Bids** section and select **Add**.
2. In the **Add Countries & Bids** dialog, select the checkbox next to each country you want to target in your campaign.
3. In the **Base bid** column, enter the average cost per install amount you are willing to pay for users in each selected country.
4. In the **Max bid** column, enter the upper limit you are willing to pay for a user in each country, depending on their retention rate.
5. When you have chosen all the countries you want to target, select **Add bids**.

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