



English

Automated bid best practices

Automated bids and source bidding

You can add source bids to campaigns that use Automated Bidding. The Automated Bidding algorithm treats each source bid as a maximum bid, which means that the actual discounted bid can fluctuate between zero and the source bid amount.

Automated Bidding and bulk campaign management

You can create and manage campaigns with Automated Bidding by using the Unity Advertising Management API. For more information about the REST APIs that Unity provides and how to start using them, refer to the [Unity Advertising Management API](#) documentation.

You cannot use spreadsheets to create a new campaign that uses Automated Bidding, but you can export, import, and modify existing Automated Bidding campaigns using [bulk campaign management](#) with spreadsheets. Automated Bidding campaigns support the Bids and Source Bids .xlsx exports.

Note that when you use this process, you cannot edit some fields for these campaigns, or they might behave differently:

- You cannot change the campaign goal.
- Admin users cannot change the billing type.

- When duplicating a row for a campaign with Automated Bidding, the new campaign will have manual bidding instead.

Create separate campaigns for country groups

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
Campaign duration	One week

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