

Unity Documentation

Bids ■ Install bids ■ Automated bids for Install campaigns ■ Set up automated bids

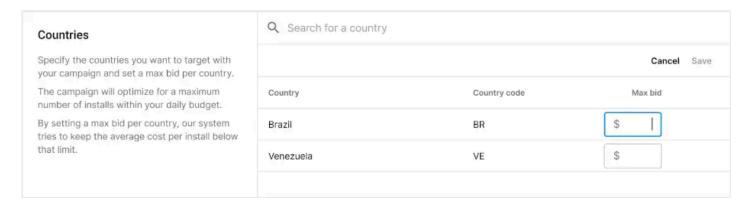
English

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.



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

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

8/9/24, 4:43 PM Set up automated bids

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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