



The Conversion Optimiser: Save time, maximise profit.

About Conversion Optimiser

The Conversion Optimiser is a free AdWords feature for managing cost-per-acquisition (CPA) bids. This feature enables you to set maximum CPA bids for your ad groups, helping you save time and make the most of your advertising spend. The Conversion Optimiser uses algorithms to predict, in real-time, which clicks are likely to be the most valuable. Based on these predictions, the Conversion Optimiser sets higher CPC bids for more valuable clicks and lower CPC bids for less valuable clicks. The predictions are based on your ad's conversion history, the site in the Google Network where your ad is eligible to appear, the user's location, the user's search query and other factors.

For more information, visit <http://www.google.co.uk/adwords/conversionoptimizer>

“Conversion Optimiser drove significant profits without the lengthy and frequently maddening process of manual optimisation.”

Patrick McKenzie
Founder and CEO,
Bingo Card Creator

What are the benefits of the Conversion Optimiser?



Automated Bidding Process

Set your maximum cost per conversion and the Conversion Optimiser will automatically adjust your cost-per-click bids for each auction. The Conversion Optimiser can manage your bids on both the search and content networks, allowing you to save time.



Increase ROI

The Conversion Optimiser uses different bids in every ad auction. This allows you to spend more money in situations where you're likely to get conversions and increase the return on your advertising investment.

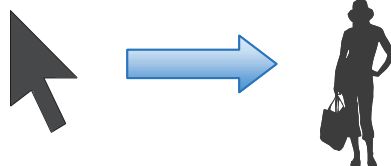


Free

Other bid management tools are expensive. Yet, as with all our AdWords Management Tools, the Conversion Optimiser is a feature that will help you maximise your success with the AdWords programme. As such, we provide it for free!

How the Conversion Optimiser works

Using the familiar AdWords interface, advertisers can set up the Conversion Optimiser in a matter of minutes.

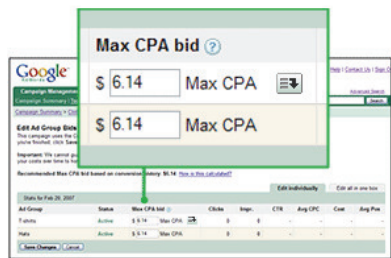


Step 1: Install conversion tracking

- Identify the clicks that are more valuable.
- Increase the efficiency of your ad spend.
- Easy setup by placing a small snippet of JavaScript on your confirmation page

Step 2: Set a maximum cost per acquisition

- Once you've successfully installed Conversion Tracking and have run it for several weeks, you are ready for the Conversion Optimiser (you must receive at least 50 conversions in 30 days).
- Enable the Conversion Optimiser in Campaign Settings, under bidding options.
- Specify your ad group maximum cost-per-acquisition bid.



Step 3: The Conversion Optimiser does the rest

- The Conversion Optimiser generates new effective CPC bids for each auction.
- The Conversion Optimiser will use the conversion data to make better bid decisions.

Keyword	Clicks	Conversions	Cost / Transactions	Cost / Conversion	Total Value	Sales	Leads	Sign-ups
Total and Overall Average	40,903	1,578	\$13.92	5,560	\$3,957,207.00	623,052.00	1,644,230.00	3,293,412.00
Total - content targeting	171	17	\$2.47	23	\$1.82	23.00	4	10
Total - search targeting	1,934	25	\$49.03	109	\$11.25	109.00	7	32
jean shoes	24	0	\$0.00	0	\$0.00	0.00	0	0
jeans shoes	23	0	\$0.00	0	\$0.00	0.00	0	0
jean men's shoes	22	0	\$0.00	0	\$0.00	0.00	0	0
jean men's shoes	3	0	\$0.00	0	\$0.00	0.00	0	0
jean men's shoes	28	0	\$0.00	0	\$0.00	0.00	0	0
jean men's shoes	1	0	\$0.00	0	\$0.00	0.00	0	0
jean men's shoes	11	1	\$8.49	7	\$1.21	7.00	1	1
jean men's shoes	132	1	\$95.89	3	\$31.96	3.00	0	0
jean men's shoes	29	1	\$21.63	1	\$21.63	1.00	0	0
jean men's shoes	47	0	\$0.00	0	\$0.00	0.00	0	0
jean men's shoes	0	0	\$0.00	0	\$0.00	0.00	0	0
jean men's shoes	1	0	\$0.00	0	\$0.00	0.00	0	0
jean men's shoes	95	0	\$0.00	0	\$0.00	0.00	0	0

About Google AdWords

Google AdWords is a performance-™ based advertising programme that enables businesses large and small to advertise on Google and its network of partner websites. Hundreds of thousands of businesses worldwide use AdWords for text, image and video ads priced on a cost-per-click (CPC) and cost-per- impression (CPM) basis. Built on an auction-based system, AdWords is a highly quantifiable and cost-effective way to reach potential customers. For more information, visit <https://adwords.google.co.uk>

Tips for success with the Conversion Optimiser:

Start with the recommended maximum CPA bid and adjust accordingly

- When you start using the Conversion Optimiser, it's best to start with the recommended bid to help ensure a smooth transition to your new bidding mode. The recommended maximum cost per acquisition (CPA) is the bid that we suggest in order to keep your costs stable when you change from manual bidding to the Conversion Optimiser.
- If you set your maximum CPA bid to the recommended amount, you will most likely see more conversions without much change to your costs. From this starting point, you can observe your performance and adjust your bid accordingly. If your average cost per acquisition is within an acceptable range, you can raise your maximum CPA bid to get more conversions.

Invest for the long term

- The likelihood of your actual cost per acquisition (CPA) exceeding the maximum CPA bid increases if you use the Conversion Optimiser for a short period of time only. The system is designed to adjust over the long term, with the goal of avoiding any conversion with a higher cost than your CPA bid.

Use the Conversion Optimiser on tightly themed campaigns

- Make sure that your campaign contains ads for related products and services and limit the number of ad groups in your campaign. Having fewer ad groups, each of which contains related ads, helps the Conversion Optimiser predict your conversion rate more accurately.

Try it out!

- If you choose to opt out of the Conversion Optimiser, your campaign will revert to the previous CPC bids that you were using. So, there's nothing to stop you from giving it a try!

“It's a great tool to increase return on investment.”

-HouseValues Director of Media, Charles Cole

To learn more about this success story and others, visit:
<http://www.google.com/adwords/conversionoptimizer/success>

An important note: Is the maximum CPA bid a guaranteed limit?

No. Your actual cost per acquisition (CPA) depends on factors outside Google's control so it's possible that your actual CPA may exceed your maximum CPA bid on the Conversion Optimiser campaigns.

The Conversion Optimiser uses historical conversion data to predict the likelihood that your ads will be converted. However, your actual conversion rate can be affected by changes to your website and ads or external factors such as increased competition. If your actual conversion rate turns out to be lower than the predicted conversion rate, your actual CPA may exceed your maximum CPA bid.

