

Google Conversion Optimiser (Beta)

Save time, maximise profit.

How does it work?

- Automatically adjusts your Adwords CPC bids toward your set max CPA bid for your AdGroup and manages your costs for you

Benefits for Marketers

- You automatically **save money** by showing your ads only when you're likely to get conversions
- **Save time** by no longer having to optimise your search and content campaigns manually
- **Free**- 3rd party bid management tools are expensive

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Campaign Summary > Clothing campaign > Edit Ad Group Bids

Edit Ad Group Bids

This campaign uses the Conversion Optimizer. You may now set your cost-per-acquisition (CPA) bids for each ad group. When you've finished, click **Save Changes**.

Important: We cannot guarantee that the actual average CPA always be less than your Max CPA bid, but AdWords will adjust your costs over time to honor this limit as closely as possible.

Recommended Max CPA bid based on conversion history: \$6.14 [How is this calculated?](#)

Stats for Feb 20, 2007 Edit individually Edit all in one box

Ad Group	Status	Max CPA bid ?	Clicks	Impr.	CTR	Avg CPC	Cost	Avg Pos
T-shirts	Active	\$ 6.14 Max CPA	0	0	-	-	-	-
Hats	Active	\$ 6.14 Max CPA	0	0	-	-	-	-

Save Changes Cancel