



# The Conversion Optimizer

## Maximize your advertising ROI

### About the Conversion Optimizer

The Conversion Optimizer is a free AdWords feature that can get you more conversions at a lower cost. You bid using either a Maximum CPA, the most you're willing to pay for each conversion, or a Target CPA, the average amount you'd like to pay per conversion. For each auction, the Conversion Optimizer analyzes a number of factors to predict the likelihood that your ad will convert. It then invests your budget in clicks that are most likely to convert, while avoiding clicks that are unlikely to convert.

#### An important note

Your actual CPA depends on factors outside of Google's control, so it may exceed the maximum CPA you specify.

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

### Overview

The Conversion Optimizer is a free AdWords automatic bid management feature that works to get you more conversions at a lower cost. With the Conversion Optimizer, you bid using either a Maximum CPA, the most you're willing to pay for each conversion, or a Target CPA, the average amount you'd like to pay per conversion.

Each time your ad is eligible to appear, the Conversion Optimizer analyzes your historical conversion data as well as a number of other factors to predict the likelihood that your ad will convert. Based on this calculation, the product then automatically finds the optimal equivalent cost-per-click (CPC) bid for your ad. This process ensures that you're focusing your spend on clicks that are likely to convert, while avoiding unprofitable clicks.



#### Increase your profits

On average, campaigns adopting the Conversion Optimizer achieve a 21% increase in conversions while decreasing their CPA by 14%.\*



#### Easy to use

Spend less time managing your bids.



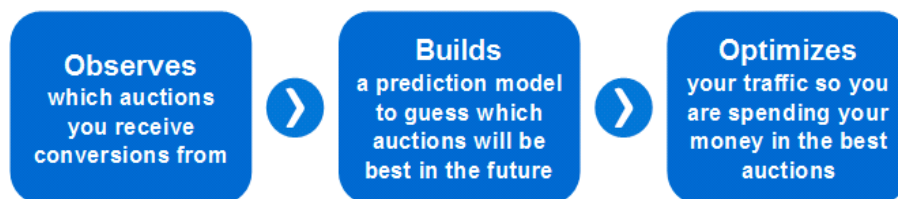
#### No additional charge

Access the Conversion Optimizer within your AdWords account. No extra fees or new interfaces to learn.

We've seen the campaigns we've used Conversion Optimizer on increase in ROI about 200%, the cost per acquisition go down about 40%, and our conversion percentage go from 0.5% to 2.0%."

Tad Dooling,  
Online Marketing Manager,  
CafePress

### How the Conversion Optimizer works



Each time your ad is eligible to appear, the Conversion Optimizer analyzes a number of factors to determine the likelihood that a click will result in a conversion. By doing so, the Conversion Optimizer can ensure that your ads are showing when they are more likely to get conversions. The result? Improved ROI and less time spent managing your bids. These factors include:

#### Search targeting

- Broad vs. exact match type
- Specific words present in the user's query
- Historical performance of ads on the site

#### Content targeting

- Current content on the site
- Match quality between the ad and site content
- Historical performance of ads on the site

#### User attributes

- User location
- Operating system
- Browser
- User's language setting
- Time of day

\*This analysis compares the performance of Conversion Optimizer campaigns over the course of a year with a control set of campaigns and represents the average impact of Conversion Optimizer. The actual impact will vary from campaign to campaign.

## About Google AdWords

Google AdWords is a performance-based advertising program 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 <http://adwords.google.com>

## Requirements for Using the Conversion Optimizer

- You must have AdWords Conversion Tracking enabled. For instructions, visit <http://adwords.google.com/support/aw/bin/answer.py?hl=en&answer=142348>
- Each campaign must have received at least 15 conversions in the last 30 days.
- The campaign must have been receiving conversions at a consistent rate for at least a few days.
- We recommend you run Conversion Tracking for at least two weeks before trying the Conversion Optimizer no matter what your volume of conversions is (more if you don't have a high volume of conversions).

## 10 Tips for Success with the Conversion Optimizer

1. **It's easy to try out.** If you choose to turn off the Conversion Optimizer, your campaign will revert to the previous CPC bids you were using.
2. Choose to **set either a Max CPA or Target CPA bid** based on which metric is more familiar to you.
3. **Start with the recommended CPA bid** and **modify your bids** often to find your "sweet spot."
4. Use the Conversion Optimizer with **existing campaigns**. The longer a campaign has used conversion tracking, the more data available to the Conversion Optimizer. We recommend running a new campaign for a few weeks before turning on the Conversion Optimizer.
5. Keep in mind that **changes in ad performance are natural**, and you may need to use the Conversion Optimizer for some time to get an accurate understanding of its effects on your campaign's performance.
6. **Don't make huge changes** to a campaign while running the Conversion Optimizer (example: deleting all ad groups and replacing with new ones).
7. **Do make small changes** to your campaign that fit your business needs (examples: adding/deleting keywords, changing your creative or landing page).
8. **Don't remove your conversion tracking code** from your website or move it to a different location while running the Conversion Optimizer.
9. **Raise your Max CPA or Target CPA bid if you want to increase traffic and conversions.** Lower your Max CPA or Target CPA bid if you want to lower your average CPA. Traffic will likely decrease.
10. **Compare your CPA and number of conversions** before and after using the Conversion Optimizer to measure the improvement.

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"Managing accounts with the addition of Conversion Optimizer is definitely more efficient. We spend less time manually managing bids at the keyword level. Conversion Optimizer does an exceptional job of helping us reach a target CPA. What's perhaps even more important, is its ability to provide instant feedback that helps us keep campaigns on track and ensures our clients that we're held accountable for meeting their marketing goals."

J.V. Salumbides, Director of Digital Accounts for IMS

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