

Bid Adjustments

Summary

This guide explains how to optimize campaign performance by adjusting bids based on traffic quality, conversion rates, and profitability.

Before You Begin

- Role: Advertiser
- Required information:
 - Active campaign with traffic data
 - At least 500-1000 impressions or several conversions
- Estimated time: 5 minutes

What is bid adjustment?

Bid adjustment is the process of increasing or decreasing your bid to maximize ROI and campaign performance.

Increasing bids may help you:

- Win more auctions
- Receive more traffic
- Scale profitable placements

Decreasing bids may help you:

- Reduce spending
- Improve ROI
- Eliminate unprofitable traffic

When should you adjust bids?

Recommended situations:

Increase bid when:

- ROI is positive
- Conversions are consistent
- Traffic volume is limited
- High-performing zones lose auctions

Decrease bid when:

- ROI is negative
- CPC is too high
- Traffic does not convert
- Cost exceeds revenue

Bid adjustment strategy

Conservative Optimization

ROI > 30%	Increase bid by 5-10%
ROI 0 - 30%	Keep current bid
ROI < 0%	Decrease bid by 5-10%

Aggressive Scaling

ROI > 50%	Increase bid by 15 - 25%
ROI 10 - 50%	Increase bid by 5 - 10%
ROI < 0%	Decrease bid by 10 - 20%

Optimization by Traffic Source

Zone / Placement Optimization

Increase bids for:

- Top converting zones
- High CTR placements
- Consistent profitable sources

Decrease bids for:

- High spend, no conversions
- Low-quality placements
- Sources with poor ROI

GEO Optimization

GEO	ROI	Action
US	45%	Increase bid
DE	28%	Keep
BR	-15%	Decrease bid

Device Optimization

Device	ROI	Action
Android	38%	Increase bid
iOS	12%	Keep
Desktop	-22%	Decrease bid

Best Practices

- Avoid large bid changes.
- Adjust bids gradually.
- Wait for sufficient data before making decisions.
- Review campaign performance daily.
- Combine bid adjustments with blacklists and whitelists.

Common Mistakes

- ❑ Increasing bids without enough data
- ❑ Optimizing after only a few clicks
- ❑ Ignoring ROI and focusing only on CTR
- ❑ Making multiple bid changes within a short period
- ❑ Scaling unprofitable traffic

Related

- [Statistics KPI](#)
- [Statistics Overview](#)

- Blacklist and Whitelist Targeting
 - Automatic Rules for Blacklisting
 - Micro-bidding Too
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