Choose the Right Autopilot Strategy

**Autopilot Bidding strategy:** **Optimal bid, No bid limit**

**Who sets the bid?**
Zemanta Autopilot

**When to use?**
Want to achieve the most optimal CPC/CPM possible, while ensuring the daily caps are fully spent. Want to automatically pace the budget evenly across campaign flight time.

**Benefits**
Hands-off approach; bidding very autonomous and reactive to market fluctuations in real-time. Daily budget automatically updated to ensure full spend. Budget shifted between ad groups to maximise KPI performance.

**Recommended objectives**
Cost per Action, Cost per Click, Engagement

**Considerations**
No control over ad group daily spend distribution and CPC cost.

**Autopilot Bidding strategy:** **Optimal bid, Max bid limit**

**Who sets the bid?**
Advertiser (max limit) / Zemanta Autopilot

**When to use?**
Want to achieve the most optimal CPC/CPM possible, while ensuring CPC/CPM doesn't rise above a certain threshold. Want to automatically pace the budget evenly across campaign flight time.

**Benefits**
Bidding very autonomous and reactive to market fluctuations in real-time. Daily budget automatically shifted between ad groups to maximise KPI performance. Ensures CPC/CPM cost stays within the allowed limit.

**Recommended objectives**
Cost per Action, Cost per Click, Engagement

**Considerations**
If max limit isn't high enough, daily budget might not be spent in full. Might miss out on better quality traffic by setting a bid cap.

**Autopilot Bidding strategy:** **Optimal bid, No bid limit**

**Who sets the bid?**
Zemanta Autopilot

**When to use?**
Want to fully control daily spend, but let Zemanta Autopilot optimise towards the most optimal CPC/CPM.

**Benefits**
Bidding very autonomous and reactive to market fluctuations in real-time.

**Recommended objectives**
Cost per Action, Cost per Click, Engagement

**Considerations**
No control over CPC cost. Might miss out on better quality traffic by setting a budget cap.

**Autopilot Bidding strategy:** **Optimal bid, Max bid limit**

**Who sets the bid?**
Advertiser (max limit) / Zemanta Autopilot

**When to use?**
Want to achieve the most optimal CPC/CPM possible, while ensuring CPC/CPM doesn't rise above a certain threshold.

**Benefits**
Bidding very autonomous and reactive to market fluctuations in real-time. Ensures CPC/CPM cost stays within the allowed limit.

**Recommended objectives**
Cost per Click, Engagement

**Considerations**
If max limit isn't high enough, daily budget might not be spent in full. Might miss out on better quality traffic by setting a bid and budget cap.

**Autopilot Bidding strategy:** **Target bid**

**Who sets the bid?**
Advertiser

**When to use?**
Want to pace the campaign budget evenly across campaign flight, while maintaining a consistent CPC/CPM cost.

**Benefits**
Cost predictability. Daily budget automatically shifted between ad groups to maximise KPI performance.

**Recommended objectives**
Cost per Click

**Considerations**
If the bid isn't high enough, daily budget might not be spent in full. Miss out on cheaper results by setting a specific bid.

**Autopilot Bidding strategy:** **Target bid**

**Who sets the bid?**
Advertiser

**When to use?**
Want to fully control daily spend while maintaining a consistent CPC/CPM cost.

**Benefits**
Cost predictability.

**Recommended objectives**
Cost per Click

**Considerations**
If the bid isn't high enough, daily budget might not be spent in full. Miss out on cheaper results by setting a specific bid and budget cap.