

Choose the Right Autopilot Strategy

Autopilot Bidding strategy:

**Optimal bid,
No bid limit**

Campaign Budget Optimization

ON

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**

Campaign Budget Optimization

ON

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 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**

Campaign Budget Optimization

OFF

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**

Campaign Budget Optimization

OFF

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

Campaign Budget Optimization

ON

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, Engagement

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

Campaign Budget Optimization

OFF

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.