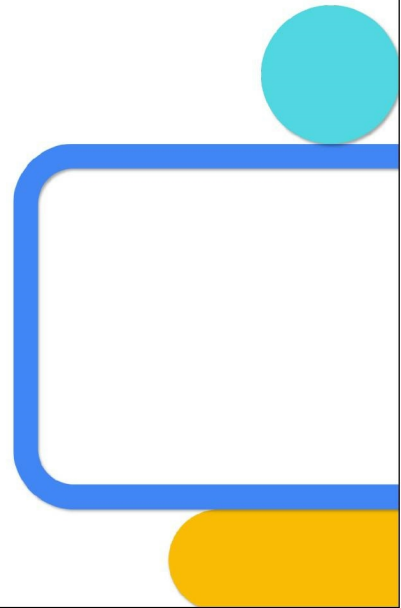# Unlock the power of auction-time bidding
in Search Ads 360

Hello and welcome:
Search Ads 360 Smart Bidding has been driving performance for advertisers for years through the intelligent optimization of bids and adjustments using Google's machine-learning technology.
Meanwhile, developments in auction-time bidding have opened the possibility of having a distinct bid set for every single query based on the rich set of unique signals available in Google Ads.
Today we are going to briefly talk to you about how Search Ads 360 is upgrading their Smart Bidding capabilities to utilize the power of auction-time technology for Google Ads to deliver better performance than ever before with a simple tick box!
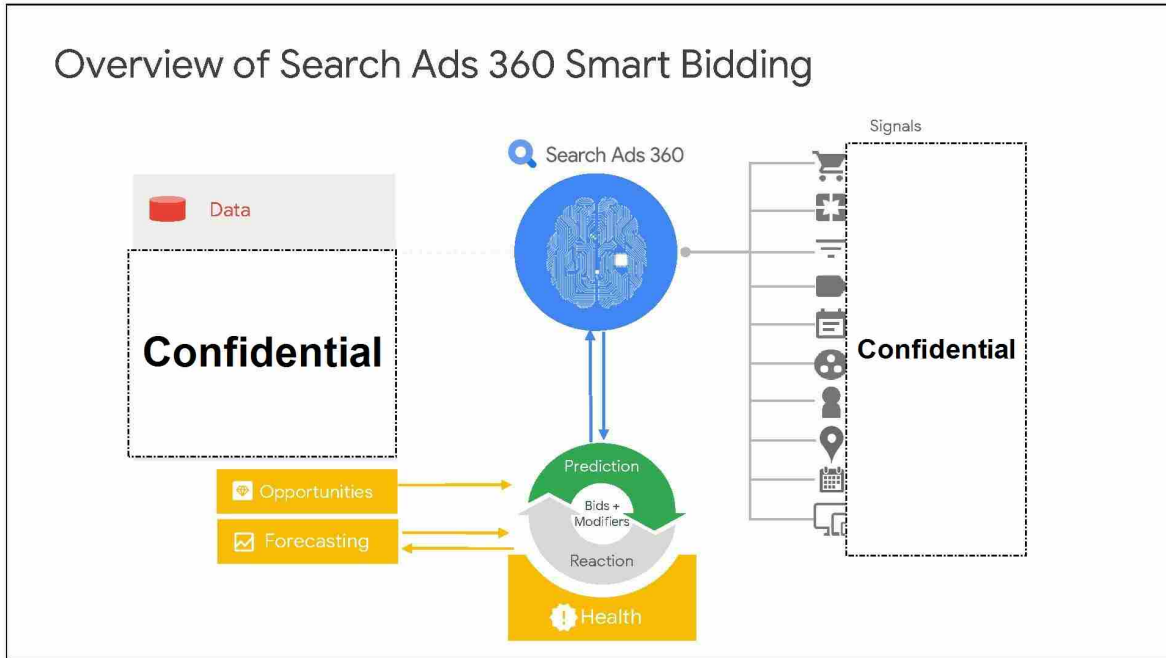
Through the use of ML we are able to factor in a huge number of signals and more accurately predict the performance of the entities in your account.
However, even with all this power, we are restricted to setting bids using keywords and bid adjustments.
This leads to an interesting limitation in how granular our bidding can be.

Adding Auction Time Signals
Unique and rich query level + proprietary signals

A rich set of unique
signals

- - - - - - - - - -

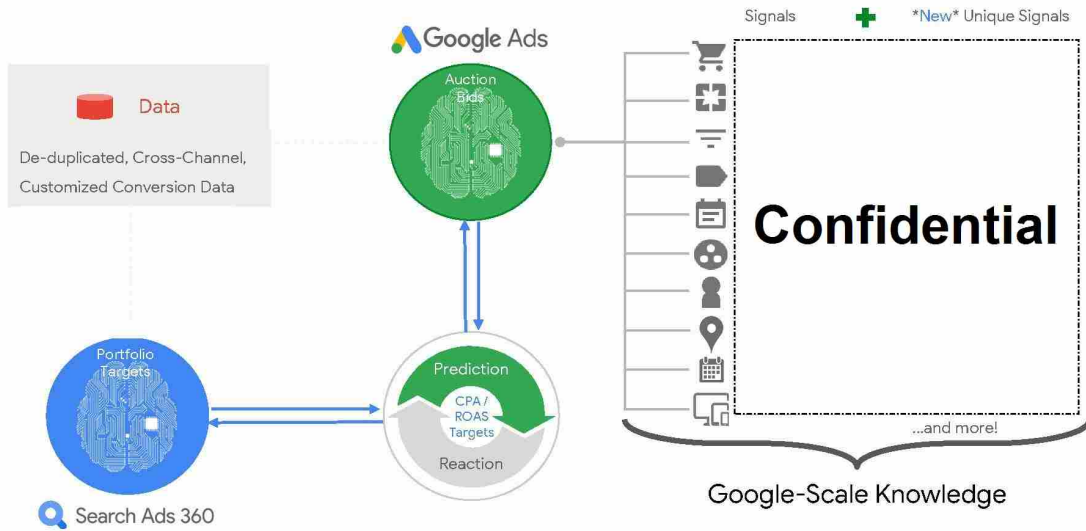A distinct bid for
every auction

Confidential

Confidential are broad signals that are key to making accurate bidding decisions, but within Google, there are many more signals that can influence the likelihood of an individual user converting.
By layering on more information about the Confidential
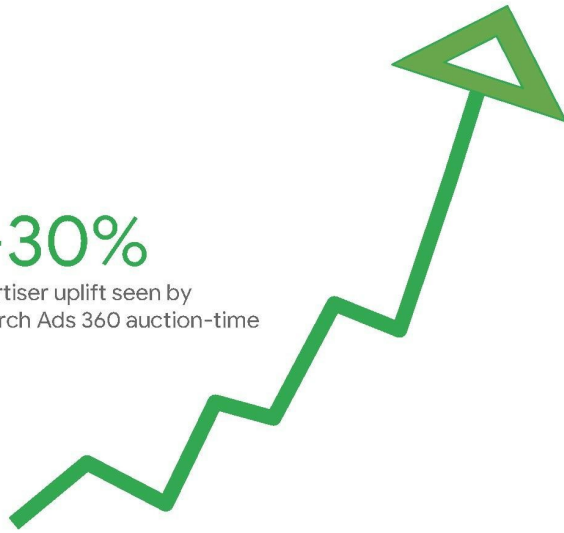
Confidential

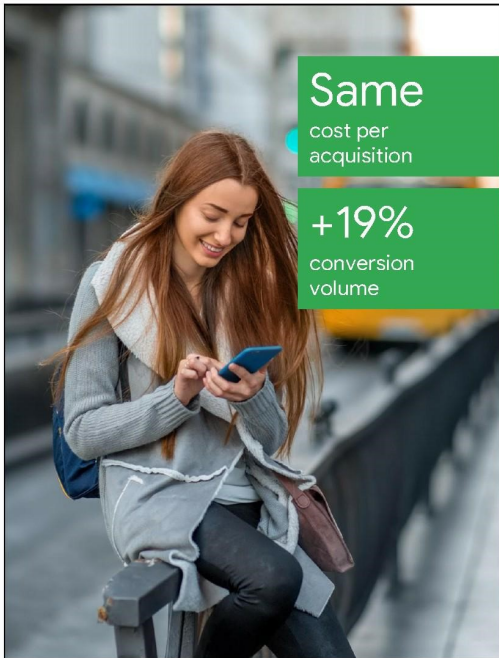Overview of Auction-Time Search Ads 360 Smart Bidding

+15-30%

Typical advertiser uplift seen by enabling Search Ads 360 auction-time bidding

*Based on extensive Draft & Experiment testing carried out on our beta testing customers

Marketing Release Forms:
Client: https://drive.google.com/file/d/1E45ZDsiXtpIeQ6FKjcii4y8kQ54hbTUy/view?usp=sharing
Performance Agency: https://drive.google.com/file/d/1xE1eQGSCgezZse0thzO15q84xzZ9vkMl/view?usp=sharing
Media Agency: https://drive.google.com/file/d/1LYyIu1XwClwMGL5WQRGE-qTCfGpOcKV0/view?usp=sharing