



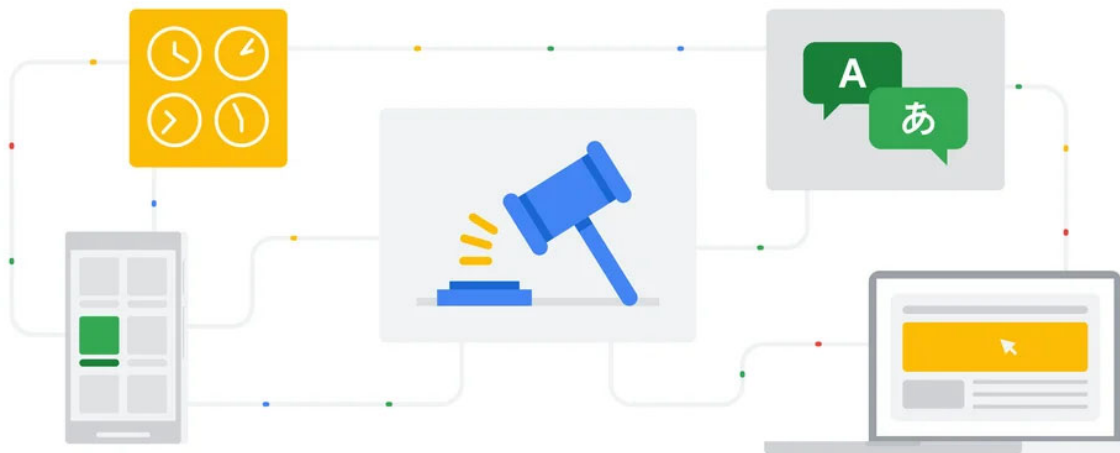
GOOGLE ADS

Google Ads auction-time bidding comes to Search Ads 360

Sep 18, 2019 · 2 min read

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[Smart Bidding](#) in Google Ads uses machine learning to set bids at auction-time by factoring in a wide range of signals that help predict performance. Now you can take advantage of Google Ads auction-time bidding in your Search Ads 360 bid strategy. By activating auction-time bidding you can enhance your performance when bidding on Google Search, while still maintaining your cross-channel bidding strategy powered by Search Ads 360. During beta testing hundreds of Search Ads 360 advertisers enabled Google Ads auction-time bidding and saw an average lift in conversions of fifteen to thirty percent at the same or better ROI.

Identify more opportunities with auction-time signals

EXHIBIT
PSX00909

Every day billions of people turn to Google to find answers. While people are often searching for the same things, their searches are unique thanks to their context. This includes their device, browser, language, location, time of day, and [other factors](#). Google Ads auction-time bidding automatically sets bids based on these signal combinations.

For Vodafone, factoring these signals into its bidding strategy was mission critical. Vodafone is one of the world's largest telecom companies with mobile operations in 25 countries. During the beta period, Vodafone enabled Google Ads auction-time bidding in Search Ads 360 to ensure the right bid was being set for each auction across every location in which they operate. Now the team plans to activate Google Ads auction-time bidding across their Search Ads 360 bid strategies.

“Auction-time bidding in Search Ads 360 has enabled us to leverage the full potential of Google’s Smart Bidding technology in combination with Search Ads 360 Floodlights. As a result we have been able to lower our cost-per-conversion by 15%.”

Samantha Mikula

Marketing Specialist, Vodafone

Reach more customers when they are ready to convert

Google Ads auction-time bidding anticipates when a conversion is likely by analyzing your account history, Floodlight conversions, and exclusive signal combinations. This unique approach improves Search Ads 360 bidding results by helping you reach more customers when they are ready to convert.

Head of Marketing, Jamima White, at Australian energy company AGL, discovered that Google Ads auction-time bidding helped drive results for her business in a competitive environment. With Google Ads auction-time bidding enabled, AGL saw conversion volume increase nineteen percent at the same cost per acquisition.

“With Search Ads 360 and Google Ads auction-time bidding we have been able to increase conversions by 19% while maintaining the same cost per acquisition efficiency.”

Jamima White

Head of Marketing, AGL

Give Smart Bidding time to learn and improve

Google Ads auction-time bidding performance improves over time with more data. When enabling auction-time bidding, plan for a [one-week window](#) where Google Ads Smart Bidding learns about your business and doesn't set auction-time bids. After the initial learning period, Google Ads will begin setting auction-time bids while continuously learning and adapting to changes in your performance.

How to enable Google Ads auction-time bidding functionality in Search Ads 360

Auction-time bidding in Search Ads 360 is generally available for Google Search campaigns, and launching in open beta for shopping campaigns. If you'd like your shopping campaigns in Google Ads added to the beta, reach out to your account representative.

To get started with Google Search campaigns navigate to an existing bid strategy. Then, under “Engine features”, check the box for “Auction-time bidding.”

Bid strategy

Goal
Conversions

2 Conversion Source

3 Campaigns

4 Target and Constraints

Bid strategy name
Auction Time Test

Currency
US\$

Select goal to optimize (KPI):

Conversions
Get the most actions while meeting a target CPA or monthly spend.

Keyword position
Keep keywords at a specific position.

Revenue
Get the highest revenue while meeting a target ERS, ROAS, or monthly spend.

Impression share
Target ad placement in search results.

Engine features
Enable engine bid strategies to work with this Search Ads 360 bid strategy to improve performance.

Auction-time bidding [Learn more.](#)

Enable Google Ads auction-time bidding with one click

To learn more about Google Ads auction-time bidding in Search Ads 360 visit the [Help Center](#), or contact your account representative.

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