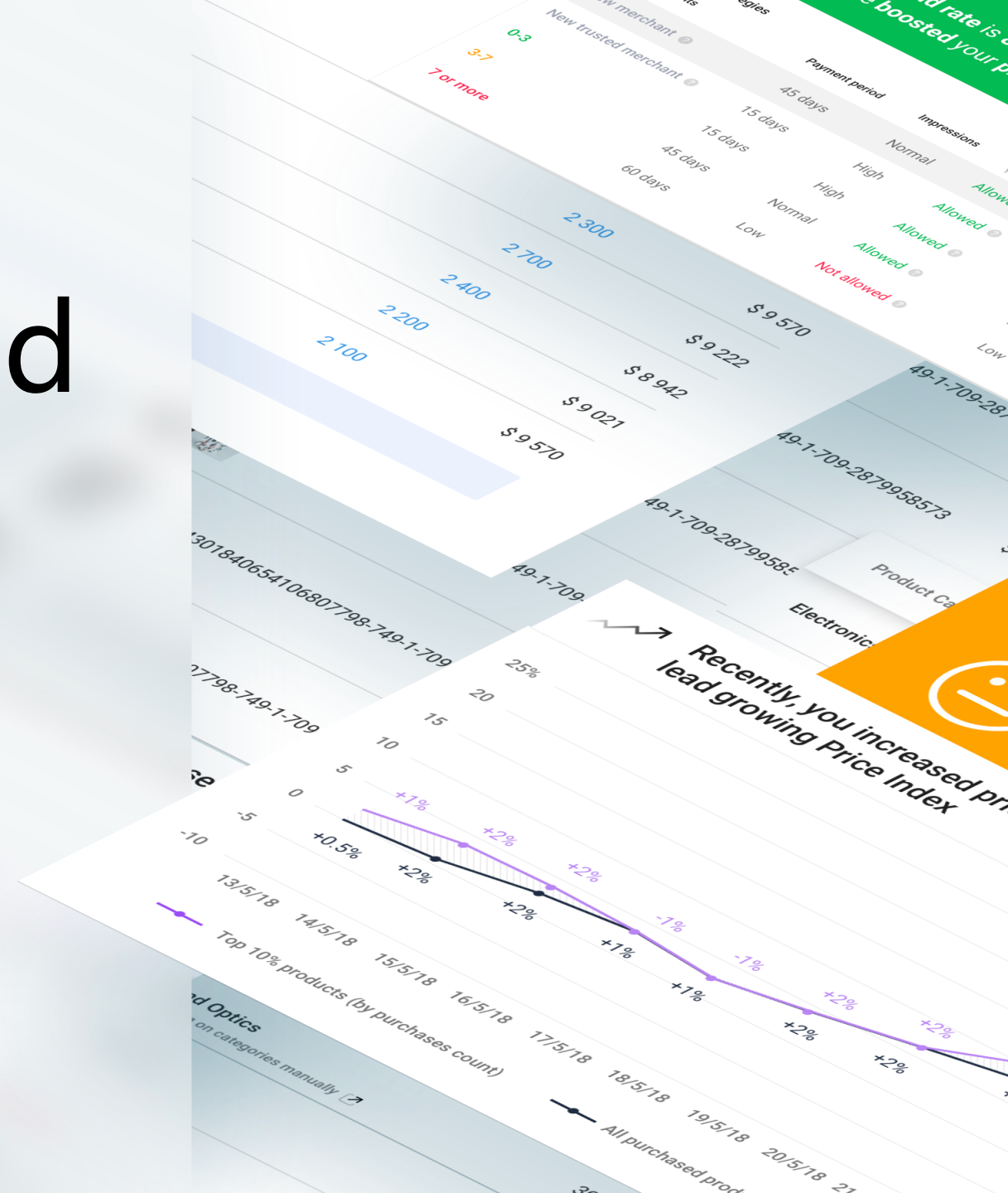


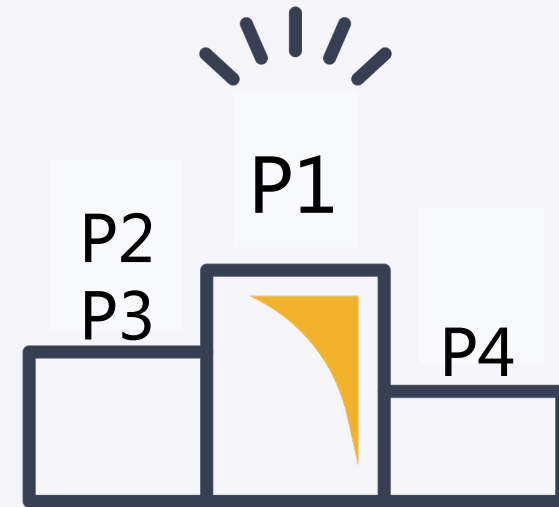
Joom Ads Autobid feature introduction



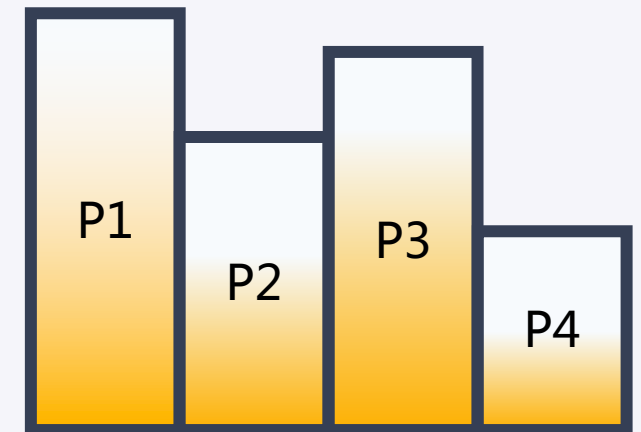
Example

Campaign A	
Product 1	Product 2
Budget: €50/Day	
Campaign B	
Product 3	Product 4
Budget: €100/Day	

Assume
Probability of
purchase of
each
product



In most cases,
System autobid
will be like this →



So...

In real life, Joom algorithm may set the following bids



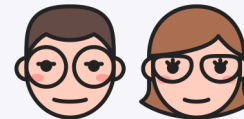
- P1 = €0.1
- P2 = €0.025
- P3 = €0.05
- P4 = €0.001

In real life, Joom algorithm may charge you with the following price

- P1 - €0.05
- P2 - Don't get impressions at all
- P3 - €0.025
- P4 - Don't get impressions at all



Attributes that may affect the autobid: **Campaign budget** and **probability of purchase**



Autobid vary with user
Manual bids remain constant



Popular products in a campaign may consume majority of the budget.

Q1: How do i influence the bids of each product in Autobid mode?

A: Merchants are not able to configure the bids for specific product in autobid mode, however, they may increase/reduce the budget of the campaign to attract more/less traffic.

 A kind reminder, under Autobid mode, the daily campaign budget is most likely to be fully spent.

Q2: How do i get charged if i add the same product to multiple CPM campaigns with autobid mode?

A: Only the product in the campaign with largest budget gets promoted.

Q3: Why do i need autobid feature when there is CPM already?

A: Autobid will target those users that are most likely to be converted and set high bids automatically to attract these users, while CPM bid remain constant for all users.

We notice that autobid feature lowers campaign ACOS by 1~2% on average. Lower ACOS means more effective advertising and greater profit for merchants!

Q4: Rule of thumb of Joom Ads

1. Try CPA(totally riskless) If it doesn't work 🙅
2. Try CPM(with Autobid) Risks are higher, but it gets you impressions. You can change the daily budget if the result is not satisfactory.
3. CPM(w/o Autobid) you get full control of bidding.