

PPC BidMax Version 5.1

User Guide Manual

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1 Overview

PPC BidMax is the ultimate Pay-Per-Click Bid Management tool that helps you manage your PPC accounts on ALL major "**Pay-Per-Click**" search engines. Use it to build your keyword list, manage your keywords, adgroups and campaigns, and keyword bids on all major "Pay-per-click" search engines such as Google AdWords, Yahoo ! Search Marketing, , MSN AdCenter, 7 Search, MIVA and more. It will notify you of your current bids, analyze your bidding history, fix bidding gaps and try to bid to a specified position automatically. It's integrated CPC ROI Builder** can also provide you, a real-time insight into the effectiveness of your paid search campaigns, optimize your PPC advertising budget and maximize your keywords. It is a must have Pay-Per-Click Bid Management tool for all web masters who place bids on "Pay-Per-Click" search engines.

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BidMax will save you thousands of dollars and hours every month and drive more traffic to your web site:

- · Save hundreds of hours per month to maintain and monitor your keyword bids.
- · Save on your bid cost by eliminating bid gaps and maintain your position automatically.
- Stay on top of your competitors 24 hours a day, 365 days a year by improving your position to the target positions automatically.
- Automatically monitor your keyword bids regularly
- Automatically maintain your desired position to get more traffic to your web site.
- · Save money by setting maximum bid parameters so you don't overpay for clicks.

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- · Fully automated and runs in the background while you are doing other work.
- . Offers you a detailed breakdown of your PPC advertising campaigns, including cost, revenue earned, cost per action and, most critically, the return on ad spent in real time.

Better Campaign Management

You can convert your campaigns from one engine to another, and create new campaigns on any of the search engines a lot easier with BidMax. The Program can create the same campaign with same adgroups and keywords on multiple search engines such as Google, Yahoo or MSN.*

Smarter Bidding Algorithm

BidMax will monitor your bids and will create a bidding history for each of your keywords. Program then will use this information to determine how much you should bid to be on a specific postion and recalculate your bids depending on your settings.*

Better Reporting

You can create keyword, AdGroup or Campaign reports using the program and send it through to anyone using buit in email report function. If you have many accounts under different engines, you can create batch reports for all the accounts and sent it to your clients with a few click of a mouse.*

*Feautres are available only for Google Yahoo! and MSN search engines.

See Also: Features Getting Started

2 Getting Started

If you are a new user of BidMax, we recommend you to read the entire Help file carefully before using the program.

Please follow the step-by-step instructions below to get started with BidMax :

1. **Start BidMax** by clicking the "Start" menu from the Task bar and choose "All Programs\PPC BidMax 5.0\" file item.

2. <u>Configuration</u>: Set up your internet connection and contact profile by clicking the "<u>File/Configuration</u>" menu item. If you are connected to the internet through a "Proxy Server", please enter your correct proxy server address and port number. Please also specify your SMTP mail server and your contact Profile settings which will be used to send Update reports.

3. <u>Create a new account</u>: On the main window, the program will open the "Create a new Account" by default you haven't setup any account in BidMax before.

4. <u>Keyword Setup</u>: Select a keyword and click the "<u>KW Property</u>" button on the toolbar to specify your settings for each keyword.

Tip:

a. You can select multiple keywords by holding down the "Ctrl" or "Shift" key.

b. You can change a settings for "Target Position", "Upper Limit", "Max Bid" and "Lower Limit" directly on the row by double clicking the cell.

c. You can change the order of each column by using the Drag and Drop header on each column. d. You can choose which column to display by going to "Keywords" menu and select "column setting".

e. You can convert your keywords matchtype very easily using our <u>Match Type Converter</u> function.

6. Update Bids: Once you setup your bidding configuration, simply click the "<u>Update</u>" button, sit back and the program will update your bids automatically based on your keyword settings.

7. **Generate Update Reports**: Click the "<u>Report</u>" button on the Toolbar to create your Keyword Reports. You can create keyword reports in HTML, TEXT or Excel file format.

See Also: Configuration Update

3 Introduction

3.1 What's new in the new version 5.1?

If you are an existing client of BidMax 5.0 or older, please read the information below when upgrading from previous version. Please skip this section if you are a new client.

- 1. We have improved our bidding algorithm for both position bidding and ROI bidding strategies, so that you can achieve your target position or ROI goals more effectively.
- 2. You can now view and show "Campaigns" and "AdGroup" statistics. This will allow you to quickly view the overall performance of your Campaign/AdGroup.
- 3. The "Keyword Column" is now customized so that you can specify which column you want displayed on your screen. You can maximize your screen estate to display the information that you want to see.
- 4. You can now easily identify your Keywords that belong to which Campaign or AdGroup you have running, it's so simple to navigate the Keyword list quickly and efficiently.
- 5. Customization goes a long way with our new customized column feature. Your "Report Column" can now be set up the way you want showing the data you want on your screen. This is a fantastic function so that you can see what's shown in your report.
- 6. Our "Keyword Category" features allow you to create customized categories to re-arrange your keywords to different groups for easy management.
- 7. The new and improved ROI Bidding Strategy has now been added to your column "ROI Bidding" under the "Keyword" tab. You can now see if the ROI bidding strategy has been enabled or not.
- 8. With our new "Traffic Estimator" you can evaluate your new keywords before adding them to your account.
- 9. We have now implemented geo-Targeting for Region/City. Changing the geo-Targeting has never

been faster and easier.

- 10. Implemented Content match update for AdGroups. Now you can update your AdGroups' directly from the program.
- 11. We have improved the campaign conversion function for converting campaigns between Google, Yahoo! And MSN, and now you can convert campaigns to existing accounts.
- 12. The Keyword Builder function has been improvement so that you can add new keywords to your account directly from the Keyword Builder.

13. Create new Ads from .CSV file. Now you can easily import your Ads from a CSV file for fast input. Plus so many more additional features

Advance features for For PPC Consultant or agency:

- Implemented Schedule Performance Report function to provide a performance report for each account automatically.
- Commission Margin Integration linked to the Performance Reports so that you can add a Commission margin to your client's report.
- A creative Client manager function for PPC agencies allows you to manage your clients more effectively.
- PPC agencies can now manage and monitor client payments, set client account status to Active, Suspend and Stop.

3.2 Features

Here is a summary of the powerful features of BidMax:

1. Easy to use and user friendly interface

2. Retrieve keywords/Adgroups and Campaigns from your search engine account automatically

- 3. Manage multiple accounts for different search engines
- 4. Built-in keyword builder to help you to generate more relevant keywords

5. "Keyword Converter" function lets you convert your keywords to "Broad", "Exact" or "Phrase" match.

- 6. Display your current bid and keyword data
- 7. Import your Google/Yahoo/MSN campaigns between accounts.
- 8. Create and send reports for all your accounts with a few clicks
- 9. Automatically update keyword bids and eliminate bid gaps
- 10. Automatically bid to a target position or the TOP 5 positions
- 11. Automatically send you the email report when your keyword bids have been updated
- 12. Create new Campaigns / Adgorups and keywords for your accounts.
- 13. Customized keyword, bids and ranking reports
- 14. Export keywords/campaign reports to Excel database
- 15. Auto Engine data file update to keep your engine data up-to-date
- 16. Analyze your clicks on an investment ratio
- 17. Quick link to the login page of your "Pay-Per-Click" search engines
- 18. Automated email reports
- 19. Schedule bid updates
- 20. Set account Offline or Online at a specific date and time

21. Offers you a detailed breakdown of your PPC advertising campaigns in real time, including

- cost, revenue cost, revenue earned, cost per action and the return on ad spend
- 22. Automatically calculate new bids for your keywords based on your ROI report and

ROAS/CPA settings

23. Create your PPC account by importing it from another Search Engine.

24. Manage your "Account" or "Campaigns" and "Ad Groups" seperately.

25. Schedule the Performance Reports sending for each account.

26. Customized "Report Column" for what column you want to display for the report

27. Margin integration to the Performance Reports

28. Keyword Category features allows you to create customized category to re-arrange your keywords

29. Keyword Match Type Converter

See Also:

Overview Getting Started

3.3 The user interface

BidMax is known for its neat and intuitive user interface. The heart of the program is the **tree panel workspace** through which you can navigate your accounts, keyword bidding information and competitor listing details in one screen.

1. Workspace Panels

Keyword Tab

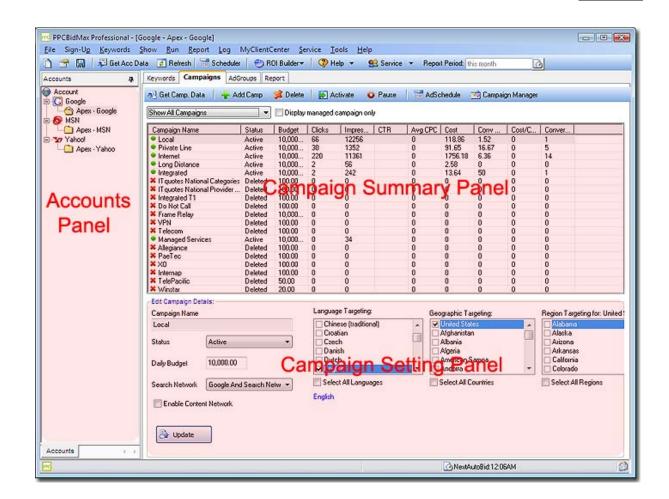
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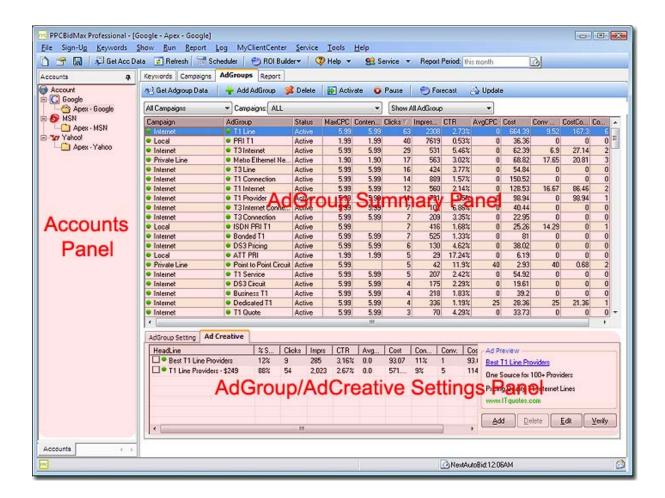
Accounts Panel - allows you to navigate or switch between different accounts or engines easily

Keywords Panel - allows you to view and edit your keyword bid information in one screen **Bid History Panel** - allows you to monitor the bid history for the selected keyword.

Campaign Tab



AdGroup Tab



Report Tab

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	leased line circu	Private Line	Leased Line Cr.	OIL 1	1004		0.00%	0.00			
	leased line net	Private Line	Leased Line Cir	6	1	0	0.0056	0.00			10-0
	leased line pricing	Private Line	Leased Line Cir	11	1.18	2	18.18%	2.71	1.355		1 3
	leased line t1	Private Line	T1 Leased Line	14	2.14	0	0.00%	0.00			1.1
	leased lines	Private Line	Leased Lines	39	1.62	2	5,13%	1.77	0.885		
	leased t1	Private Line	T1 Leased Line	2	3	0	0.00%	0.00			
	metro ethernet	Private Line	Metro Ethernet	448	2.38	10	2.23%	68.04	6.804	8	1
	metro ethernet	Private Line	Metro Ethernet	48	2	0	0.00%	0.00			
	metro ethernet	Private Line	Metro Ethernet	17	1.59	0	0.00%	0.00		8	1.000
	metro ethernet	Private Line	Metro Ethernet	34	2	0	0.00%	0.00			
	metro ethernet	Private Line	Metro Ethernet	33	1.82	Û	0.0056	0.00		1	1
	metro optical et	Private Line	Metro Ethernet	18	2.33	1	5.58%	7.12	7.12	2	
	point to point cir	Private Line	Point to Point Cir	23	1	1	4.35%	1.21	1.21	3	
	point to point cir	Private Line	Point to Point Cir	18	1	0	0.00%	0.00			
	point to point co	Private Line	Point to Point	41	1.46	0	0.00%			4	
	maint to exist an	Reliate Flag	Dalet to Dalet	40 107	1 1 1		0.059/	0.96	0.96	4	

2. Toolbar

	PPCBidMax Professional -	[Google - Apex - Google]				
Eile	Sign-Up Keywords	Show Run Report L	og MyClientCenter Serv	ice Iools Help		
0	Get Acc	Data 🛃 Refresh 📑 Sch	eduler 🕘 ROI Builder 🕶	Help 👻 💁 Service 👻	Report Period: this month	6
No	Keywords Campaigns	AdGroups Report	/			
Coun	🔊 Get KW Data 😁	iellings 🛛 🔂 Update 🛛 🐈 A	Add KW 🤰 Delete 🗗 A	activate 🧿 Pause 🕴 🕙 Estimate	📔 🍓 Report 👻 🛛 🎒 Match	h Type Converter
8	Campaign: ALL		AdGroup:	*	Show Active Keywords	★ All Categories ★

Create New Account- Starts the New Account WizardEdit Account Settings- Opens the account settings window for the selectedaccount- Loads your Campaigns / Adgorups and Keywords from theSearch engine. (This button will load all your PPC accountinformationinto PPC BidMax)- Comparison

Edit Scheduler Settings - Open the Scheduler Settings Window. **Get Keywords Data** for Selected Campaign(s) - This button will download the keywords that belong to the selected Campaing and Adgroup **Campaign Filter** - Lets you choose a campaign. Program will only show the Adgroup(s) and Keyword belong to campaign selected. **AdGroup Filter** - Lets you choose an Adgroup. Program will only show the keyword(s) belong to adgroup selected. **Keyword Filter** - Lets you filter the keyword display using the Keyword status (Optimized, Active, Inactive, Paused, etc.) **Category Filter** - Lets you filter the keywords display using the Category that you have created and assigned. Learn More

3.4 How Bid Max works

BidMax automates the process of bidding thus saves you time and money.

The bidding process is done in three steps;

1. Get your current bids from the PPC engine

This will get the current keywords and relevant information from the search engine server. If you have added or deleted keywords from your account, this operation will enable you to obtain the latest keyword information.

Note: With Version 5 this step is compulsory in the scheduler mode. Please see "<u>Account</u>" setting section for more information.

2. Re-calculate Keyword Bids

BidMax recalculates your new bids using its complex algorithm. Program checks your keywords history data and analyzes the bid gaps and recalculates the new bids in order to get/maintain your target position or ROI.

3. Update bids

In this step BidMax will update your new bids to the PPC account on the search engine, thus complete the cycle. The bids can be update in either manual mode or schedule mode.

Note: In the scheduler mode, all these will be carried out automatically.

See Also: <u>Configuration</u> <u>Retrieve Keywords from your account</u> <u>Update keyword bids automatically</u> <u>Keyword Property Setting</u>

3.5 About "Pay-Per-Click" search engines

A recent study has shown that the "Pay-Per-Click" search engines have become the most effective way to get your web site to the TOP position of all major search engines. Stronger players include

Google, Yahoo!, MSN, MIVA, 7search, etc.

All search engines have extensive partner relationships, so your ads will not only appear on the engine you have bid for but also at their partner sites.

If you are having problems getting your website listed at the top position of the major search engines, then placing your keyword bids on those "Pay-Per-Click" search engines is the most cost effective way to drive more targeted traffic to your web site.

See Also:

<u>Update</u>

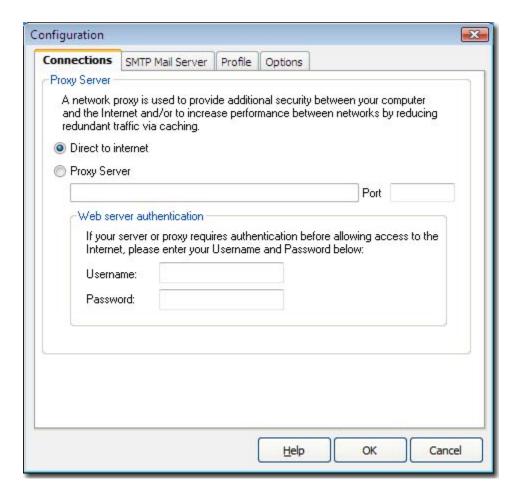
4 Basic Configuration

4.1 Configuration

You need to setup your internet connection type, SMTP mail server and user profile before using the program.

To start the configuration, click the "File" menu item and choose "Configuration".

1. Connections Setup



This allows you to setup how you want to connect to the internet. If you are connected using an Cable/ADSL connection, please select "Direct to internet".

If you are connected to the internet through a "Proxy Server", please choose "Proxy Server" option and enter your correct "Proxy Server" address and "Port" number. If you are not sure you are connected to internet through a "Proxy Server", please contact your ISP or Network Administrator.

By default, it is set to "Direct to internet".

2. SMTP Mail Server

Service Provide Outgoing Mail (743)		Test	SMTP server
mail.apexpacifi	ic.com		Port:	25

SMTP mail server: Please specify your SMTP mail server settings which will be used to send out reports automatically.

Tip: please click on the "Test SMTP server" to make sure you've setup your SMTP server correctly. Please contact your ISP or network administrator for your correct SMTP server details.

3. Profile Setup

Name:	Apex Pacific				
Company name:	Apex Pacific Pty Ltd				
Email:	sales@apexpacific.com				
Web site:	www.apexpacific.com				
_ogo Position					
Logo URL:	http://www.apexpacific.com/images/	/interface/logo.gif			
Position:	Top				
Position:	Top OBottom				

This information will be used when creating your reports. This information will be used as a default. However, PPC BidMax provides the user to Customize this information on the Account Level. <u>Learn how</u>.

4. Options Setup

Configuration	
Connections SMTP Mail Server Profile Options	
 Check for new Engine Data update every time you re-start th Hide program icon from task bar when minimized Number of keywords per page while update bids: Specify the time to download and send the scheduled reports: 	e program 100 00:00 ÷
Working folder where the data to be stored:	
C:\Program Files\Dynamic\PPC BidMax 5.0	🔄 Open
Useragent	
BidMaximizer 4.0	
Help	OK Cancel

Check for new Engine Data update every time you re-start the program: The default is off. You only need to update Engine Data once a month. If this option is enabled, the program will download engine data file every time it starts.

Number of keywords per page while update bids: The default is 100. Please use a number smaller than default, as higher number may cause problems with the search engine's backend server.

Specify the time to download and send the scheduled reports: You can specify the time to let the program retrieve your PPC campaign reports from PPC accounts.

Google API Token ID (Developer token): Enter your Google API token here, and then you can get started using Google API with the program.

Google Application Token ID: This is an option in the program you do not need to fill this field.

Please <u>click here</u> to find out more about Google API Token (also known as Google Developer token)

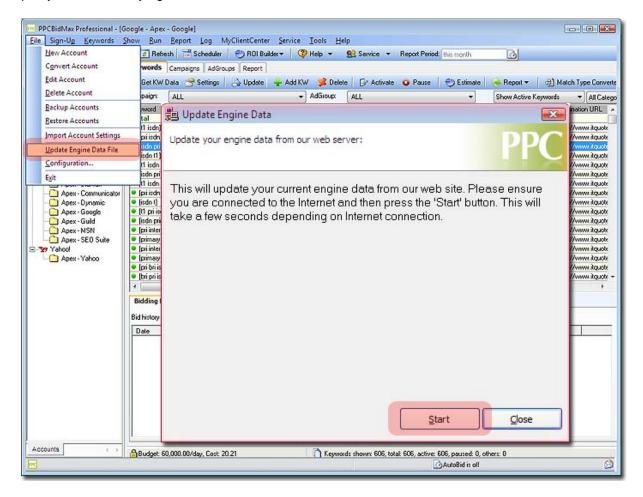
See Also: Overview Features Getting Started Update Engine Data File

4.2 Update Engine Data File

This feature allows you to download the latest set of engine data files from our web server to your PC. The process normally takes under one minute.

Please update the Engine Data file regularly about once per month to keep your engine data files up to date.

If you are having problems updating the engine data file, or are having problems connecting to our web server, please check your "Connections" setting on "File / Configuration" window and make sure you have entered the correct "Proxy Server" address/settings if you are connected to the internet through a proxy server, then try again.





Configuration

5 Working with BidMax

5.1 Creating a new account

An Account contains all of the information about your login details, keywords, URLs and bidding information. You must create an account before entering any keywords or URLs.

-	PPCBidMax Pro	fessional - [Google - Apex - Goog				
Eile	Sign-Up	Seywords Show Bun Bepo	rt Log MyClientCenter Service	Iools Help		
0	😁 🗔 🖂	Get Acc Data 3 Refresh	Scheduler 🕘 ROI Builder -	Help • Service • Report	Period this month	
R	Keywords	Campaigns AdGroups Report	/			
Coun	🔊 Get KW D	ata 😁 Settings 🛛 🔂 Update	🛉 Add KW 🔰 Delete 🛛 🗗 Activ	vate 🛛 🗿 Pause 🕴 🕙 Estimate 📔 🤜	Report - All Match Type Converter	
-	Campaign:	ALL	AdGroup:	-	how Active Keywords 🔹 💌 All Categories	

To Create a new Account: Click the "**Create New Account**" button from the toolbar (please refer to the screenshot above), the "Account Wizard" window will pop up. You can also create an "Account" by clicking the "File" menu item from the menu bar and choosing the "New Account" menu item.

Edit Account: Simply double click on an account name from the Account list box, or click the "File/Edit Account" menu item.

Delete Account: You can delete an account by clicking the "File/Delete Account" menu item.

When you click on "New Account" button you will be prompted with " with 3 options:

<u>1- Download my PPC data from the search engine to create it in BidMax.</u>
 <u>2- Convert / Import Campaign(s) from another PPC account.</u>
 <u>3- Create new campaign(s) on the Search Engine</u>

See Also: Add or Import Keywords Retrieve keywords from your account Update

5.1.1 Download my PPC data from the search engine to create it in Bid Max

If you choose this option, you will be downloading all your Keywords, Adgroups and Campaings from the search engine (your PPC account) into the BidMax. After getting the data, you can use the program to manage this account.

When you choose this option, you will go through create a new account wizard. Please follow the instructions if you need any help with the wizard.

Step 1- Selecting the Search Engine and entering the Account login Information:

On this step, you will be asked the following questions:

-Engine: This is the search engine you want to get your data from. If you want to manage Google Adwords, please choose Google as the engine from the drop down menu.

-BidMax Account name: This is the account name you want to "Label" your PPC account under BidMax. This option is for internal reference only and will not effect your PPC account.

-User Name: This is the username you use to log into the search engine to see your PPC Campaign. **

-Password: This is the password you use to log into the search engine to see your PPC Campaign.

After entering all the details please click **Next** to proceed to the nex step.

**For Google Adwords, you also need to choose if you are entering "My Client Center" login details or "Google Adwords" login details in the program.

If you choose My Client Center login details, then please click on "Get Client Emails" button and choose the email that corresponds to the account you want to manage. Please go to the following link to find out more information about Google account information:

Use the correct login Email and Password for Google adwords your account

-For Yahoo! Search Marketing, please go to the following link to find out more information about account information:

What is Account ID and Master Account ID and where can i find these when i am creating Yahoo! Sear ch Marketing Account under PPC Bix Max 5.0 or above?

Step 2- Select your Campaigns

BidMax will download all your campaigns associated with your account. Please choose the campaigns that you want to manage with the program by selecting the checkbox next to them

After you select the campaigns click Next to proceed to the next step

<u>Step 3- Enter your Default Maximum and Default minimum bid and your Target Position for</u> <u>your campaigns</u>

You can click on the fields next to your campaigns and change the Default Maximum , Default Minimum and Target position*** or you can enter the values on the bottom fields and click on "Apply" to change all of the values.

<u>Step 4- Please give some information about your PPC account you will manage with the program:</u>

On this step program will ask you some information about your PPC account so it can change its settings to optimum values.

-Please choose the amount of keywords you will be managing with BidMax program in this account. -Please choose how often you want to update your bids for your keywords. Then please click on "Next" button to proceed to the next step

Step 5- Revise your Account information and create the account

On this step, please check the information you have provided and if you want to change anything please click on "Previous" button to go back and change the information.

If everything looks ok, then click on "Finish" to create your new account under BidMax.

Once your click on Finish, program will download the campaigns, adgroups and keywords.

***Definitions:

Default Maximum Bid: The maximum amount you want to spend for a click. **Default Minimum Bid:** The minimum amount you want to spend for a click. There is a default minimum setting by the search engines. For example, minimum bid for MIVA is \$0.10; you cannot bid lower than default minimum bid.

BidMax program will recalculate your bids BETWEEN your Maximum bid and Minimum bid and will not change any higher or lower than these values.

5.1.2 Convert / Import Campaign(s) from another PPC account

This function allows you to create a new account using the information of another account created in BidMax.

To give an example, if you already have an account on Google Adwords, and you are managing this account through BidMax, then this program can convert this account into Yahoo! account and update it to the engine with a few mouse clicks.

Example: I have already created an account called "Apex SEO" on Bid Max under Google Engine and i would like to create the same account under Yahoo! engine. You could use this tool to create your Yahoo! campaign(s) using the information from the Apex SEO (Google) account.

When you chose **Convert / Import Campaign(s) from another PPC account** option and click on Next you will go through some steps to create your new account:

Step 1- Select Engine and Account:

On this step, please select the Engine and the Account where you want to import your information from.

Example: If we want to convert our Apex SEO account from Google engine, then select "Google" as the "From Engine" and "Apex SEO" as the "From Account".

We want to create our new campaign on Yahoo! so we should select "Yahoo!" as "To Engine"

Step 2- Please enter your "To Engine" account information. and click on Next

Example: If we want to convert our Google account "Apex SEO" to Yahoo! then we need to enter the details of our Yahoo! Search Marketing account on this step.

Step3- Select Campaigns and Change the Settings:

On this step, please select the Campaigns you want to convert and change their settings if desired.

You can also click on "New" button to create a new Campaign.

After you choose the campaigns and change their settings, please click on "Next" to proceed to next step

Example: If we only want to convert two of our Campaigns from Apex SEO, then please select these two only. If we want to change any preferences of the campaign, we can do so on this step.

Step 4- Select the AdGroups and Change Their Settings:

On this step, please go through your Campaigns from the drop down menu and select the adGroups that you want to convert to your new account.

You can also click on the AdGroup and change its settings and AdCreatives.

On this step, if you wish to create a new AdGroup, you can do so by clicking on "New Adgroup" button then enter the details of the adgroup into the program

After you choose the AdGroups and change their settings, please click on "Next" to proceed to the next step.

Example: From the two campaigns selected for Apex SEO, we can choose to get only one AdGroup per our campaigns. And also we can change the Max CPC of the AdGroup as we would not want to spend as much money on Yahoo! as Google.

Step5- Select/Add Keywords to be converted:

On this step you can go through your Campiagns/ Adgroups and select the keywords that you want to convert. If you want to add new keywords, then please choose the specific Campaign and Account and enter the keyword into the field on the bottom of the page as instructed and click on "Add" button.

On this step you can also change the MaxCPC of some of your keywords

After choosing the keywords, please click on Next to proceed to the next step.

Step 6- Enter New Account Details:

On this step you will enter the New account details that we will create under BidMax.

Account Name: Is the name we want to give to this account under BidMax. (will not update to Search Engine)

Default Maximum Bid: The maximum amount you want to spend for a click.

Default Minimum Bid: The minimum amount you want to spend for a click.

Default Target Position: Is the position that you want to be at on search results.

Default URL: Is the URL that you use for this PPC account.

Do not update Bids if the keyword does not have impression: Program will check the impression of the keywords and if there are no impressions, then it will not change the bid of the keyword if you select this option.

Increase CPC to engine's minimum bid to activate inactive keywords automatically: If you check this option, then program will increase your bids to the minimum allowed bid of the search engine if your keywords are below this limit.

Update Inactive Keywords: If you check this option, then program will update your keywords even if they are inactive on the engine.

Performance Report Setting: If you enter the email address and the subject, then you can send the reports with a click of a mouse through the program. Once you create the report, if you click

on "Email Report" then program will email the report created to the mail address you enter here with the subject line entered here.

Step 7- Review Your New Account Information and submit it to the search engine:

On this step, please check the information about your Campaigns, AdGroups and keywords and make sure there are no mistakes. If there are any problems, please go back and correct it.

If there are no problems, please click on "Submit" button and the program will create your new campaigns, adgroups and keywords on the search engine choosen.

After program creates the account, you can see it on the left accounts panel and choose it to manage it.

5.1.3 Create new campaign(s) on the Search Engine

If you select this option, then you can create new campaigns, adgoups and keywords on a selected Search Engine(s).

If you select this option and click on "Next" then program will take you through the wizard to create your new campaign(s):

Step 1- Select the Engines that you want to create the campaign on:

On this step, please select the search engines that you want to create your new campaign on. You can select multiple engines and program would create multiple campaigns on each engine.

After selecting the engine(s) please click on "Next" to proceed to the next step

Step 2- Account Login Details:

On this step, please go through all the Search Engines you have selected, and enter the login / Account details for each engine, then click "Next" to proceed to the next step.

Step 3- Campaign Settings:

On this step, please create the campaign(s) that you want to create on the search engine(s). After creating the campaign, please enter all the campaign settings under "Advanced Settings" tab.

After creating the campaign(s) please click on "Next" to proceed to the next step.

Step 4- AdGroup Settings:

On this step, please choose the campaign from the drop down menu on top, and create the adgroups under selected campaign.

After selecting the campaign please click on "New AdGroup" button and enter the name of this adgroup.

After the program creates the adgroup, please enter the adgroup details, and click on "AdGroup Creative" to create your creatives for this AdGroup. Please click on "New Creative" and enter the details for the adcreative.

Once you finish adding the AdGroup(s) and Adcrative(s), please click on "Next" to proceed to the next step.

Step 5- Keyword Settings:

On this step, please add the keywords to all "Campaing (s)/ Adgroup(s)"

You can enter the keywords one by one into the filed, or you can import them from a Text/CSV file.

After entering the keywords into the program, please click on "Add" button to add the keywords into the list. After adding the keywords into the list, please select the keywords (by holding down the shift key and selecting them) and enter the Max CPC and URL and click on Apply button, and click on "Next"

Step 6- Enter New Account Details:

On this step you will enter the New account details that we will create under BidMax.

Account Name: Is the name we want to give to this account under BidMax. (will not update to Search Engine)

Default Maximum Bid: The maximum amount you want to spend for a click.

Default Minimum Bid: The minimum amount you want to spend for a click.

Default Target Position: Is the position that you want to be at on search results.

Default URL: Is the URL that you use for this PPC account.

Do not update Bids if the keyword does not have impression: Program will check the impression of the keywords and if there are no impressions, then it will not change the bid of the keyword if you select this option.

Increase CPC to engine's minimum bid to activate inactive keywords automatically: If you check this option, then program will increase your bids to the minimum allowed bid of the search engine if your keywords are below this limit.

Update Inactive Keywords: If you check this option, then program will update your keywords even if they are inactive on the engine.

Performance Report Setting: If you enter the email address and the subject, then you can send the reports with a click of a mouse through the program. Once you create the report, if you click on "Email Report" then program will email the report created to the mail address you enter here with the subject line entered here.

Step 7- Review Your New Account Information and submit it to the search engine:

On this step, please check the information about your Campaigns, AdGroups and keywords and make sure there are no mistakes. If there are any problems, please go back and correct it.

If there are no problems, please click on "Submit" button and the program will create your new campaigns, adgroups and keywords on the search engine choosen.

After program creates the account, you can see it on the left accounts panel and choose it to manage it.

5.2 Retrieve Keywords from your account

		al - [Google - Apex - Google					
Eile	Sign-Up Keyword	is Show Run Report	Log MyClientCenter Service	e Iools <u>H</u> elp			
0	😁 🔚 🔂 Get A	cc Data 🛃 Refresh	Scheduler 🕘 ROI Builder -	Help • Service •	Report Period: this month	6	
R	Keywords Campaig	ns AdGroups Report	/				
Coun	🔊 Get KW Data 😁	Settings	🛉 Add KW 🥩 Delete 🛛 🕞 Ac	tivate 🧿 Pause 🕴 😁 Estimate	e 🛛 🍝 Report 👻 🛛 🎒 Mato	sh Type Converter	
6	Campaign: ALL	1	AdGroup:	7	Show Active Keywords	▼ All Categories	

After you have created your account, if the program did not download your keywords into the program, then you can download the keywords on 3 different level.

1- "Get Acc Data": when you click on this button, BidMax will download all the account details including Campaigns, AdGroups and keywords.

2- "Get KW Data": If you choose the "Campaign" and leave "AdGroup" as "ALL" and click on "Get KW Data", program will download all the keywords for the selected campaign.

3- "**Report**": You can generate a report for the keywords and their details shown on the screen. There are 3 formats you can generate the reports to, it's HTML, Excel (provided you have Microsoft Excel installed in your system) and text file.

Note: By Default when you create your account, program should download all your account information from search engine into the BidMax.

See Also:

Keyword Property Setting

5.3 Keyword Property Setting

The "Keyword Property" window allows you to specify an individual setting for each keyword.

To set a property for a keyword, simply select the keyword you want to set and click the "Setting" button from the toolbar, or just double click on the keyword you want to set.

Tips:

You can also set multiple keywords at the same time by holding down the "Ctrl" or "Shift" key when selecting the keywords and then clicking on the "Setting" button. You can choose to set individual setting separately.

1. Bid Limit setting

nge All Setting	s				
Limit Posit	tion Bidding Day Parting ROI Bidding Category				
pper Limit: \$	9.99 Lower Limit: \$ 0.55				
RL:					
rect PPCBidM	ig the search term. It then sets a new bid based on the rules you specify. For example, if you ax to attain position #1 up to an Upper Limit of \$1.05, and the current #1 listing is at \$1.00, et at \$1.01. Thus, the Upper Limit is \$1.05, but the Max Bid as far as the search engine				

Upper Limit (Maximum Bid): This is the maximum bid price you would like to spend for a keyword. By default, it will use the "Default maximum bid" value under the "Account" Profile settings if this value is not set.

Lower Limit (Minimum Bid): This is the minimum bid price you want to spend for a keyword. By default, it will use the "Default minimum bid" value under the "Account" Profile settings if this value is not set.

Note: The Lower Limit (Minimum Bid) value can not be less than the minimum amount requested by the search engine.

Program will recalculate your bids between Upper Limit and Lower Limit and will not go over or under these values.

2. Bid To Position setting

nge All Settings	▼	
Limit Position Biddir	g Day Parting ROI Bidding Category	
Oesired target position	n: 3 🔻	
If Target Position is	Unattainable:	
Stay in current	osition.	
Bid to Upper Li	it to attain highest position possible	
Bid to best value to:	e position (i.e: Largest gap) between:	
Best value position b	stween:	
Set New Bid to:	99	

Desired target position: This is the target position you want to bid.

If the target position can not be achieved due the amount required being higher than the upper limit, then there are the following options available.

Stay in current position: This does exactly what title says. The program will try to keep you in current position.

Bid to Upper Limit to attain highest position possible: In this scenario, the program will bid to your upper limit.

Bid to best value position between: Selecting this setting will allow the program to find the best valued position for you and bid on that position if it fails to bid to the specified target position. For example, if the Target bid is greater than your Upper Bid Limit, then the program will try to find the next available best value position for you and bid to that position. You need to specify the position range between the high bid and low bid. The high bid will be always lower than the "Target Bid".

Note: If you choose this option, then your bids might fluctuate between choosen positions untill program finds a good value/position balance.

Best value position between: This allows you to bid on the best value position in the position range

you select.

Stay in current position (eliminate bid gaps): This option allows you to maintain your current position but eliminate any bid gaps that may exist.

Set New Bid To: This allows you to set a new bid price for selected multiple keywords at once.

3. Day Parting (Scheduler)

	Settings						
id Limit	Position Bidd	ing Day Parl	ing ROI Biddir	ng Category]		
🔽 Au	to Bid						
V	Between	03:00 (H	h:mm) To 16:30	(hh:mm)			
		(24 hours time	e format. For exan	nple: 9:00 to 21:	00)		
	🔽 Monday	🔽 Tuesday	🔽 Wednesday	📝 Thursday	🔽 Friday	🔲 Saturday	🔲 Sunday

Auto Bid: Checking this box will enable the Auto Bid in schedule mode, otherwise, it will run in manual mode.

Between hh:mm to hh:mm: When you enable the "Update" in schedule mode, you can specify which time range you want to do the Update. For example, you may want to use the "Update" only during the business hours between 9:00 - 18:00

4. ROI Bidding

d Limit P	osition Bidding	Day Parting	ROI Bidding	Category			
ecomment clicks) or yo Note: 1. CPA bidd 2. To enabl and retrieve window. 3. Please bo	this feature shou ur report period f ling is enable by e ROAS bidding SiteStats Repor	Id be used for has been set I default as Ion which reques it automaticall s rule can ove	djust keyword bio r higher volume c to 'Last 7 days' or g as you have Go ts sales conversi y once per day' o erride the 'Upper l your daily spend.	lick keywords(w more. bogle Convertion on data, you ne ption under the	hich receivi n tracking er ed to check 'Account/Ai	ng a minimum nable. the 'Enable F utoBidding' se	i of 50 ROI Bidding et up
	ROI bidding stra						
() Use CPA Biddi	ing Strategy	0	Jse ROAS Bidd	ing Strategy		
	Target CPA	A: 12					
	Max CPC:	2					
			e is enable only if been checked u				indow

After getting ROI report from SiteStats, BidMax can help you to set new bid strategy based on the information in the ROI report and your ROAS/CPA target.

1). Select the keyword(s) you want to set ROAS/CPA Bid Strategy and click the "Property" button in toolbar. Activate the "BidStrategy" tab in "Keyword Property" window.

2). Select which strategy you want to use, ROAS or CPA.

If you select "Use ROAS Bid Strategy" option, the program will set new bid based on the "Sales" information in ROI report. If you choose the "Use CPA Bid Strategy" option, the new bid will be calculated based on number of "Clicks" in the report.

3). Enter your target ROAS or CPA value.

For example you enter \$4 for "Target ROAS or CPA", it means that for every \$1 that you spend, you wish to get \$4s back as revenue.

4). Enter the maximum price you want to spend for achieving your target. For example you set the price as \$2, the program will bid for your keyword never exceeding \$2. It works like an "Upper Limit" for a keyword. Note: a. To use ROAS/CPA Bid Strategy, you need to set the option "Retrieve SiteStats Report automatically once per day" in SiteStats Report Scheduler.

b. ROAS/CPA Bid Strategy may overwrite the "Upper Limit" you set in "Bid Limit".

c. We highly recommend you to use this feature only to the keywords with high traffic volume, such as those keywords receive more than 100 clicks in certain period.

5. Category

ange All Settings d Limit Position Bidding Day Parting ROI Bidding Category Category allows you to group keywords in category different from your AdGroup. Normally, y	• our keywords are
prouping by AdGroup with similar keywords. With category, you can group keywords in diffe allows you to manage your keywords more effectively. Category	erent ways which
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High Perf KWs (Conversion)	Edit
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ips: lick 'New' button to create new category. Then tick the Check box for the category you yould like your keywords to attach with.	
<u>H</u> elp Of	Cancel

The "category" allows you to create a "Customized" category and assign your keywords to the category you've created. You can filter the keywords based on the categories you've created.

Note: a. To use the Cost per Acquisition (CPA) bidding strategy: as long as the Google Conversion Tracking is enabled, then BidMax can use the Google conversion information for your CPA bidding.

b. To use the Return of Acquisition Spending (ROAS): with this method it does require a tracking system to tack your revenue, you can use Google Web Analytistic or Yahoo! Web Analytistic to do that. If you do have a 3rd party tracking system, then we can also provide you an API to merge the data to PPC BidMax 5.1.

c. ROAS/CPA Bid Strategy may overwrite the "Upper Limit" you set in "Bid Limit".

d. We highly recommend you to use this feature only to the keywords with high traffic volume, such as those keywords receive more than 100 clicks in certain period.

See Also:

Schedule Update What is ROI Builder? How to setup ROI Builder? Get SiteStats Report Setup SiteStats Report scheduler

5.4 How to choose your position setting?

Depending on how much you are willing to spend, you can choose to go for more aggressive bidding or more conservative bidding.

For best results try aiming for positions between 3 to 5, this will always produce more traffic.

You should also consider the usage of "Quota Units" the more frequently you update your bids the more "Quota units" will be used thus you might spend more money on purchasing "Quota units" (For Google AdWords only).

Also for the Yahoo! platform, depending on how many keywords you have in your account, Yahoo assigns "Quota Units" for your account, so if you update your keywords too frequently, you might exhaust your quota and would not be able to update your Yahoo account until next day.

See Also: Keyword Property Setting

5.5 Enter a new bid setting manually

In the "Keyword bidding panel" of the main interface, you can enter some bid settings manually for particular keywords.

1. Change your Target Position: click on the "Target" column and enter your desired position directly into the field.

2. Change your Upper Bid Limit: double click on the "Upper Limit" column and enter a new amount.

- 3. Change Lower Bid Limit: double click on the "Lower Limit" column and enter a new amount.
- 4. Change Max Bid bid: Double click on the "New Bid" column and enter your new bid amount.

5. Check or Uncheck the "Optimize" box to specify the keywords you want to optimize (Update).

Tips: you can set a new bid amount for multiple selected keywords through the "Keyword Property" window.

See Also: Update **Keyword Property Setting** The user interface

5.6 Updating the Keywords

Update is a powerful feature which allows you to update your keyword bids, automatically, by closing your bid gaps or automatically bidding your keyword to your target position.

There are two options for auto bidding

- Update Bids automatically
- Update Bids automatically at Scheduler mode

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Update your keyword bids:

-Click the "Update" button on the toolbar and the program will update your bids automatically based on the desired position you specified in the "KWProperty" window.

Update Bids automatically in Schedule mode:

You can also set up a scheduler to update your keywords in the background to a desired target position.

For more detailed instruction on how to set up the program to carry out bidding in schedule mode, please refer to

Schedule the Update

Tips and quick explanation on a few terms.

Setting(button): This allows you to specify a bid setting for individual keywords. For example, you can specify the Upper limit, Lower limit, Target Position, Best Value Position etc. This enables the program to bid to the target position you have specified, or the best position depending on the bid gaps between each position. Please click "Keyword Property" for more information.

By default, the program will eliminate the bid gaps as always.

Enter a bid amount manually

You can enter a bid amount for a specific keyword manually by Double-Clicking on the keyword and entering a new Bid.

See Also:

Keyword Property Setting Schedule Update

5.7 Schedule Auto Update

This allows you to perform the Update function automatically at a regular time basis. You can specify the duration in hours or Days on how frequently you want to perform the update function, and if configured the program will also send you a keyword report via email automatically when the update is completed.

Please follow the steps below:

1. Double click on your specific account from the "**Account**" list to open the "**Account**" profile window, then click the "Scheduler" tab and be sure that the "Enable Scheduler" box is checked, and specify the frequency that you want to run Update.

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1	Help Ok Cancel

2. If you would like the report to be sent to you once the update is complete, please check the "**Send keyword report by email when completed**" box. (**Note**: you also need to setup your SMTP mail server and email address under the File/Configuration window. Please see <u>Configuration</u> for details.)

3. You can also specify when you want to run the Update for each keyword through a time window. Select the keywords you want to set, and click the "Property" button to open the "Keyword Property" window, then click on the "Update" tab, specify the time and date you want to run the auto bid. This feature allows you to run auto bid at a specified period of time. For example, you may want to optimize your position to the top 3 positions from Monday to Friday during the working hour between 9:00 - 19:00.

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	🙆 AutoBid is off

See Also:

Update keyword bids automatically

5.8 Setup Performance Report Margin

Now you can easily apply a certain amount of Margin to the Performance Reports generated by PPC BidMax. This feature will save you hours and hours of time generating a Customized Performance Report to send to your Clients.

This setting applies to the specified account set up in PPC BidMax. Therefore each account in PPC BidMax can have their own independent setting.

To setup this feature on a particular account, please select the account on the Account browser on the left hand part of the PPC BidMax program.

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Go to "File" menu and select "Edit Account".

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Change the Tab to "Account Manager". Tick the box that says "Enable Management fee by ...". There are 2 options in regards with the management Fee.

the first is by "Fixed Amount". This amount will not be integrated into the Performance report and only used for your notes.

The second option, by "Ad Spending Margin" will be applied to the Performance report. The margin will be applied to the CPC (Cost per Click), therefore, this will affect the values derived from it, such as Cost (CPC * clicks), Cost/Conversion and Total.

You can set the margin by either a percentage or a fixed amount.

Example for Percentage margin: If you set the Ad Spending Margin by 10%, it means that if you have a keyword with a CPC of \$1, it will be marked up by 10% to \$1.10.

Example for Fixed amount margin: If you set the Ad Spending Margin by 0.1 (10 cents), it means that if you have a keyword with a CPC of \$1, it will marked up by 10 cents to \$1.10.

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5.9 Customize Performance Report Column

Now you can Customize the Column for the reports you'll generate and send. If you are not using the Google Conversion tracking, Keyword columns such as "Conv. Rate" and "Cost/Conv" is irrelevant there fore you can hide them. Or If you wish to hide other Columns for various reasons.

This setting applies to the specified account set up in PPC BidMax. Therefore each account in PPC BidMax can have their own independent setting.

To Access this feature, please go to the "Reports" tab on the Main working area and click on the "Report Settings".

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Under the "Report Settings", you can select the Columns you wish to display on your Performance Report.

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**reminder: this is an account level setting therefore each account can have a different settings.

5.10 Schedule Performance Report

This feature allows you to schedule your Performance Report. You can choose which report generated and sent periodically.

This feature is under the account level. Therefore every account under PPC BidMax can have a unique setting.

To access this feature, please follow the instructions below:

1. Please select the account you wish to setup using the account browser on the left hand part of the PPC BidMax program.

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2. Go to "File" menu and select "Edit Account".

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3. Change the Tab to "Reports". On the lower half of the windows, change the tab to "Scheduler" and setup the scheduler setting there.

note. if you haven't properly setup your SMTP information, the program will automatically open the SMTP configuration window. <u>Click here to learn more</u>.

PPCBidMax Professional - [Google - A	ipex - Google)	
Eile Sign-Up Keywords Show R	un <u>R</u> eport Log MyClientCenter <u>S</u> ervice <u>T</u> ools <u>H</u> elp	
New Account	Refresh 📑 Scheduler 😁 RDI Builder 🗸 🥨 Help 🔻 😫 Service 🔻 Report Period: Unit month 🛛 🙆 👘	
Convert Account	Report	1
Edit Account	🔓 Update 🛛 🚽 Add KW 🔰 Delete 🛛 🚱 Activate 🧧 Pause 🛛 😁 Estimate 🛛 😽 Report 🔻 🛛 🖽 Match Type Converter	
Delete Account	→ AdGroup: ALL	ы т
Backup Accounts Bestore Accounts	Account - Google	Destination URL
Import Account Settings		http://www.itguoles.co http://www.itguoles.co
Update Engine Data File Configuration Egit Loc Egit Loc Loc Loc Loc Loc Loc Loc Loc	This setting will be used for the Performane Report feature, which allows you to send performance report by email to your specified email address below. Send to: support@apexpacilic.com	Hitp://www.itguoles.co http://www.itguoles.co http://www.itguoles.co http://www.itguoles.co http://www.itguoles.co http://www.itguoles.co http://www.itguoles.co
isdn 1) Loc [11 pri isdn] Loc [11 pri isdn] Loc [pri interface] Loc [pri interface] Loc [primary rate isdn] Loc [primary rate isdn] Loc	Subject: Performance Report	http://www.iquotes.co http://www.iquotes.co http://www.iquotes.co http://www.iquotes.co http://www.iquotes.co
[primaty rate interface] Loc [pri bri isdn] Loc [bri pri isdn] Loc (d)	Customize Report Setting Scheduler	Http://www.itguoles.co Http://www.itguoles.co Http://www.itguoles.co +
Bidding History Traffic Estimate Bid history for: Last 7 days	Enable Scheduled Report Report Type: Keyword Report Aggregation Type: Summary AdWords Type: ALL AdWords Type: ALL Report Intervat Weekly Last scheduled report run : Start from: 4 /09/2009 4 /09/2009	
	Help Ok Cancel	
Budget 60,000.00/day, Cost 20.21	Keywords shown: 606, total: 606, active: 606, paused: 0, others: 0	Ø

5.11 Email Keyword Update Reports

1. Set up SMTP mail server

Connections	SMTP Mai	Server	Profile	Opti	ons				
Proxy Server	8								3
A network pro and the Intern redundant tra	net and/o affic via ca	to increa							
Oirect to int	ernet								
Proxy Serve	er								_
						P	ort		
-Web serv	er authen	ication -							3
Internet, Usernar Passwo	, please er ne:	oxy requi	Usernam	e and l	Password	below:		ess to the	
									1

- Go to the area where illustrated above via "File/Configuration" after you have started the BidMax.
- Enter your SMTP Mail Server settings provided by your internet service provider.
- Enter your login and password if your server requires authentication. Not all SMTP servers require login and password, so be sure to check with the people in charge of this issue first.

2. Customize your Default Profile for your Keyword Reports. This profile will be used if you haven't set your <u>Account level Report Profile</u>.

User Details					Ŷ		
Name:	Apex Pacific						
Company name:	Apex Pa	Apex Pacific Pty Ltd					
Email:	sales@apexpacific.com						
Web site:	www.apexpacific.com						
Logo Position					1		
Logo URL:	http://ww	ww.apexp	oacific.com/imag	ges/interface/logo.gif			
Position:	Top		🔘 Bottom				

In "Profile" tab, enter your details to customize the keyword report, including your name, company name, email address and website.

You can also add your company logo into the report. Just copy the URL of the logo image into "Logo URL" box and chose its position by "Top" or "Bottom".

Note: For Enterprise version, you can specify a customized email address for each account. See section 3. For other versions, the email address set in "Profile" tab will also be used as receiver email address.

3. Check the "Send Keyword report by email when complete" box under the "<u>Account/Scheduler</u>" setting window:

"Email Report Format": This option lets you choose the format of your report, HTML or Text.

"Email Address": This option is available for Enterprise edition users only. It allows you to specify a customize email address for each account.

PPCBidMax Professional - [Goo	ogle - Apex - Google) www. Run Report Log MyClientCenter Service Tools <u>H</u> elp	
New Account	🛃 Refresh 🔤 Scheduler 🚽 🕐 ROI Builder 🔻 🥨 Help 👻 Service 👻 Report Period: (his month 🕢	-
Convert Account	ups Report	
Edit Account	💫 Update 🝦 Add KW 🧏 Delete 🔗 Activate 🧿 Pause 😁 Estimate 👒 Report 👻 🖽 Match Type Converter	
Delete Account		a
Backup Accounts	ampaign Ad Group Opt., Ma., Cur., Click Impr CTR Av., Cost Av., Corv. Corv. Cos. Tar., RO., Up., Ne., Destination	
Bestore Accounts		
Import Account Settings	Level	w.itquoles.co
Update Engine Data File		w.itquates.co
Configuration		w.itquates.co
	total fate all an and taken a fate all all and the second se	wilquotes.co wilquotes.co
Exit		w.itquotes.co
		w.itquoles.co
		w.itquoles.co w.itquoles.co
 [i) prinson[[isdn primary rate interface] 		wilduotes.co
	I lood	wilquotes co
[primary rate isdn]	Local Run every: 24 hour hour hour	w.itquotes.co
		w.itquoles.co
	Local pelformance	w.itquoles.co
	2. If you want to run the schedule bidding more frequently less than 24 hours, please set	w.itquates.co w.itquates.co +
< [bit pri son]	"Report Period" to "Today" (*** Not available for Yahoo! Search Marketing)	Autooles.co +
Bidding History Traffic Es		
	Somate V Send bidding report by email when completed Email Set Up	
Bid history for: last 7 days		
Date Time	Email Report Format: HTML Text	
	Please specify an email address that you would to receive the email report from:	1.0
	Email Address: sales@apexpacific.com	
0	Help Ok Cancel	
Budget 60,000.00/day, Cost		0
	🕜 AutoBid is off	۵

5.12 What is ROI Builder?

SiteStats ROI Builder is an optional feature that comes with BidMax. It helps you to optimize your PPC advertising budget, maximize your keywords based on your target CPA or ROAS.

SiteStats ROI Builder is an integrated CPC Live Cost Analysis system that provides you with real-time insight into the effectiveness of your paid search (PPC) campaigns. This feature pulls together with price information from the leading PPC search engines (Google, Yahoo!, MSN Adcenter, MIVA, etc) with the revenue earned on your website, to measure the profitability of each PPC keyword.

As an advertiser, you may wish to measure the profitability of your online advertising campaigns. This task becomes complicated with PPC campaigns, where prices are set dynamically. CPC Live Cost Analysis solves this problem by gathering and consolidating pricing data from the major PPC search engines, in real time.

*Dynamic SiteStats is a seperate service of Apex Pacific

See also: How to setup ROI Builder? <u>Create tracking URL in ROI Builder</u> Get SiteStats Report Setup SiteStats Report scheduler ROAS/CPA Bid Strategy

5.13 How to setup ROI Builder?

Note: You must have a SiteStats account and have created campaigns in your account before using ROI Builder.

1. Select an account in the "Account Panel" and click the keyword(s) for which you want to track its performance.

2. Click the "ROI Builder Setup" item from the drop-down menu of "ROI Builder" button in the toolbar.



3. If you are new to SiteStats, just click the "Sign Up" button illustrated below to go to the account setup page of SiteStats.

	s ROI Builder
	ROI Builder is an integrated CPC Live Cost Analysis system that provides it into the effectiveness of your paid search(PPC) campaigns.
website, to measur you a detailed brea	ogether dynamic price information with the revenue earned on your e the profitability of each PPC keyword. CPC Live Cost Analysis can offer akdown of your PPC campaigns, including cost, sales revenue, cost per le return on ad spend(RDAS).
It helps you to opti your target CPA or	mize your PPC advertising budget, maximize your keyword bids based on
	NDAS.
Click he	re to get more information about DynamicSiteStats ROI Builder
create a PPC tracki	account on DynamicSiteStats, please click the Sign Up button below to no campaign with DynamicSiteStats : In Up
create a PPC track	ing campaign with DynamicSiteStats :
create a PPC track	ing campaign with DynamicSiteStats : in Up an account on DynamicSiteStats, please enter your user ID and password
create a PPC track Sig If you already have then click on the N	ing campaign with DynamicSiteStats : in Up an account on DynamicSiteStats, please enter your user ID and password
If you already have then click on the 'N User ID:	ing campaign with DynamicSiteStats : in Up an account on DynamicSiteStats, please enter your user ID and password

After registration, you may start creating campaigns in SiteStats to track your CPC search engine advertisements. Regarding how to sign up for SiteStats and create new campaigns, please refer to <u>Dyanmic SiteStats web site</u> for more detailed help.

4. If you are an existing user for SiteStats, enter your User ID and Password, then click "Next" button to go to next stage. This step will download the projects and campaigns statistics from your SiteStats

account.

)ynamicSiteStat	s ROI Builder 🛛 🛛 🔀
	ROI Builder is an integrated CPC Live Cost Analysis system that provides it into the effectiveness of your paid search(PPC) campaigns.
website, to measur you a detailed brea	ogether dynamic price information with the revenue earned on your e the profitability of each PPC keyword. CPC Live Cost Analysis can offer akdown of your PPC campaigns, including cost, sales revenue, cost per le return on ad spend(RDAS).
It helps you to opti your target CPA or	mize your PPC advertising budget, maximize your keyword bids based on RDAS.
Click be	re to get more information about DynamicSiteStats ROI Builder
create a PPC tracki	account on DynamicSiteStats, please click the Sign Up button below to ing campaign with DynamicSiteStats : in Up an account on DynamicSiteStats, please enter your user ID and password, ext' button to set up your tracking URL:
User ID:	UserID
Password:	******
	< Back Next > Cancel

5. Click the drop-down list button to select a project. Then all the campaigns under this project will be displayed in window below it.

		and a shine and a shine and a	
	campaigns you want to u		Refresh
Campaign ID	Campaign Name	Tracking String	[nellesh]
1	Adwords - DBM	campaign=google_PP	
43	Adwords - DBM (A	campaign=google_DBMAL	
28	Adwords - DEV	campaign=google_dev	
26	Adwords - DLP	campaign=google_dlp	
2	Adwords - DMC	campaign=google_email	
42	Adwords - DMC (A	campaign=google_DMCAL	
29	Adwords - DPS	campaign=google_dps	
	Adwords - DS	campaign=google_web	
41	Adwords - DS (AU)	campaign=google_DSAU	
D 27	Adwords - DSS	campaign=google_dss	
П 25	Adwords - DWB	campaign=google_dwr	
H 40	Adwords - Receller	carronairon-resteller	
<		>	

6. Select the campaigns you want to use for the selected keyword(s) or account by ticking the little box before campaign ID.

7. You can create or edit tracking URL for the selected keyword(s) by clicking the "Create Tracking URL" button.

campaign in DynamicSiteS	e the tracking string for your destination UF itats, please select a campaign you want to acking strings for your URL.	
Can also enter additionar th	acking saings for your one.	
Select campaign:	Apex_Demo	~
Campaign tracking string:	campaign=google_DBMAU	
You can add more tracking :	strings here (one per line, for example: kw=	<keyword> or id=235):</keyword>
anna sian - annala - DD		
campaign=google_PP		1
campaing=reseller		<u></u>
campaing=reseller	ord>', <keyword> will be replaced with your</keyword>	r actual keyword.
campaing=reseller	ord>', <keyword> will be replaced with your</keyword>	r actual keyword.
campaing=reseller Tips: When use 'kw= <keywo O Enter a base URL:</keywo 	ord>', <keyword> will be replaced with you</keyword>	r actual keyword.
campaing=reseller Tips: When use 'kw= <keywo< td=""><td></td><td>r actual keyword.</td></keywo<>		r actual keyword.
campaing=reseller Tips: When use 'kw= <keywo O Enter a base URL: O Use exist base URL</keywo 		r actual keyword.
campaing=reseller Tips: When use 'kw= <keywo O Enter a base URL: O Use exist base URL</keywo 	unt	r actual keyword.

This will allow you to create the tracking string for your destination URL. You can add more tracking strings for the destination URL. You can choose to either enter a new base URL or use an existing one. You can also apply this tracking URL to all keywords in the account by checking the box "For all keywords in account".

8. When you finish, click the "OK" button to logout of the SiteStats server.

9. After setting up the ROI Builder, you may find that the "Destination URL" of the selected keyword(s) has been changed accordingly.

Keyword Pi	roperty		×
Change All S	ettings		~
Bid Limit	Position Setting	AutoBid Advance ROI Bidding URL Bidding	
Upper Lir	nit: \$2	Lower Limit: \$ 0.11	
URL:	fic.com&c	campaign=google_PP&campaing=reseller	
2. Lower 3. Note: bidding" i engine ar then sets Maximize #1 listing	Limit is the maximu Limit is the minimur The "Max Bid" wou is not the same as nd detects the posi a new bid based o r Advance to attair is at \$1.00, your bi	m amount you are willing to pay for a click. m amount you are willing to pay for a click. uld manually set in FindWhat or other engines that offer "auto the Upper Limit. Bid Maximizer Advance logs into the search titions and bids of the listings populating the search term. It on the rules you specify. For example, if you direct Bid n position #1 up to an Upper Limit of \$1.05, and the current di will be set at \$1.01. Thus, the Upper Limit is \$1.05, but the n engine knows is \$1.01.	
		Help OK Cance	

10. Last, you need to update new settings of the keyword(s) to engine server by clicking the "Update Bids" item in the drop-down list of "Manual Bid" button or run Update.

*Dynamic Site Stats is a seperate service of Apex Pacific

See also: <u>What is ROI Builder?</u> <u>Create tracking URL in ROI Builder</u> Get SiteStats Report Setup SiteStats Report scheduler <u>ROAS/CPA Bid Strategy</u>

5.14 Create tracking URL in ROI Builder

After setting up ROI Builder with your PPC search engine account, you can edit or create a tracking URL for the keyword(s) in the account.

1. Select the keyword(s) you want to edit.

2. Click the "Create Tracking URL" item from the drop-down menu of "ROI Builder" button in the toolbar.

3	ROI Builder
	ROI Builder Setup
	Create Tracking URL
	Get ROI Report

3. You can select campaigns for the keyword(s). You can add more tracking strings for its destination URL, choose to either enter a new base URL or use existing one, or apply this tracking URL to all keywords in the account by ticking the box "For all keywords in account".

ats, please select a campaign you want to use f	
Apex_Demo	~
campaign=google_DBMAU	
trings here (one per line, for example: kw= <keyw< td=""><td>vord> or id=235):</td></keyw<>	vord> or id=235):
	2
	I keyword.
ОК	
	campaign=google_DBMAU strings here (one per line, for example: kw= <keyw ord>', <keyword> will be replaced with your actua</keyword></keyw

4. Then click "OK" to make the change.

See also:

What is ROI Builder? How to setup ROI Builder? Get SiteStats Report Setup SiteStats Report scheduler ROAS/CPA Bid Strategy

5.15 ROAS/CPA Bid Strategy

After getting ROI report from SiteStats, BidMax can help you to set new bid strategies based on the information in the ROI report and your ROAS/CPA target.

1. Select the keyword(s) you want to set in the ROAS/CPA Bid Stragety and click the "KWProperty" button in toolbar. Activate the "ROI Bidding" tab in "Keyword Property" window.

Keyword Property
Change All Settings
Bid Limit Position Setting AutoBid Advance ROI Bidding URL Bidding The ROAS/CPA Bid Strategy is used to adjust keyword bids based on the sales and conversion tracking information reported in the Site Stats Report of ROI Builder. This feature should be use with higher volume keywords which receiving a minimum of 100 clicks in a 30 day period. Note: 1. To use this feature, please check the 'Enable ROI Bidding and retrieve SiteStats Report automatically once per day' option under the 'Account/AutoBidding' set up window. 2. Please be caution that this rule can override the 'Upper Limit' you set in the 'Bid Limit' section. If not applied properly, this rule can dramitically impact your daily spend.
Use ROAS Bidding Strategy Use CPA Bidding Strategy Target ROAS or CPA:
Max CPC: NOTE: 'ROAS Bidding Strategy' feature is enable only if the "Use DynamicSiteStats ROI data for ConvRate and Conversion" option has been checked under the 'Account/AutoBidding' set up window
<u>H</u> elp OK Cancel

2. Select which strategy you want to use, ROAS or CPA.

If you select the "Use ROAS Bid Strategy" option, the program will set the new bid based on the "Sales" information in ROI report. If you choose the "Use CPA Bid Strategy" option, the new bid will be calculated based on number of "Clicks" in the report.

3. Enter your target ROAS or CPA value.

For example you enter \$4 for "Target ROAS or CPA", it means that when you spend every \$1 you wish to get \$4s back as revenue.

4. Enter the maximum price you want to spend for achieving your target.

For example, if you set the price as \$2, the program will bid for your keyword never exceeding \$2. It works like an "Upper Limit" for a keyword.

Note:

a. To use ROAS Bid Strategy, you need to set the option "Retrieve SiteStats Report automatically once per day" in SiteStats Report Scheduler.

b. ROAS Bid Strategy may overwrite the "Upper Limit" you set in "Bid Limit".

c. We highly recommend you use this feature only to the keywords with high traffic volume, such as those keywords receive more than 100 clicks in certain period.

d. If you retrieve conversion data from your search engine (i.e. if you have Google Conversion tracking) then you can use CPA bidding strategy without Site Stats in BidMax. Just click on "Use CPA bidding strategy" and enter the Max CPC and target CPA

*Dynamic Site Stats is a seperate service of Apex Pacific, to use ROAS strategy, you need to sign up for Dynamic Site Stats

See also: <u>What is ROI Builder?</u> <u>How to setup ROI Builder?</u> <u>Create tracking URL in ROI Builder</u> Get SiteStats Report Setup SiteStats Report scheduler

6 Everything About Google / Yahoo

6.1 My Client Center

This part of the program is for users who manage many Google and Yahoo accounts from BidMax.

My Client Center of BidMax lets users create multiple reports for multiple accounts(clients), and send it through to their email addresses with a click of a mouse.

If you are using the program to manage multiple Adwords accounts under "Google My Client Center", then you can get "Individual account" API usage by clicking on "My Client Center / Google API Quota Usage Report."

API Quota usage for customers Get Reports For Clients

6.1.1 API Quota usage for Customers

This function lets you see how much API Quota has been used by each account that is using the same "developer token" (aka API Token).

If you have many "Accounts" under your Google My Client Center and if you are managing these accounts through BidMax you can use this function to see how much API Quota units have been used by each account/client.

Please go to "My Client Center / Google API Usage Report" and select the period and enter your My Client Center email and Password and click on "Get".

You will see all the accounts under your "My Client Center" account and their API usage for the selected period of time.

Please note

If you are managing only one account or seperate accounts from seperate AdWords accounts then you do not need to use this function of BidMax.

6.1.2 Account Performance Report

This feature is for Yahoo search engine to see all the reports for your clients under your "Master Account"

To use this function please click on "My Client Center / Ger Report For Clients"

Please Note

This function is only available if you are managing your PPC Account for Yahoo search engine.

Also See

API Quota usage for customers

6.1.3 Account Summary Report

If you are managing multiple Google and Yahoo accounts, you can create reports for your multiple accounts and send it out as emails by using Account summary reports function of BidMax.

This function is very helpfull if you are managing multiple accounts and you need to create performance reports for a time period.

Please select the accounts that you want to create the reports and select the time period, then click on "Create Report", after doing this, program send a command to Search engine asking to create the report. Please wait a while and click on "Report Statuss" and you will see the statuss of the report. If it is "Done" then you can click on "Get Report" to receive the completed reports.

If you have entered the email addressed under "Account Settings /Reports" then you can simply click on "Email Report" button to send this report to the email address specified.

*note: you can also see which account that has Scheduled Report function on and when is the next date for the report sending.

Also See

API Quota usage for customers

6.2 Understanding Google/Yahoo interface

E P	PCBidMax Pro	ofessional -	(Google - A	pex - Goog	le]														
Eile	Sign-Ug	Keywords	Show By	un <u>B</u> epo	rt Log	MyClier	tCente	r Servie	e Iools	Help	,								
D	2 🖬 🖢	Get Aco I	Data 📑 R	leftesh T	Schedule	10	ROI Bui	ider 🕶	😗 Help	- 1	Service	+ F	Report Period	today		0			
2	Keywords	Campaigns	AdGroups	Report															
Doour	a Get KW I	Dala 😁 S	ettings 8	Update	+ Add K	w 🥦	Delete	Br Ac	tivate 🧿	Pause	E:	timate	Report	- 101	Match Tyr	pe Conv	renter		
3	Campaign	ALL				AdGro	up [ALL				-	Show All	Keywords		ALCo	legories	•	
		Campaign	Ad Group	Optimize		CurPos							Conv.Rate		Target				Destination URL +
1.1	Total				6.11	5	13 1	I 0	1.99	20	4.75	2	15,382	10.11	3	0.00	11.18	6.18	

Keyword : This column lists the keywords that are contained within this account. Campaign : This column displays the corresponding keyword's Campaign name. Ad Group : This column displays the corresponding keyword's Ad Group name. Optimize : This option determines whether this keyword will be managed in any fashion. When this option is turned off, the program will not do anything for this keyword including updating bids. : This maximum cost-per-click (CPC) is the most you pay each time a user clicks on Max CPC your ad. Google AdWords has a CPC pricing system. (Avg)CurPos : This is the average of your current positions since you have updated with the program. This value would be the same as Avg Position if your "Report Period" is not "Today" Click : This is the number of clicks your ad receives : This is the number of times an ad is displayed on Google/Yahoo or other sites and Impr products in the Google/Yahoo Network. : Click through rate (CTR) is the number of clicks your ad receives divided by the CTR number of times your ad is shown (impressions). Avg CPC : Average amount you are paying per click. : The actual amount of money you are paying for this keyword. Cost

Avg Pos Conv. Rate Cost/Conv	 The average position in which your ad may be displayed The number of conversions divided by the number of ad clicks. The number of cost per conversion is the total cost divided by the total number of
conversions.	The construction of the description of the second states for This second states in the first the second
Target	: The target position that the program will be aiming for. This setting is defined by user.
Back Pos	: The second position you want to bid when outside of your primary bid period.
ROI	: This column shows the keyword's target ROAS or CPA. This value will be blank if the
keyword is usin	g the "Position" bidding strategy.
Upper Limit	: The absolute highest bid the program will bid up to for this particular keyword.
NewBid	: The current bid and the recommend new bid.
Destination UF	RL: The URL for this keyword.
Status	: Indicates that the update is successful or not and whether there is a connection
related issue.	
Quality Score	: This indicates the value of the "Quality Score" for the corresponding keyword.
-	What does the number next to my keyword Quality Score mean?

6.3 Campaign Management

With this feature of BidMax, you can change the settings of your campaigns under any of your accounts.

Please click on "Campaigns" tab next to "Keywords" tab and you will see all the campaigns and their statuses as well as their budgets and other available information (including the "Clicks", "Impression", "CTR" etc according to the Report Period).

Account	and the second se											
Loode	🔊 Get Camp. Data 🛛 🐈 Ad	d Camp	🔀 Delete	A 🛃	ctivate 📢	Pause	AdSo	hedule [🙀 Campai	ign Manager		
Apex · Google	Show All Campaigns	•	🔲 Display	managed	campaign or	by .						
Apex · MSN	Campaign Name	Status	Budget	Clicks	Impres	CTR	Avg CPC	Cost	Conv	Cost/C	Conver	
37 Yahool	Local	Active	10.000	66	12256		0	118.86	1.52	0	1	
Apex - Yahoo	Private Line	Active	10,000	30	1352		0	91.65	16.67	0	5	
	Internet	Active	10,000	220	11361		0	1756.18	6.36	0	14	
	Long Distance	Active	10,000	2	56		0	2.58	0	0	0	
	Integrated	Active	10,000	2	242		0	13.64	50	0	1	
	X IT quotes National Categories	Deleted	100.00	0	0		0	0	0	0	0	
	X IT guotes National Provider		100.00	0	0		0	0	0	0	0	
	× Integrated T1	Deleted	100.00	0	0		0	0	0	0	0	
	× Do Not Call	Deleted	100.00	0	0		0	0	0	0	0	
	X Frame Relay	Deleted	10,000	0	0		0	0	0	0	0	
	× VPN	Deleted	100.00	0	0		0	0	0	0	0	
	× Telecom	Deleted	100.00	0	0		0	0	0	0	0	
	Managed Services	Active	10,000	0	34		0	0	0	0	0	
	× Allegiance	Deleted	100.00	0	0		0	0	0	0	0	
	× PaeTec	Deleted	100.00	0	0		0	0	0	0	0	
	× ×0	Deleted	100.00	0	0		0	0	0	0	0	
	× Internap	Deleted	100.00	0	0		0	0	0	0	0	
	X TelePacific	Deleted	50.00	0	0		0	0	0	0	0	
	🗙 Winstar	Deleted	20.00	0	0	10	0	0	0	0	0	
	Edit Campaign Details:											
	Campaign Name			Language Targeting: Geographic Targeting:								
	Local				nese (tradition	nal)		United Stat			Alabama	
				Cio	aban		a 0.	Alghanistan	n	(19)	Alaska	
	Status Active		-	Cae	ch			Albania		1000	Aizona	
	Contraction Contraction			Dar	nish			Algenia			Arkansas	
	Daily Budget 10.000.00	-		Dut	ch		l a	American S	amoa		Calfornia	
	Daily Budget 10,000.00			₩ Eng	filh		- 0	Andorra		Colorado		
	Search Network Google And	Sauch N	aluu 💌	Select All Languages							Select All Res	zions
	addition and a source of the			10000000			81.674	AND ALL S			And A State of the	0.004
	me or e construction			English								
	Enable Content Network											

You can click on any campaign and change the "Daily Budget" , Status, or its "Search Network" and click "Update" to update the new settings into the search engine server.

Campaing details might change depending on which search engine your account is on. This feature is only available for Google, Yahoo! and MSN engines.

You can access the "Campaign Manager" easily by clicking to the "Campaign Manager" button

6.4 AdGroup Management

This Function helps you to see and manage your AdGroups in all your "Campaings" or for the specific/managed campaign.

Please choose the "Campaign" or choose "ALL" and click on "Load AdGroup" to see all your adgroups.

Once you see all your AdGroups, you can choose one to edit its settings.

With the help of this function you can:

-Add new "Creative"

-Delete existing "Creatives" -Change AdGroup Status -Change the maximum CPC

Add, Delete "Creative"

Please choose the AdGroup you would like to add a new "Creative", from the bottom view, program will show all the "Creative"s thats been related to AdGroup. Please choose one and click on "Delete" to delete the selected "Creative"

If you want to add "Creative" then please click on "Add Creative" and enter the details into the new window.

Change AdGroup Settings

Please clcik on "AdGroup Setting" tab. Change the Status and Max CPC and clik "Update" to load the new settings on to Adwords server.

Also See

Campaign Management API Manager

6.5 API Manager

Quota Usage Report shows you all the API Quota usage for the selected period of time.

You can see how much quota has been given to you for the month as well as how much quota operations you have made and the cost of the quota operations.

Table on the screen breaks down all the operations and how much quota used for the operations for the selected period of time.

You can also see the estimator, which shows you how much API quota has been used daily and how much estimated quota you will be using by the end of the month.

Please Note:

This information is for a specified "Developer Token", so if you are using the same developer token for many Google Accounts, then this information will be the same for all the accounts using the same token.

To see the individual account "API Usage" please see "API Usage for Customers"

This feature is for Google Adwords only.

Also See

Campaign Management AdGroup Management Account

6.6 Account Tab

With this function of BidMax, you can retrieve and change your "Adwords Account" settings.

To use this function please click on the "Account" tab on the main screen.

You can see "Account", "Email Preferences", "Log In", "Card" and "Contact" information related to your AdWords account.

Please click on "Get" to get the information from Adwords server and if you would like to make changes enter the new information and click on "Update" to update your new information to AdWords Account.

Also See

Campaign Management AdGroup Management API Manager

6.7 Understand the bidding algorithms for Google Yahoo! and MSN

Google, Yahoo! and MSN does not provide the competitors' bid values. Users only know their own Max CPC and their Average Position on the search engine.

BidMax program downloads your Max CPC and your average position on regular intervals and it stores this data in the program. After running the program for some time, it checks your bidding history and your average positions, and using this data, its complex algorithm recalculates your New Bid and updates it to the search engine to get you to your Target position.

You can see the bid history of each keyword on the bottom half of the program and see what your bids have changed to over the period of using BidMax program.

6.8 Why my position is not showing up on Google / Yahoo Adwords?

On todays search engines your ads position's are determined by many factors including: **Daily Budget**, **MaxCPC**, **CTR(click-thru-rate) nad your Ad Quality**. In most cases, **Daily Budget** controls your Impression Rate (how many time to be shown) and **MaxCPC/AdQuality** controls your position. **That means your ads are NOT showing every time.**

There is a system in search engines that constantly monitors for wide range of factors to estimate your "suggested budget", which is the amount required to allow your ads to be shown every time people do a search on any keywords (within the campaign) without over delivering the budget.

This Suggested Budget calculated using the following factors:

- Number of Impressions for every keyword in the Campaign, depends on how they are targeted (broad, phrase or exact)
- Applies a moderate CTR (about 2%) to come up with how many estimated clicks
- Calculates your spending using Max CPC for each keyword
- The system will calculate how much of a budget you need for your ads to be shown every time based on the information above. This suggested budget varies from time to time, depending on the competitive landscape

If your actual **Daily Budget** is lower than Google's Suggested Budget, your ads will not appear every time. The more Daily Budget you give to your campaign, the more often (or chance) your ads will appear.

For example: a search term "flower" may be searched 50,000 times (Impressions) a day, and if there are 20 advertisers bidding on the same keyword, these 20 advertisers will share the "pool" of 50,000 impressions. Depending on your **Daily Budget** and **Max CPC**, your ads may only show 1,000 times (your Impression Rate is 2%) during 24 hours. That means your ads will not show up during the other 49,000 searches. That was the reason why your ads are not showing when you are searching on Google. If you want to increase your Impression Rate, you need to increase your **Daily Budget** or **Max CPC**.

6.9 How do I make my ads appear more often?

There are few tips to make your Google/Yahoo Ads appear more often:

- Increase your Daily Budget
- Increase Max CPC
- Separate your keywords to a smaller AdGroup
- Consider eliminating those keywords that are too broad and untargeted, or the keywords that are giving you low ROI.
- Try to improve the Quality Score of your Ads.

7 Manage Keywords

7.1 Retrieve Keywords from your account

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ooun	Get Kw	Data 😁 Settings 🛛 🚱 Up	date 🚽 Add KW 🥩 Delete 🛛 🗗 Act	ivate 🧿 Pause 📔 🕙 Estimate 🛛 🌾	🔶 Report 👻 📔 🕮 Match Type Corr	verter
8	Campaign:	ALL	AdGroup:	-	Show Active Keywords 🔹 💌 All Ca	stegories 💌

After you have created your account, if the program did not download your keywords into the program, then you can download the keywords on 3 different level.

1- "Get Acc Data": when you click on this button, BidMax will download all the account details including Campaigns, AdGroups and keywords.

2- "Get KW Data": If you choose the "Campaign" and leave "AdGroup" as "ALL" and click on "Get KW Data", program will download all the keywords for the selected campaign.

3- "**Report**": You can generate a report for the keywords and their details shown on the screen. There are 3 formats you can generate the reports to, it's HTML, Excel (provided you have Microsoft Excel installed in your system) and text file.

Note: By Default when you create your account, program should download all your account information from search engine into the BidMax.

See Also: Keyword Property Setting

7.2 Keyword Property Setting

The "Keyword Property" window allows you to specify an individual setting for each keyword.

To set a property for a keyword, simply select the keyword you want to set and click the "Setting" button from the toolbar, or just double click on the keyword you want to set.

Tips:

You can also set multiple keywords at the same time by holding down the "Ctrl" or "Shift" key when selecting the keywords and then clicking on the "Setting" button. You can choose to set individual setting separately.

1. Bid Limit setting

id Limit Pos	sition Bidding Day Parting ROI Bidding Category
Jpper Limit: \$	9.99 Lower Limit: \$ 0.55
JRL:	
	A ST
I. Note: The " ame as the U stings populat lirect PPCBidf our bid will be	is the minimum amount you are willing to pay for a click. "Max Bid" would manually set in FindWhat or other engines that offer "auto bidding" is not the Ipper Limit. PPCBidMax logs into the search engine and detects the positions and bids of the ting the search term. It then sets a new bid based on the rules you specify. For example, if you Max to attain position #1 up to an Upper Limit of \$1.05, and the current #1 listing is at \$1.00, e set at \$1.01. Thus, the Upper Limit is \$1.05, but the Max Bid as far as the search engine 1.
3. Note: The '' same as the U listings populat direct PPCBidt your bid will be	"Max Bid" would manually set in FindWhat or other engines that offer "auto bidding" is not the Ipper Limit. PPCBidMax logs into the search engine and detects the positions and bids of the ting the search term. It then sets a new bid based on the rules you specify. For example, if you Max to attain position #1 up to an Upper Limit of \$1.05, and the current #1 listing is at \$1.00, e set at \$1.01. Thus, the Upper Limit is \$1.05, but the Max Bid as far as the search engine
3. Note: The '' same as the U listings populal direct PPCBidt	"Max Bid" would manually set in FindWhat or other engines that offer "auto bidding" is not the Ipper Limit. PPCBidMax logs into the search engine and detects the positions and bids of the ting the search term. It then sets a new bid based on the rules you specify. For example, if you Max to attain position #1 up to an Upper Limit of \$1.05, and the current #1 listing is at \$1.00, e set at \$1.01. Thus, the Upper Limit is \$1.05, but the Max Bid as far as the search engine

Upper Limit (Maximum Bid): This is the maximum bid price you would like to spend for a keyword. By default, it will use the "Default maximum bid" value under the "Account" Profile settings if this value is not set.

Lower Limit (Minimum Bid): This is the minimum bid price you want to spend for a keyword. By default, it will use the "Default minimum bid" value under the "Account" Profile settings if this value is not set.

Note: The Lower Limit (Minimum Bid) value can not be less than the minimum amount requested by the search engine.

Program will recalculate your bids between Upper Limit and Lower Limit and will not go over or under these values.

2. Bid To Position setting

nange All Set	ngs		•
id Limit Po	ition Bidding Day Parting ROI	Bidding Category	
Oesire	target position: 3 💌		
lf Ta	get Position is Unattainable:		
🔘 S	ay in current position.		
Ø B	d to Upper Limit to attain highest positi	on possible	
© B	d to best value position (i.e: Largest ga	ap) between:	
🔘 Best v	lue position between: 🛛 💌 to	. 💌	
🔲 Set Ne	w Bid to: 0.99		
		Help	OK Cancel

Desired target position: This is the target position you want to bid.

If the target position can not be achieved due the amount required being higher than the upper limit, then there are the following options available.

Stay in current position: This does exactly what title says. The program will try to keep you in current position.

Bid to Upper Limit to attain highest position possible: In this scenario, the program will bid to your upper limit.

Bid to best value position between: Selecting this setting will allow the program to find the best valued position for you and bid on that position if it fails to bid to the specified target position. For example, if the Target bid is greater than your Upper Bid Limit, then the program will try to find the next available best value position for you and bid to that position. You need to specify the position range between the high bid and low bid. The high bid will be always lower than the "Target Bid".

Note: If you choose this option, then your bids might fluctuate between choosen positions untill program finds a good value/position balance.

Best value position between: This allows you to bid on the best value position in the position range

you select.

Stay in current position (eliminate bid gaps): This option allows you to maintain your current position but eliminate any bid gaps that may exist.

Set New Bid To: This allows you to set a new bid price for selected multiple keywords at once.

3. Day Parting (Scheduler)

	Settings						
id Limit	Position Bidd	ing Day Parl	ing ROI Biddir	ng Category]		
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V	Between	03:00 (H	h:mm) To 16:30	(hh:mm)			
		(24 hours time	e format. For exan	nple: 9:00 to 21:	00)		
	🔽 Monday	🔽 Tuesday	🔽 Wednesday	📝 Thursday	🔽 Friday	🔲 Saturday	🔲 Sunday

Auto Bid: Checking this box will enable the Auto Bid in schedule mode, otherwise, it will run in manual mode.

Between hh:mm to hh:mm: When you enable the "Update" in schedule mode, you can specify which time range you want to do the Update. For example, you may want to use the "Update" only during the business hours between 9:00 - 18:00

4. ROI Bidding

d Limit P	osition Bidding	Day Parting	ROI Bidding	Category			
ecomment clicks) or yo Note: 1. CPA bidd 2. To enabl and retrieve window. 3. Please bo	this feature shou ur report period f ling is enable by e ROAS bidding SiteStats Repor	Id be used for has been set I default as Ion which reques it automaticall s rule can ove	djust keyword bio r higher volume c to 'Last 7 days' or g as you have Go ts sales conversi y once per day' o erride the 'Upper l your daily spend.	lick keywords(w more. bogle Convertion on data, you ne ption under the	hich receivi n tracking er ed to check 'Account/Ai	ng a minimum nable. the 'Enable F utoBidding' se	i of 50 ROI Bidding et up
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	Max CPC:	2					
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After getting ROI report from SiteStats, BidMax can help you to set new bid strategy based on the information in the ROI report and your ROAS/CPA target.

1). Select the keyword(s) you want to set ROAS/CPA Bid Strategy and click the "Property" button in toolbar. Activate the "BidStrategy" tab in "Keyword Property" window.

2). Select which strategy you want to use, ROAS or CPA.

If you select "Use ROAS Bid Strategy" option, the program will set new bid based on the "Sales" information in ROI report. If you choose the "Use CPA Bid Strategy" option, the new bid will be calculated based on number of "Clicks" in the report.

3). Enter your target ROAS or CPA value.

For example you enter \$4 for "Target ROAS or CPA", it means that for every \$1 that you spend, you wish to get \$4s back as revenue.

4). Enter the maximum price you want to spend for achieving your target. For example you set the price as \$2, the program will bid for your keyword never exceeding \$2. It works like an "Upper Limit" for a keyword. Note: a. To use ROAS/CPA Bid Strategy, you need to set the option "Retrieve SiteStats Report automatically once per day" in SiteStats Report Scheduler.

b. ROAS/CPA Bid Strategy may overwrite the "Upper Limit" you set in "Bid Limit".

c. We highly recommend you to use this feature only to the keywords with high traffic volume, such as those keywords receive more than 100 clicks in certain period.

5. Category

ange All Settings d Limit Position Bidding Day Parting ROI Bidding Category Category allows you to group keywords in category different from your AdGroup. Normally, y	• our keywords are
prouping by AdGroup with similar keywords. With category, you can group keywords in diffe allows you to manage your keywords more effectively. Category	erent ways which
High Perf KWs (CTR)	
High Perf KWs (Conversion)	Edit
	Delete
ips: lick 'New' button to create new category. Then tick the Check box for the category you yould like your keywords to attach with.	
<u>H</u> elp Of	Cancel

The "category" allows you to create a "Customized" category and assign your keywords to the category you've created. You can filter the keywords based on the categories you've created.

Note: a. To use the Cost per Acquisition (CPA) bidding strategy: as long as the Google Conversion Tracking is enabled, then BidMax can use the Google conversion information for your CPA bidding.

b. To use the Return of Acquisition Spending (ROAS): with this method it does require a tracking system to tack your revenue, you can use Google Web Analytistic or Yahoo! Web Analytistic to do that. If you do have a 3rd party tracking system, then we can also provide you an API to merge the data to PPC BidMax 5.1.

c. ROAS/CPA Bid Strategy may overwrite the "Upper Limit" you set in "Bid Limit".

d. We highly recommend you to use this feature only to the keywords with high traffic volume, such as those keywords receive more than 100 clicks in certain period.

See Also:

Schedule Update What is ROI Builder? How to setup ROI Builder? Get SiteStats Report Setup SiteStats Report scheduler

7.3 Generate relevant keywords from search engines

If you are not sure or don't know what keywords you should bid for, the Keyword Builder is a powerful tool which allows you to retrieve all relevant keywords for the one you chosen. It also shows you how many counts (or searches) each of the keywords have been searched, it is a very useful tool that tells you how important each keyword is.

To start Keyword Builder, click the "Keywords" menu item and choose "Keyword Builder" to open the "Keyword Builder" window. Select a search engine from the drop down engine list box and enter a keyword in the "Keyword" box, then select which country and language you would like to retrieve results and click the "Get" button.

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Date Time	google adwords tools	4		1,900	1,900			Stop	
	google adwords keywor.	5		12,100	14,800		=	Delete	
	google adwords tool	5		18,100	22,200			Reiere	
	adwords keyword tool	5		27,100	33,100			Export	
	adwords tools	5		5,400	4,400			E-dear e	
	adwords tool	5		49,500	49,500			Add Keywords	
	adword tool	5		8,100	8,100				
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Once the retrieval process is completed, you can select the keywords you want to bid on and click the "Export" button to export selected keywords to a text file.

You can also delete the keywords you don't want by clicking the "Delete" button.

See Also: Add or Import Keywords Export Keywords

7.4 Update keyword bids

Update is a powerful feature which allows you to update your keyword bids, automatically, by closing your bid gaps or automatically bidding your keyword to your target position.

There are two options for auto bidding

- Update Bids automatically
- Update Bids automatically at Scheduler mode

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10	Campaign: ALL		AdGroup:	ALL	*	Show Active Keywords	· All Categories	*

Update your keyword bids:

-Click the "**Update**" button on the toolbar and the program will update your bids automatically based on the desired position you specified in the "KWProperty" window.

Update Bids automatically in Schedule mode:

You can also set up a scheduler to update your keywords in the background to a desired target position.

For more detailed instruction on how to set up the program to carry out bidding in schedule mode, please refer to Schedule the Update

Tips and quick explanation on a few terms.

Setting(button): This allows you to specify a bid setting for individual keywords. For example, you can specify the Upper limit, Lower limit, Target Position, Best Value Position etc. This enables the program

to bid to the target position you have specified, or the best position depending on the bid gaps between each position. Please click "Keyword Property" for more information.

By default, the program will eliminate the bid gaps as always.

Enter a bid amount manually

You can enter a bid amount for a specific keyword manually by Double-Clicking on the keyword and entering a new Bid.

See Also:

Keyword Property Setting Schedule Update

7.5 Enter a new bid setting manually

In the "Keyword bidding panel" of the main interface, you can enter some bid settings manually for particular keywords.

1. Change your Target Position: click on the "Target" column and enter your desired position directly into the field.

2. Change your Upper Bid Limit: double click on the "Upper Limit" column and enter a new amount.

3. Change Lower Bid Limit: double click on the "Lower Limit" column and enter a new amount.

4. Change Max Bid bid: Double click on the "New Bid" column and enter your new bid amount.

5. Check or Uncheck the "Optimize" box to specify the keywords you want to optimize (Update).

Tips: you can set a new bid amount for multiple selected keywords through the "Keyword Property" window.

See Also: Update Keyword Property Setting The user interface

7.6 Backing up/Restoring your keyword bid settings

Server and computer failure happens despite what even the best technology can do. You can back up your keyword settings by right clicking on any keyword to bring up the option menu and choose the "Backup Keyword Setting" to save all the settings.

Alternatively, you can click the "Keywords" menu item from the menu bar, and then choose the "Backup Keyword Settings" option to back up your keyword settings.

If something goes wrong, you can click the "Keywords\Restore Keyword Settings" menu item to restore your keyword settings.

7.7 Export keywords

This feature allows you to export existing keywords to a text file.

Simply click the "Keywords" menu item from the menu bar, then choose "Export Keywords" menu item. Next, specify a file name you want to save as and click the OK button.

The keywords will be saved as one keyword per line.

See Also: Add or Import keywords Delete Keywords Keyword Builder

7.8 Delete Keywords

Note: This feature is only available for Google Yahoo and MSN.

This will remove keywords from your Ad Group.

Simply select your keywords you want to remove, and then click the "Delete" button to remove it from Google / Yahoo server.

To select multiple keywords, hold down the "Shift" or "Ctrl" key and select.

See Also: Add or Import keywords Delete Keywords Keyword Builder Export Keywords

7.9 Add or Import keywords

Note: This feature is only available for Google, Yahoo! and MSN

You can add your keywords in several different ways. You can enter your keywords manually, import keywords from a existing file, or copy and paste keywords from other search engines.

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Click on "Add Keyword" button and new window will open as following:

Choose the "Campaign" and "AdGroup" that you want to add the keywords and enter keywords one keyword at a time.

Import Keywords from a file

If you already have a text file that contains the keywords you want to look up, you can simply import the keywords to the program without entering them manually.

To import keywords from a file, please follow the steps below:

- 1. Click "Add Keywords" button,
- 2. In the "Add Keywords" window, click the "Import" button and locate the keyword file you want to import.
- 3. By default, the keyword file contains one keyword per line. BidMax supports "CVS" and "txt" formats only.
- 4. Then click the OK button.

See Also:

Retrieve keywords from your account Delete Keywords Keyword Builder Export Keywords

8 Reports

8.1 About keyword report

You can generate keyword reports in HTML, Text and Excel file format once you complete a keyword look up. The keyword report provides you following information about your performance on Pay-perclick search engines:

- Account name
- Name of the Search Engine
- Engine Name
- Total Keywords
- Date
- Keyword
- Max. CPC
- CurPos
- Click
- Impr
- CTR
- Avg. CPC
- Cost
- Avg. Pos
- Conv. Rate
- Cost/Conv
- Target
- New Bid
- URL

See Also:

<u>Create keyword reports in HTML format</u> <u>Create keyword reports in TEXT format</u> <u>Create keyword reports in Excel format</u> <u>Create ROI Performance Report</u> <u>Customize keyword reports</u>

8.2 Create keyword reports in HTML format

To create a keyword reports in HTML format, please follow the steps below:

1. Select an Account from the Account list box

Perform a keyword look up on a search engine by clicking on the "Get Keyword Data"
 Once the look up is completed, click the "Reports" menu item from the menu bar or Toolbar and choose "HTML Format" item.

You can always generate a keyword report at any time by clicking the "Reports" menu item from the menu bar or Toolbar.

See Also:

About keyword reports Create keyword reports in TEXT format Create keyword reports in Excel format Create ROI Performance Report Customize keyword reports

8.3 Create keyword reports in TEXT format

To create keyword reports in TEXT format, please follow the steps below:

1. Select an Account from the Account list box

2. Perform a keyword look up on a search engine

3. Once the look up is completed, click on the "Reports" menu item from the menu bar or Toolbar and choose the "TEXT Format" item.

You can always generate a keyword report at any time by clicking the "Reports" menu item from the menu bar or Toolbar.

See Also:

About keyword reports Create keyword reports in HTML format Create keyword reports in Excel format Create ROI Performance Report Customize keyword reports

8.4 Create keyword reports in Excel format

To create keyword reports in Excel format, please follow the steps below:

- 1. Select an Account from the Account list box
- 2. Perform a keyword look up on a search engine

3. Once the look up completed, click the "Reports" menu item from the menu bar or Toolbar and choose the "Excel Format" item.

You can always generate a keyword report at any time by clicking the "Reports" menu item from the menu bar or Toolbar.

See Also:

About keyword reports

Create keyword reports in HTML format Create keyword reports in TEXT format Create ROI Performance Report

8.5 Create ROI Performance Report

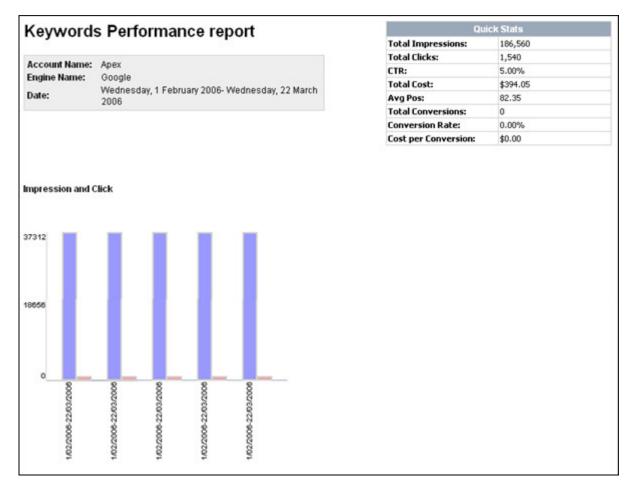


ROI Performance Report helps you to analyse the performance of all your campaign. Let you build a bar chart to review your history trend. After select the date range, click the "Create Report" button to load the data as shown below.

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Yahoo!	cisco p Ele	Edit Yew History Bookmarks Io	ol: Help									Q.	
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	etherne							Total C	licks	390			
	etherne	Account Name: Apex-Google						CTR: Avg Po		0.25%			
		Engine Name: Google Total Keyword: 598						Avg CP		\$4.85			
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ccounts	*Note: 0	integrated pri	2	1	1	50.00%	2.15	2.15			0.00		

Tick the "Add to report history" button and click "Get Report" button if you want to save the data to create the chart later. To have meaningful comparison, please select the date range carefully. eg. select a 1 month date period every time to have a monthly comparison chart like the example shown below.





See Also:

About keyword reports Create keyword reports in HTML format Create keyword reports in TEXT format Create keyword reports in Excel format

8.6 Send email report

1. Set up SMTP mail server

onnections	SMTP Mail Server	Profile	Options		
Proxy Server	Dit.				
and the Inte	rroxy is used to provi rrnet and/or to increa raffic via caching. nternet	de additio ase perfor	nal security be mance betwee	etween your o en networks t	computer by reducing
Proxy Serv	/er				
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	server or proxy requi t, please enter your				CE35 (U (I IE
Userna Passwi					
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- Go to the area where illustrated above via "File/Configuration" after you have started the BidMax.
- Enter your SMTP Mail Server settings provided by your internet service provider.
- Enter your login and password if your server requires authentication. Not all SMTP servers require login and password, so be sure to check with the people in charge of this issue first.

2. Customize your Default Profile for your Keyword Reports. This profile will be used if you haven't set your <u>Account level Report Profile</u>.

Name:	Apex Pacific	Pacific									
Company name:	Apex Pacific I	fic Pty Ltd									
Email:	sales@apexpacific.com										
Web site:	www.apexpacific.com										
Logo Position	1										
Logo URL:	http://www.a	pexpacific.com/images/interface/logo.	gif								
Position:	💿 Тор	Bottom									

In "Profile" tab, enter your details to customize the keyword report, including your name, company name, email address and website.

You can also add your company logo into the report. Just copy the URL of the logo image into "Logo URL" box and chose its position by "Top" or "Bottom".

Note: For Enterprise version, you can specify a customized email address for each account. See section 3. For other versions, the email address set in "Profile" tab will also be used as receiver email address.

 Check the "Send Keyword report by email when complete" box under the "<u>Account/Scheduler</u>" setting window:

"Email Report Format": This option lets you choose the format of your report, HTML or Text.

"Email Address": This option is available for Enterprise edition users only. It allows you to specify a customize email address for each account.

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Edit Account	💫 Update 🝦 Add KW 🧏 Delete 🕞 Activate 🧿 Pause 😑 Estimate 👒 Report 🔻 🖽 Match Type Converter	
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Backup Accounts Bestore Accounts	ampaign Ad Group Opt., Ma., Cur., Click Impr CTR Av., Cost Av., Conv. Conv., Cos., Tar., RO., Up., Ne., De	
Import Account Settings		p://www.itguotes.co p://www.itguotes.co
EXIT	Local Local Scheduler allows you to update your bids automatically according to your bidding strategy at the time interval you specified below.	p://www.itguoles.co p://www.itguoles.co p://www.itguoles.co p://www.itguoles.co p://www.itguoles.co p://www.itguoles.co
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Bid history for: last 7 days Date Time	Send bidding report by email when completed Email Report Format: HTML Text Please specify an email address that you would to receive the email report from: Email Address: sales@apexpacific.com	
Budget 60,000.00/day, Cost 2	Help Ok Cancel	8

9 Guides on "How to" in BidMax

9.1 Use the Client Manager function.

Client Manager is designed to help you in keeping track of your clients.

Features of Client Manager:

- 1. Payment Tracking. A simple tool to record the payment made for the account.
- 2. Note. A simple notepad where you can write anything regarding the account.

3. Account Status. You can set the status for the particular account to either : Active, Suspended and stopped.

Active: Every function will run as normal.Suspended: The Scheduled Autobidding is disabled. This status is as a refference for the Account

Manager (you). i.e. Due to a late payment, this

Stopped : The Scheduled Autobidding is disabled. This status is as a refference for the Account Manager (you). i.e. The Clent decides to cancel the subscription.

account is suspended.

4. <u>Management Fee (Performance Report Margin)</u>. Now you can easily apply a certain amount of Margin to the Performance Reports generated by PPC BidMax.

9.2 Apply Margin to the Performance Report

Now you can easily apply a certain amount of Margin to the Performance Reports generated by PPC BidMax. This feature will save you hours and hours of time generating a Customized Performance Report to send to your Clients.

This setting applies to the specified account set up in PPC BidMax. Therefore each account in PPC BidMax can have their own independent setting.

To setup this feature on a particular account, please select the account on the Account browser on the left hand part of the PPC BidMax program.

PPCBidMax Ev	valuation(Day	29 of 30) - [Go	oogle - Google2]	Î.		
<u>File</u> Sign-Up	Keywords	<u>Show R</u> un	<u>Report</u> Log	MyClientCen	ter <u>S</u> ervi	ce <u>H</u> e
D 🖻 🖫 🗎	🔁 Load Acc	🥏 Refresh	Scheduler	📔 😁 ROI Buile	der 🕶 📔 🤇	🔈 Help 🤊
Accounts		Keywords	Campaigns Ad	Groups Repor	ts	
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🖻 🕞 Google — 谷 Googlei	2	Campaign: 💋	ALL.		-	AdGro
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Go to "File" menu and select "Edit Account".

ile Sign-U <u>p K</u> eywords <u>S</u> ho	ow <u>R</u> un <u>R</u> eport <u>L</u> og	MyClientCen	ter <u>S</u> erv	ice <u>F</u>	lelp
New Account	Refresh 🛛 🚟 Scheduler 💧	🕙 ROI Buil	der 🕶 📔 🤇	🦻 Help	+
Convert Account	words Campaigns AdG	roups Repor	ts		
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Update Engine Data File Configuration Exit	tal [PPC bid management] PPC bid management	Google Google Google	Apex Apex Apex		10.8 15.0 15.0 0.6

Change the Tab to "Account Manager". Tick the box that says "Enable Management fee by ...". There are 2 options in regards with the management Fee.

the first is by "Fixed Amount". This amount will not be integrated into the Performance report and only used for your notes.

The second option, by "Ad Spending Margin" will be applied to the Performance report. The margin will be applied to the CPC (Cost per Click), therefore, this will affect the values derived from it, such as Cost (CPC * clicks), Cost/Conversion and Total.

You can set the margin by either a percentage or a fixed amount.

Example for Percentage margin: If you set the Ad Spending Margin by 10%, it means that if you have a keyword with a CPC of \$1, it will be marked up by 10% to \$1.10.

Example for Fixed amount margin: If you set the Ad Spending Margin by 0.1 (10 cents), it means that if you have a keyword with a CPC of \$1, it will marked up by 10 cents to \$1.10.

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Delete Account	▼ AdGroup: ALL ▼ Show All Keywords ▼ All Categories ▼	
Backup Accounts	ampaign Ad Group Opt., Ma., Cur., Click Impr CTR Av., Cost Av., Conv. Conv., Cos., Tar., RO., Up., Ne., Destination URL	
Bestore Accounts	Local Account - Google	
Import Account Settings	Local Way/www.iguote	
Update Engine Data File	Local Login General Scheduler Offline ROI Options Campaigns Report Client Manager	8.00
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Budget 60,000,007day, Cost	2021	0

9.3 Customize "Report Column"

Now you can Customize the Column for the reports you'll generate and send. If you are not using the Google Conversion tracking, Keyword columns such as "Conv. Rate" and "Cost/Conv" is irrelevant there fore you can hide them. Or If you wish to hide other Columns for various reasons.

This setting applies to the specified account set up in PPC BidMax. Therefore each account in PPC BidMax can have their own independent setting.

To Access this feature, please go to the "Reports" tab on the Main working area and click on the "Report Settings".

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Google	From: Sep 08 2	009 🔹 To: Sep	08 2009 💌 Key	word Report	• Summary	▼ Create	Report. Report Status	Add to report	history priversion trackin	ıg is enabled
- Apex - Communicator	Search Term	Campaion	adGroup	Incressions A	vo Pos Clic	ks CTR	Cost CPC	Conversions	Conv. Rate	Cost / Conv

Under the "Report Settings", you can select the Columns you wish to display on your Performance Report.

Report Column Settings al	lows you to sp	ecify which col	umn would v	ou like to sho	WC .						
earch Term Campaign	adGroup	Impressions		Clicks	CTR	Cost	CPC	Conversions	Conv. Rale	Cost / Conv.	Sales
< [m					-	۲
V Impressions				Cost			C C	os1/Conversion			
🔽 Avg Pos			V (CPC			📝 S	ales Value			
V Clicks			V (Conversions							
CTR			V (Conversions P	Rate						

**reminder: this is an account level setting therefore each account can have a different settings.

9.4 Customize "Keyword Column" display

Now you can Customize which Keyword Columns to display in PPC BidMax. If you are not using the Google Conversion tracking, Keyword columns such as "Conv. Rate" and "Cost/Conv" is irrelevant there fore you can hide them and use the screen estate for other things (such as expanding the other column).

This setting applies to all of the accounts set up in PPC BidMax.

To access this feature, Go to "Keywords" menu and select "Column Setting". Tick/Untick the columns you wish to display and hit "Save" to save the changes.

(eyword Co			2220 30	9947 - 976	236-7	- 45 - 6	6								
Keyword Colu	mn Setting a	allows you to	specify whi	ch column v	vould you	ı like to s	how:								
Keyword	Campaign	Ad Group	Optimize	Max CPC	CurPos	Click	Impr	CTR	Avg CPC	Cost	Avg Pos	Conv.Rate	Cost/Conv	Target	B
•										ð					•
🔽 Keywa	ord					🖊 İmpr						🔽 Target			
📝 Camp	aign					🛛 CTR						🔽 ROI			
📝 Ad Gr	oup				I	🖊 Avg C	PC:					🔽 UpperL	.imit		
🔽 Optimi	ze					🖊 Cost						🔽 New Bi	id		
📝 Max C	:PC					🖊 Avg F	os					🔽 Destina	ation URL		
📝 CurPo	s					🖊 Conv.	Rate					🔽 Status			
📝 Click						Z Cost/I	Conv					🔽 Last Av	/gCPC		
												3	3.0		
												Save		Close	

9.5 Use the Custom Keyword Category

The Custom Keyword Category allows you to create your own Category and assign keywords to those categories. This very helpful if you need to categorize your keywords outside the pre-existing categories.

The steps are as follow:

1. Select the keyword you wish to categorize. Double click on that keyword (or you can click the

"Settings" button Settings)

2. Change the tab to "Category". To create a new category, click on the "New" button and enter the name for the new category and hit "OK".

ange All Se	sition Bidding Day Parting ROI Bidding URL Bidding Category	
ouping by	ows you to group keywords in category different from your AdGroup. Normally, your AdGroup with similar keywords. With category, you can group keywords in differen o manage your keywords more effectively.	keywords are nt ways which
ategory		New
		Edit
	Create a new category	Delete
	Please enter a name for the new category. OK Cancel	
	High Performing KW (CTR>20%)	
	utton to create new category. Then tick the Check box for the category you ur keywords to attach with.	

3. Check on the box with the name of your new category to assign this Keyword to that category. Once a category has been created, it will show up on other <u>Keyword Property</u>

4. To display the keywords that has been assigned to a particular Category, click on the Category filter drop down box and select the category you wish to display.

👌 Get KW Data 🛛 😁 Settings	s 🛛 🛃 Updat	e 🛉 🐈 Ai	dd KW	🎾 De	elete	🚱 Acti	vate	😐 Paus	e 🛛 🗧) Fored	cast 🚺 🐧	🖲 Repo	ort 🕶 🗍	-BIN	latch Typ	e Converter	
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Total				15.00	0	0	0	0.0	0.00	0.00	0.00	0.0	0.00	1	0.00	High Performance	KW
🖆 [PPC bid management]	Google	Apex	~	15.00	0	0	0	0.00%		0.00	0	0.00%	0.00			2.00 2.00 htt	p://ad.group.url

9.6 Schedule the Performance Report

This feature allows you to schedule your Performance Report. You can choose which report generated and sent periodically.

This feature is under the account level. Therefore every account under PPC BidMax can have a unique setting.

To access this feature, please follow the instructions below:

1. Please select the account you wish to setup using the account browser on the left hand part of the PPC BidMax program.

PPCBidMax Evaluation(Day	29 of 30) - [Go	oogle - Google2]			
<u>File</u> Sign-U <u>p</u> <u>K</u> eywords	Show <u>R</u> un	<u>R</u> eport <u>L</u> og I	MyClientCen	ter <u>S</u> ervi	ce <u>H</u> e
🗋 😁 🔚 🕴 🖓 Load Acc	🧔 Refresh	Scheduler	😁 ROI Build	der 🕶 📔 🤇	Help 🕨
Accounts	Keywords	Campaigns AdGr	oups Repor	ts	
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	🗎 "google a	dwords software"	Google	Apex	•
		gement software]	Google	Apex	~
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2. Go to "File" menu and select "Edit Account".

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New Account	Refresh 🖬 Scheduler	🕙 ROI Build	der 🕶 📔 🤇	Help	•
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3. Change the Tab to "Reports". On the lower half of the windows, change the tab to "Scheduler" and setup the scheduler setting there.

note. if you haven't properly setup your SMTP information, the program will automatically open the

SMTP configuration window. Click here to learn more.

	Refresh 📑 Scheduler 👘 RDI Bulder 🔻 🥨 Help 🔻 😫 Service 🔻 Report Period: This month	
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Import Account Settings	deneral scheduler online Koz opdans campagis https:// cient.hanager	Http://www.itguotes. Http://www.itguotes.
Update Engine Data File Ld Configuration Ld Egit Ld	This setting will be used for the Performane Report feature, which allows you to send performance report by email to your specified email address below.	Http://www.itguotes. http://www.itguotes. http://www.itguotes. http://www.itguotes. http://www.itguotes.
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	Help Ok Cancel	

9.7 Use the Matchtype Keyword Converter

The MatchType Converter is designed to help you in converting your keyword MatchTypes easily.

1. Click on the "Match Type Converter" button on the Keyword toolbar.

Keywords	Campaigns	AdGroups Re	ports													-			
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Campaign: 🖌	ALL.			V AdGroup	ALL				*		Sho	v All Key	words	*	All Cat	egories			
Keyword		Campa	ign Ad G	iroup Opti.	. Max	. CurP	Click	Impr	CTR	Avg	Cost	Avg	Conv.R	Cost	Target	R01	Upp	New	Destinatio
Total					1.59	7	111	18.339	0.61%	1 60	183 88	7 18	1.8%	91 94	3	0.00	15.00	7 21	

2. Select which keywords you wish the matchtype to be converted. Please note that this function is intended for keyword Match type conversion. The original Keyword will be deleted and replaced with

the new Keyword with the selected matchtype.

Cempeign (Keyword D Total Cosinit (Cosinit)	ata 😁 Settings 🛛 🚵 ALL ampaign 🛛 Ad Group Opti.	Update 🚽 🐈	Add Kw	7 🛛 🥦 De			No. 11	Pause	dh s	stimate	Report -	1 AL	atch Type (Converter.		
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8/18/2009																

3. Hit "Convert" to start the conversion.

9.8 Setup account level Report Profile

You can setup a different report profile for each account in PPC BidMax.

- 1. Go to "File" menu and select "Edit Account"
- 2. Change the tab to "Report"

PPCBidMax Professional - [Googl		
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New Account	🛃 Refresh 📑 Scheduler 🛛 😷 RDI Builder 🔻 🥨 Help 🔻 🔮 Service 🔻 Report Period: (this month 🛛 🙆	
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Backup Accounts Bestore Accounts	ampaign Ad Group Opt., Ma., Cur., Click Impr CTR Av., Cost Av., Conv. Corv., Cost Tar., RO., Up., Ne.	Destination URL
Import Account Settings		Http://www.itguoles.co
Update Engine Data File	Loci Login General Scheduler Offline ROI Options Campaigns Report Client Manager	Http://www.itguotes.co
Configuration	Local Performance Report Setting	http://www.itguales.co http://www.itguales.co
Egit	Loss This setting will be used for the Performance Report feature, which allows you to send performance report by email to your specified email address below.	http://www.itguotes.co http://www.itguotes.co
• (isdn I)	Loss Loss Send to: support@apexpacific.com	http://www.itguoles.co http://www.itguoles.co
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	Loca My Google Account have conversion tracking enabled	http://www.itguotes.co http://www.itguotes.co +
•		
Bidding History Traffic Estr	mate Customize Report Setting Scheduler	
Bid history for: last 7 days		
Date Time	Company name: Apex Pacific	
	Email: sales@apexpacific.com	
	Web site: www.apexpacific.com	
	Logo URL: www.apexpacific.com/images/logo.jpg	
	Logo Position: Top Bottom	
	Help Ok Cancel	
Budget 60,000.00/day, Cost 2		
	AutoBid is all	

3. Enter the information under "Customize Report Setting".

4. Hit "OK" to save the changes. This information will be used when creating a report for this particular account. (please note that this customized report labelling only available to Proffesional and Enteprise Edition of PPC BidMax.

9.9 Understand the interface of BidMax

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The screen for the BidMax is split into 3 parts. Please refer to the screenshot above for example.

1. Accounts Panel panel, which is located on the top left corner of the above screenshot, indicates what engines and which account you are current operating on. It also displays other engines you have created in the BidMax. You can "Autohide" this panel by clicking on "pin" icon on top right corner.

2. **Bid History Panel** panel, which is the top right hand corner box, is used to indicate what keywords and bid setting for the keywords in question for the account selected.

3. **Keyword information Panel** panel, which is located in the bottom right hand corner box, is used to indicate the current bidding information for the keyword selected, relative title and URL information including the competitors.

9.10 Update Engine Data file

This feature allows you to download the latest set of engine data files from our web server to your PC. The process normally takes under one minute.

Please update the Engine Data file regularly about once per month to keep your engine data files up to date.

If you are having problems updating the engine data file, or are having problems connecting to our web

server, please check your "Connections" setting on "File / Configuration" window and make sure you have entered the correct "Proxy Server" address/settings if you are connected to the internet through a proxy server, then try again.

Convert Account Edit Account	words	fresh 📑 Scheduler 🕘 ROIBuilder -		🤮 Service 👻 Re	Pause	🙆 😽 Report 🕶 👌 M	atch Type Convert
Delete Account	paign	ALL	AdGroup	ALL	-	Show Active Keywords	- All Caleg
Apex - Dynamic Apex - Google Apex - Guid Apex - Suid Apex - SEO Suite Suite Suite Suite Apex - Yahoo	wood cal 11 isdrs) pri isdrs isdrs pri isdrs pri pri isdrs isdrs pri pri isdrs pri isdrs	Update your engine data from This will update your curr you are connected to the take a few seconds depe	ent engin Internet e	e data from c ind then pres	s the 'Start' but		nation URL Avenue Repark Avenue Re
				ſ	Start	Close	L

See Also:

Configuration

9.11 Create a new account

An Account contains all of the information about your login details, keywords, URLs and bidding information. You must create an account before entering any keywords or URLs.

-	PPCBidMax P	rofessional - [Google - Apex -	Google]			
Eile	Sign-Up	Keywords Show Run	Report Log MyClientCenter Service	e Iools Help		
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8	Campaign:	ALL	AdGroup:	-	Show Active Keywords 🔹 💌 All Ca	stegories 💌

To Create a new Account: Click the "**Create New Account**" button from the toolbar (please refer to the screenshot above), the "Account Wizard" window will pop up. You can also create an "Account" by clicking the "File" menu item from the menu bar and choosing the "New Account" menu item.

Edit Account: Simply double click on an account name from the Account list box, or click the "File/Edit Account" menu item.

Delete Account: You can delete an account by clicking the "File/Delete Account" menu item.

When you click on "New Account" button you will be prompted with " with 3 options:

<u>1- Download my PPC data from the search engine to create it in BidMax.</u>
 <u>2- Convert / Import Campaign(s) from another PPC account.</u>
 <u>3- Create new campaign(s) on the Search Engine</u>

See Also: Add or Import Keywords Retrieve keywords from your account Update

9.12 Retrieve keywords from your account

- F	PPCBidMax Prof	essional - [Google - Apex - Goo	igle]			
Eile	Sign-Up K	eywords Show Run Repo	ort Log MyClientCenter Service	e Iools Help		
0	😁 🖬 🕪	Get Acc Data 3 Refresh	Scheduler 🕘 ROI Builder 🗸 🕴	3 Help • Service • I	Report Period: this month	6
PC	Keywords (Campaigns AdGroups Report				
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8	Campaign:	ALL	AdGroup:	,	Show Active Keywords	 All Categories

After you have created your account, if the program did not download your keywords into the program, then you can download the keywords on 3 different level.

1- "Get Acc Data": when you click on this button, BidMax will download all the account details including Campaigns, AdGroups and keywords.

2- "Get KW Data": If you choose the "Campaign" and leave "AdGroup" as "ALL" and click on "Get KW Data", program will download all the keywords for the selected campaign.

3- "**Report**": You can generate a report for the keywords and their details shown on the screen. There are 3 formats you can generate the reports to, it's HTML, Excel (provided you have Microsoft Excel installed in your system) and text file.

Note: By Default when you create your account, program should download all your account information from search engine into the BidMax.

See Also: Keyword Property Setting

9.13 Edit Keyword Property Setting

The "Keyword Property" window allows you to specify an individual setting for each keyword.

To set a property for a keyword, simply select the keyword you want to set and click the "Setting" button from the toolbar, or just double click on the keyword you want to set.

Tips:

You can also set multiple keywords at the same time by holding down the "Ctrl" or "Shift" key when selecting the keywords and then clicking on the "Setting" button. You can choose to set individual setting separately.

1. Bid Limit setting

hange All Setting	s *
	tion Bidding Day Parting ROI Bidding Category
Upper Limit: \$	9.99 Lower Limit: \$ 0.55
URL:	
3. Note: The "M same as the Up listings populatin direct PPCBidM	the minimum amount you are willing to pay for a click. ax Bid" would manually set in FindWhat or other engines that offer "auto bidding" is not the per Limit. PPCBidMax logs into the search engine and detects the positions and bids of the ig the search term. It then sets a new bid based on the rules you specify. For example, if you ax to attain position #1 up to an Upper Limit of \$1.05, and the current #1 listing is at \$1.00, set at \$1.01. Thus, the Upper Limit is \$1.05, but the Max Bid as far as the search engine

Upper Limit (Maximum Bid): This is the maximum bid price you would like to spend for a keyword. By default, it will use the "Default maximum bid" value under the "Account" Profile settings if this value is not set.

Lower Limit (Minimum Bid): This is the minimum bid price you want to spend for a keyword. By default, it will use the "Default minimum bid" value under the "Account" Profile settings if this value is not set.

Note: The Lower Limit (Minimum Bid) value can not be less than the minimum amount requested by the search engine.

Program will recalculate your bids between Upper Limit and Lower Limit and will not go over or under these values.

2. Bid To Position setting

Keyword Property
Change All Settings
Bid Limit Position Bidding Day Parting ROI Bidding Category
O Desired target position:
If Target Position is Unattainable:
Stay in current position.
OBid to Upper Limit to attain highest position possible
Bid to best value position (i.e: Largest gap) between: to: to:
Best value position between: To: To: To: To: To: To: To: To: To: To
Set New Bid to: 0.99
Help OK Cancel

Desired target position: This is the target position you want to bid.

If the target position can not be achieved due the amount required being higher than the upper limit, then there are the following options available.

Stay in current position: This does exactly what title says. The program will try to keep you in current position.

Bid to Upper Limit to attain highest position possible: In this scenario, the program will bid to your upper limit.

Bid to best value position between: Selecting this setting will allow the program to find the best valued position for you and bid on that position if it fails to bid to the specified target position. For example, if the Target bid is greater than your Upper Bid Limit, then the program will try to find the next available best value position for you and bid to that position. You need to specify the position range between the high bid and low bid. The high bid will be always lower than the "Target Bid".

Note: If you choose this option, then your bids might fluctuate between choosen positions untill program finds a good value/position balance.

Best value position between: This allows you to bid on the best value position in the position range you select.

Stay in current position (eliminate bid gaps): This option allows you to maintain your current position but eliminate any bid gaps that may exist.

Set New Bid To: This allows you to set a new bid price for selected multiple keywords at once.

3. Day Parting (Scheduler)

word Property	
hange All Settings	▼.
lid Limit Position Biddi	ing Day Parting ROI Bidding Category
🔽 Auto Bid	
	03:00 (hh:mm) To 16:30 (hh:mm)
-	(24 hours time format. For example: 9:00 to 21:00)
🔽 Monday	🔽 Tuesday 🛛 Wednesday 📝 Thursday 💟 Friday 📃 Saturday 📃 Sunday
E nonday	
	Help OK Cancel

Auto Bid: Checking this box will enable the Auto Bid in schedule mode, otherwise, it will run in manual mode.

Between hh:mm to hh:mm: When you enable the "Update" in schedule mode, you can specify which time range you want to do the Update. For example, you may want to use the "Update" only during the business hours between 9:00 - 18:00

4. ROI Bidding

ange All Settings		▼
d Limit Position Bidding Day	Parting ROI Biddi	ing Category
	used for higher volum	d bids based on the sales and conversion. We ne click keywords(which receiving a minimum of 50 s' or more.
. To enable ROAS bidding which nd retrieve SiteStats Report auto indow.	h requests sales conv omatically once per da can override the 'Upp	e Google Convertion tracking enable. rersion data, you need to check the 'Enable ROI Bidding ay' option under the 'Account/AutoBidding' set up per Limit' setting in the 'Bid Limit' section. If not applied nd.
📝 Enable ROI bidding strategy	k.	
O Use CPA Bidding SI	trategy (Use ROAS Bidding Strategy
	trategy (Use ROAS Bidding Strategy
Use CPA Bidding SI		Use ROAS Bidding Strategy
Use CPA Bidding St Target CPA: Max CPC: NOTE: 'ROAS Bidding Strateg	12 2 y' feature is enable on	Use ROAS Bidding Strategy

After getting ROI report from SiteStats, BidMax can help you to set new bid strategy based on the information in the ROI report and your ROAS/CPA target.

1). Select the keyword(s) you want to set ROAS/CPA Bid Strategy and click the "Property" button in toolbar. Activate the "BidStrategy" tab in "Keyword Property" window.

2). Select which strategy you want to use, ROAS or CPA.

If you select "Use ROAS Bid Strategy" option, the program will set new bid based on the "Sales" information in ROI report. If you choose the "Use CPA Bid Strategy" option, the new bid will be calculated based on number of "Clicks" in the report.

3). Enter your target ROAS or CPA value.

For example you enter \$4 for "Target ROAS or CPA", it means that for every \$1 that you spend, you wish to get \$4s back as revenue.

4). Enter the maximum price you want to spend for achieving your target. For example you set the price as \$2, the program will bid for your keyword never exceeding \$2. It works like an "Upper Limit" for a keyword.

Note: a. To use ROAS/CPA Bid Strategy, you need to set the option "Retrieve SiteStats Report automatically once per day" in SiteStats Report Scheduler.

b. ROAS/CPA Bid Strategy may overwrite the "Upper Limit" you set in "Bid Limit".

c. We highly recommend you to use this feature only to the keywords with high traffic volume, such as those keywords receive more than 100 clicks in certain period.

5. Category

ange All Settings	
ategory allows you to group keywords in category different from your AdGroup. Normally rouping by AdGroup with similar keywords. With category, you can group keywords in llows you to manage your keywords more effectively.	
Category	New
High Perf KWs (CTR)	
High Perf KWs (Conversion)	Edit
	Delete
ps: ck 'New' button to create new category. Then tick the Check box for the category you build like your keywords to attach with.	

The "category" allows you to create a "Customized" category and assign your keywords to the category you've created. You can filter the keywords based on the categories you've created.

Note: a. To use the Cost per Acquisition (CPA) bidding strategy: as long as the Google Conversion Tracking is enabled, then BidMax can use the Google conversion information for your CPA bidding.

b. To use the Return of Acquisition Spending (ROAS): with this method it does require a tracking system to tack your revenue, you can use Google Web Analytistic or Yahoo! Web Analytistic to do that. If you do have a 3rd party tracking system, then we can also provide you an API to merge the data to PPC BidMax 5.1.

c. ROAS/CPA Bid Strategy may overwrite the "Upper Limit" you set in "Bid Limit".

d. We highly recommend you to use this feature only to the keywords with high traffic volume, such as those keywords receive more than 100 clicks in certain period.

See Also:

Schedule Update What is ROI Builder? How to setup ROI Builder? Get SiteStats Report Setup SiteStats Report scheduler

9.14 Use Keyword Builder

If you are not sure or don't know what keywords you should bid for, the Keyword Builder is a powerful tool which allows you to retrieve all relevant keywords for the one you chosen. It also shows you how many counts (or searches) each of the keywords have been searched, it is a very useful tool that tells you how important each keyword is.

To start Keyword Builder, click the "Keywords" menu item and choose "Keyword Builder" to open the "Keyword Builder" window. Select a search engine from the drop down engine list box and enter a keyword in the "Keyword" box, then select which country and language you would like to retrieve results and click the "Get" button.

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	google adwords tool	5		18,100	22,200			Delete	
	adwords keyword tool	5		27,100	33,100			Export	
	adwords tools	5		5,400	4,400				
	adwords tool	5		49,500	49,500			Add Keywords	
	adword tool	5		8,100	8,100				
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Once the retrieval process is completed, you can select the keywords you want to bid on and click the "Export" button to export selected keywords to a text file.

You can also delete the keywords you don't want by clicking the "Delete" button.

See Also: Add or Import Keywords Export Keywords

9.15 Enter a new bid setting manually

In the "Keyword bidding panel" of the main interface, you can enter some bid settings manually for particular keywords.

1. Change your Target Position: click on the "Target" column and enter your desired position directly into the field.

2. Change your Upper Bid Limit: double click on the "Upper Limit" column and enter a new amount.

3. Change Lower Bid Limit: double click on the "Lower Limit" column and enter a new amount.

4. Change Max Bid bid: Double click on the "New Bid" column and enter your new bid amount.

5. Check or Uncheck the "Optimize" box to specify the keywords you want to optimize (Update).

Tips: you can set a new bid amount for multiple selected keywords through the "Keyword Property" window.

See Also: <u>Update</u> Keyword Property Setting The user interface

9.16 Update keyword bids automatically

Update is a powerful feature which allows you to update your keyword bids, automatically, by closing your bid gaps or automatically bidding your keyword to your target position.

There are two options for auto bidding

- Update Bids automatically
- Update Bids automatically at Scheduler mode

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Update your keyword bids:

-Click the "**Update**" button on the toolbar and the program will update your bids automatically based on the desired position you specified in the "KWProperty" window.

Update Bids automatically in Schedule mode:

You can also set up a scheduler to update your keywords in the background to a desired target position.

For more detailed instruction on how to set up the program to carry out bidding in schedule mode, please refer to Schedule the Update

Tips and quick explanation on a few terms.

Setting(button): This allows you to specify a bid setting for individual keywords. For example, you can specify the Upper limit, Lower limit, Target Position, Best Value Position etc. This enables the program to bid to the target position you have specified, or the best position depending on the bid gaps between each position. Please click "Keyword Property" for more information.

By default, the program will eliminate the bid gaps as always.

Enter a bid amount manually

You can enter a bid amount for a specific keyword manually by Double-Clicking on the keyword and entering a new Bid.

See Also: Keyword Property Setting Schedule Update

9.17 Schedule the automatic bidding

This allows you to perform the Update function automatically at a regular time basis. You can specify the duration in hours or Days on how frequently you want to perform the update function, and if

configured the program will also send you a keyword report via email automatically when the update is completed.

Please follow the steps below:

1. Double click on your specific account from the "**Account**" list to open the "**Account**" profile window, then click the "Scheduler" tab and be sure that the "Enable Scheduler" box is checked, and specify the frequency that you want to run Update.

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2. If you would like the report to be sent to you once the update is complete, please check the "**Send keyword report by email when completed**" box. (**Note**: you also need to setup your SMTP mail server and email address under the File/Configuration window. Please see <u>Configuration</u> for details.)

3. You can also specify when you want to run the Update for each keyword through a time window. Select the keywords you want to set, and click the "Property" button to open the "Keyword Property" window, then click on the "Update" tab, specify the time and date you want to run the auto bid. This feature allows you to run auto bid at a specified period of time. For example, you may want to optimize your position to the top 3 positions from Monday to Friday during the working hour between 9:00 - 19:00.

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See Also:

Update keyword bids automatically

9.18 Customize keyword reports with my company details

This feature allows you to customize your keyword reports with your company name, logo, & web site URL embedded into the keyword report(s). It is useful if you provide keyword look up services for other organizations / people.

To customize your keyword report(s), simply enter your company details under the "Profile" section of the "Configuration" window.

In "Profile" tab, enter your details to customize the keyword report, including your name, company name, eamil address and website.

You can also add your company logo into the report. Just copy the URL of the logo image into "Logo URL" box and chose its position by "Top" or "Bottom".

Note: For enterprise version, you can specify a customized email address for each account (See below). For other versions, the email address set in "Profile" tab will be also used as receiver email address.

Name:	Apex Pacific	1	
Company name:	Apex Pacific	Pty Ltd	
Email:	sales@apex	pacific.com	
Web site:	www.apexpa	acific.com	
Logo Position			
Logo URL:	http://www.	apexpacific.com/images/interface/logo.gif	l.
Position:	Top	Bottom	

Then check the "Send Keyword report by email when complete" box under the "<u>Account/Scheduler</u>" setting window:

1. Choose the Type of the report: This option let you choose whether to send report or not and also what type of the report to send. The above area is accessed in each account's property area.

2. Recipient Email Address: This option is available for Enterprise edition users only. It allows you to specify a customize email address for each account.

New Account	ow <u>Run Report</u> Log MyClientCenter Service Iools <u>H</u> elp Refeath III Scheduler I 😷 ROI Builder V (37 Help + 1993 Service + Report Period Uris month)	
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		ltp://www.itguoles.co ltp://www.itguoles.co
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Configuration	Local Scheduler allows you to update your bids automatically according to your bidding strategy at the time	ttp://www.itquotes.cr
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Bid history for: last 7 days	Send bidding report by email when completed Email Set Up	
Date Time	Email Report Format: HTML Text	
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	Please specify an email address that you would to receive the email report from:	
	Email Address: sales@apexpacific.com	
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	Help Ok Cancel	-

Please follow the steps below:

- 1. Click on the "File" menu item from the menu bar and choose "Configuration".
- 2. In the "Configuration" window, click the "Profile" tab
- 3. Enter all the details on the "Profile" tab and click OK.

Note: This feature is only available in the Enterprise Edition.

See Also:

About keyword reports Create keyword reports in HTML format Create keyword reports in TEXT format Create keyword reports in Excel format

9.19 Create keyword reports

You can generate keyword reports in HTML, Text and Excel file format once you complete a keyword look up. The keyword report provides you following information about your performance on Pay-perclick search engines: .

- Account name
- Name of the Search Engine
- Engine Name
- Total Keywords
- Date
- Keyword
- Max. CPC
- CurPos
- Click
- ImprCTR
- Avg. CPC
- Cost
- Avg. Pos
- Conv. Rate
- Cost/Conv
- Target
- New Bid
- URL

See Also:

<u>Create keyword reports in HTML format</u> <u>Create keyword reports in TEXT format</u> <u>Create keyword reports in Excel format</u> <u>Create ROI Performance Report</u> <u>Customize keyword reports</u>

9.20 Send Email Report

1. Set up SMTP mail server

Proxy Server A network proxy is used to provide additional security between your computer and the Internet and/or to increase performance between networks by reducing redundant traffic via caching. Direct to internet Proxy Server Port Veb server authentication If your server or proxy requires authentication before allowing access to the Internet, please enter your Username and Password below: Username:
 and the Internet and/or to increase performance between networks by reducing redundant traffic via caching. Direct to internet Proxy Server Port Web server authentication If your server or proxy requires authentication before allowing access to the Internet, please enter your Username and Password below:
Web server authentication If your server or proxy requires authentication before allowing access to the Internet, please enter your Username and Password below:
Web server authentication If your server or proxy requires authentication before allowing access to the Internet, please enter your Username and Password below:
If your server or proxy requires authentication before allowing access to the Internet, please enter your Username and Password below:
If your server or proxy requires authentication before allowing access to the Internet, please enter your Username and Password below:
Password:

- Go to the area where illustrated above via "File/Configuration" after you have started the BidMax.
- Enter your SMTP Mail Server settings provided by your internet service provider.
- Enter your login and password if your server requires authentication. Not all SMTP servers require login and password, so be sure to check with the people in charge of this issue first.

2. Customize your Default Profile for your Keyword Reports. This profile will be used if you haven't set your <u>Account level Report Profile</u>.

Name:	Apex Pacific		
Company name:	Apex Pacific	Pty Ltd	
Email:	sales@apexp	pacific.com	
Web site:	www.apexpa	cific.com	
Logo Position			
Logo URL:	http://www.a	pexpacific.com/images/interface/lo	go.gif
Position:	💿 Тор	🔘 Bottom	

In "Profile" tab, enter your details to customize the keyword report, including your name, company name, email address and website.

You can also add your company logo into the report. Just copy the URL of the logo image into "Logo URL" box and chose its position by "Top" or "Bottom".

Note: For Enterprise version, you can specify a customized email address for each account. See section 3. For other versions, the email address set in "Profile" tab will also be used as receiver email address.

3. Check the "Send Keyword report by email when complete" box under the "Account/Scheduler" setting window:

"Email Report Format": This option lets you choose the format of your report, HTML or Text.

"Email Address": This option is available for Enterprise edition users only. It allows you to specify a customize email address for each account.

PPCBidMax Professional - [Google		
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Delete Account	AdGroup: ALL ALL Show AI Keywords AI Categories	-
Backup Accounts	ampaign Ad Group Opt., Ma., Cur., Click Impr CTR Av., Cost Av., Conv. Corv., Cos., Tar., RO., Up., Ne., Det	tination URL
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	Please specify an email address that you would to receive the email report from:	
	Email Address: sales@apexpacific.com	
	End Address. advergebend.com	
	Help Ok Cancel	
Budget 60,000.00/day, Cost 2		
<u>E</u>	AutoBid is off	

10 Troubleshooting and Frequently Asked Questions

10.1 How to Export keywords to a file?

This feature allows you to export existing keywords to a text file.

Simply click the "Keywords" menu item from the menu bar, then choose "Export Keywords" menu item. Next, specify a file name you want to save as and click the OK button.

The keywords will be saved as one keyword per line.

See Also: Add or Import keywords Delete Keywords Keyword Builder

10.2 How can I receive an AutoBid report via email automatically?

This allows you to perform the Update function automatically at a regular time basis. You can specify the duration in hours or Days on how frequently you want to perform the update function, and if configured the program will also send you a keyword report via email automatically when the update is completed.

Please follow the steps below:

1. Double click on your specific account from the "**Account**" list to open the "**Account**" profile window, then click the "Scheduler" tab and be sure that the "Enable Scheduler" box is checked, and specify the frequency that you want to run Update.

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2. If you would like the report to be sent to you once the update is complete, please check the "**Send keyword report by email when completed**" box. (**Note**: you also need to setup your SMTP mail server and email address under the File/Configuration window. Please see <u>Configuration</u> for details.)

3. You can also specify when you want to run the Update for each keyword through a time window. Select the keywords you want to set, and click the "Property" button to open the "Keyword Property" window, then click on the "Update" tab, specify the time and date you want to run the auto bid. This feature allows you to run auto bid at a specified period of time. For example, you may want to optimize

your position to the top 3 positions from Monday to Friday during the working hour between 9:00 - 19:00.

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See Also:

Update keyword bids automatically

10.3 Can I specify an individual bid setting for each keyword ?

Yes, you can. Simply select the keywords you want to set and click the "Setting" button from the toolbar, or just double click on the keyword you want to make a setting create/modify for.

You can also set multiple keyword properties at the same time by highlighting (hold down the right mouse button and select) the keywords and click the "Setting" button.

For more information, please refer to the "Keyword Property" section.

See Also:

Keyword Property Setting

10.4 How do I choose my position setting?

Depending on how much you are willing to spend, you can choose to go for more aggressive bidding or more conservative bidding.

For best results try aiming for positions between 3 to 5, this will always produce more traffic.

You should also consider the usage of "Quota Units" the more frequently you update your bids the more "Quota units" will be used thus you might spend more money on purchasing "Quota units" (For Google AdWords only).

Also for the Yahoo! platform, depending on how many keywords you have in your account, Yahoo assigns "Quota Units" for your account, so if you update your keywords too frequently, you might exhaust your quota and would not be able to update your Yahoo account until next day.

See Also:

Keyword Property Setting

10.5 I am getting an "Internet connection" error message when doing update/autobid, why?

In most case, this is because you did not setup your internet connection properly. If you are connected to the internet through a "Proxy Server", please make sure to enter your correct "Proxy Server" address in the "Configuration" setup window and try again. If you are not sure whether you are connected to the internet through a "Proxy" or not, please contact your ISP or Network Administrator for help.

10.6 Is there a limit to the number of keywords I can add?

Yes, depending on the edition of your BidMax (Standard, Professional or Enterprise) there are keyword and Account limits for the program.

Please <u>click here</u> to find out the different editions and limits for the program.

Note: The free trial demo version only allows you to add 20 keywords per search engine.

10.7 Can I customize the keyword report with my company details?

This feature is only available for the Proffesional and Corporate Edition of PPC BidMax. Please refer to

the

"Customize Keyword Reports with my company details" section for more information.

10.8 What is the limitation for the evaluation version?

You can only add 20 keywords at a time and 1 account per search engine with the demo version and the program will be expired after 30 days. After the 30 day free trial period is over, the program will be disabled and you must purchase a registration code to unlock the program if you want to continue using it.

Please <u>click here</u> to find out the different editions and limits for the program.

Please click here to purchase the program online.

10.9 What is the difference between Standard and Corporate Edition?

Different editions have different keyword limits for how many keywords you can manage.

For example, the Standard Edition only allows you to add up to 500 keywords and you can not customize the Keyword Reports.

The Professional Edition allows you to manage up to 5000 keywords and there is no limitation for the Corporate Edition and you can also customize the Keyword Reports with your company details.

Please <u>click here</u> to find out the different editions and limits for the program.

10.10 How often should I update the Engine Data File?

We will keep monitoring and updating the Engine Data File frequently and add more "Pay-Per-Click" search engines from time to time. As a general rule, you should update your engine data file once per month.

10.11 I receive a "Registration Code Canceled" error message when register the program, why?

If you are receiving an error message display that "Your registration code has been canceled", this is

because we are using a online authentication system to track each registration code when you use your software each time. Although our server is active over 99% of the time, occasionally it does go down.

If you receive a message informing you that your registration code has been canceled, please follow the instructions below to re-activate your registration code:

1. Connect to the Internet and Open the "Register" window.

2. If you are connected to the internet through a "Proxy Server", please make sure to enter your correct "Proxy Server" address in the "Configuration" setup window.

- 3. Check your "Register Name" carefully and make sure it is entered correctly as we provided.
- 4. Click on the "Activate" button and follow the instruction on the screen.
- 5. Close the program and re-start.

11 Registration & Licensing

11.1 About Apex Pacific

Apex Pacific Pty Ltd is a leading Internet Marketing software company that specializes in developing advanced Internet Web Promotion application solutions. Our company conducts intensive and extensive research and development in the fields of Web promotion mechanisms and advanced intuitive user interfaces for implementation on the Internet.

The "Web Promotion" Software suite of programs contain all of the most powerful #1 "ALL-IN-ONE" internet marketing and web promotion tools that you need to explode your business on the internet. We are widely recognized as the world leader in quality

Apex Pacific's ground breaking "Web Submission", is an a multi-award winning "ALL-IN-ONE" professional web promotion tool that automatically submits your web site to 1000+ major search engines with just a few button clicks and provides you the tools to get your web site to be listed at the TOP position of all major search engines.

We at Apex Pacific are especially dedicated to providing smart solutions and applications for the internet marketer. We have extensive experience in building high quality and professional internet marketing tools and applications. With Apex Pacific's guidance, your company will achieve the ultimate Internet marketing approach, and gain the specific Internet solutions to suit its unique corporate needs.

See Also:

Other web promotion software from Apex Pacific Contacting Apex Pacific

11.2 Technical Support

Please check the "Troubleshooting and FAQ" section before contacting our support.

We continually provide free technical support for all registered clients. You can receive additional information and technical support in the following ways:

www

Look for updated information and easy solutions to common problems on our WWW site, at http://www.apexpacific.com/faq.html

Email

Send us an e-mail message with full details of your problem to: support@apexpacific.com

With this method, your problem can be better described and it also alleviates time zone problems.

Phone

Phone our support Helpline at (AU) +612 9662 3433. Fax: (AU)+612 9662 3422.

11.3 Order PPC Bid Max

Click on the "Help/Order" menu item from the menu bar and follow the instructions on the "Order" window.

Please click on the "Help/Order" menu item from the menu bar of the program. You will be automatically connected to our on-line order page by clicking on the 'Order Now' button from the "Order Information" screen. Once your payment is approved, an Order Confirmation with your registration code will be sent to you via email within 24 hours.

We accept all major credit cards such as Visa, Master Card and American Express. You can also pay by International Money Order and Bank Cashier Check by printing out the order form and sending your payment to the address listed at the bottom of the order form page.

See Also: <u>Why should I register?</u> <u>What is Registration?</u> <u>About Registration Key</u>

11.4 What is Registration?

This software has a trial version. This means that we have made the software available to you for a free evaluation period. You are entitled to evaluate the software for up to 30 days without obligation to pay. After 30 days, if you decide to keep the software, you must register your copy with us or one of our authorized resellers.

The trial version has some limitations:

1. You can only optimize 20 keywords and 1 account per search engine

2. Nag-screen.

3. You can't use the software after trial period.

See Also: Order Keyword Promoter What is Registration? Why should I register?

11.5 Why should I register?

The trial version has limited functionality. To unlock the full feature set of this product, it must be registered to remove these limitations. For many people, the most pressing reason to register is to get rid of the annoying nag box which pops up at the most inconvenient times.

But besides this, Registration entitles you free technical support and minor upgrades to the software. Registration may also entitle you to discounts on other software releases from our company. We will also send you information bulletins by email to let you know about what's happening with our products.

Furthermore, by registering the software, you provide us with the resources and incentive to support the software with updates and to develop additional quality products in the future.

See Also:

Order Keyword Promoter What is Registration? About Registration Key

11.6 Other web promotion products from Apex Pacific

Apex Pacific is your one stop shop for all of your internet marketing promotion needs. The "Web Promotion" Software suite of programs contains all of the most powerful #1 "**ALL-IN-ONE**" internet marketing and web promotion tools that you need to explode your business on the internet. We are widely recognized as the world leader in quality Internet Marketing and Web Promotion software.

SEO Suite V8.0 - Combines all the features of our award winning **search engine submission software, web ranking tools** and **link promoter**, to provide you with a complete and comprehensive **internet marketing program**.

<u>Mail Communicator V3</u> - The most powerful email marketing tool that sends "personalized" messages to your clients and subscribers. Stay in touch with customers, keep your customers coming back to buy from you again and again.

Please click the "Help" menu item from the menu bar and then choose the "Software on the Web ..." menu item from more details.

See Also: About Apex Pacific Contacting Apex Pacific

11.7 Contacting Apex Pacific

Apex Pacific Pty Ltd

Suite 2, Level 1, 6 - 8 Crewe Place, Rosebery NSW 2018 Australia Phone: +61 2 9662 3433 Fax: +61 2 9662 3422 Email: Sales/Products Enquiry: sales@apexpacific.com Support/Customer Service: support@apexpacific.com Web: http://www.apexpacific.com

11.8 About Registration Key

Entering your Registration Key

After purchasing a key you will be sent an email containing your key and detailed instructions on how to enter it into BidMax.

Simply click the "Help" menu item from the menu bar and choose "Register", enter your registration details, and then click the "Register" button. You will be connected to our online authentication database to verify your registration code.

Invalid Registration Key

If you receive a message informing you that your key is invalid, please take the following steps before contacting Technical Support:

1. Check your Register Name carefully and make sure you have entered the correct Register Name exactly as we have provided in the "Order Confirmation" email.

2. Check and make sure your registration code is entered correctly. The key is case specific and contains no spaces. Please use "Copy" and "Paste" function to enter your registration key.

Your registration code has been cancelled

If you are receiving an error message stating that "Your registration code has been canceled", please understand that this is because we are using an online authentication system to track each registration code when you use your software each time. Although our server is active over 99% of the time, occasionally it does go down. If you receive a message informing you that your registration code has been canceled, please follow the instruction below to re-activate your registration code:

- 1. Connect to the Internet and Open the "Register" window.
- 2. If you are connected to the internet through a "Proxy Server", please make sure to enter your correct "Proxy Server" address in the "Configuration" setup window. 3. Check your "Register Name" carefully and make sure it is entered correctly as we have provided.
- 4. Click on the "Active" button and follow the instructions on the screen.

5. Close the program and re-start.

If this does not work, please contact MordComm or authorized dealer with your Client ID# for help.

See Also: Order BidMax What is Registration?

Why should I register?

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