

Updating Bid Adjustments in Google and Microsoft Ads

1. Login into Google Ads <https://ads.google.com/> using your email after you accept the invitation and start with the:
 - a. **Airport Shuttle of Phoenix account 168-206-5144**
 - b. then do the **Texas Shuttle account 684-576-0009**
2. Always make sure the date in the top right corner says **All time** before making any bid adjustments.
3. On the left side bar, click **Show more** to see “Advanced bid adj.”, “Ad schedule” and “Locations”.
4. Click **Advanced bid adj.**
5. Sort by clicking the **Conv. value / cost** column, you should see a down arrow with the largest number at the top.

If you don't see “Conv. value / cost”, you'll need to adjust your columns to add it under conversions and move it to the top of the list.
6. Remove any old filters you don't want.
7. Now click **Add filter** just above your columns on the left, then click **Cost > 10**
8. Change **Show rows** at the bottom to **500** to save time.
9. If Conv. value / cost > 30, then change the **Bid adj. to +30%**
10. If Conv. value / cost > 27.5 and < 30, then change the **Bid adj. to +25%**
11. If Conv. value / cost > 23.5 and < 27.5, then change the **Bid adj. to +20%**
12. If Conv. value / cost > 22.5 and < 23.5, then change the **Bid adj. to +15%**
13. If Conv. value / cost > 21.5 and < 22.5, then change the **Bid adj. to +10%**
14. If Conv. value / cost > 20.5 and < 21.5, then change the **Bid adj. to +5%**
15. If Conv. value / cost < 20.5, then change the **Bid adj. to 0%**

16. Change your filter from Cost > 10 to **Cost < 10**.
17. If Conv. value / cost > 23.5, then change the **Bid adj. to +20%**
18. If Conv. value / cost > 22.5 and < 23.5, then change the **Bid adj. to +15%**
19. If Conv. value / cost > 21.5 and < 22.5, then change the **Bid adj. to +10%**
20. If Conv. value / cost > 20.5 and < 21.5, then change the **Bid adj. to +5%**
21. If Conv. value / cost < 20.5, then change the **Bid adj. to 0%**
22. Click **Ad schedule**
23. Repeat steps 5. through 21.
24. Click **Locations**
25. Repeat steps 5. through 21.
26. Click **Audiences**
27. Click **Show table** under **Audience segments**
28. Repeat steps 5. through 21.
29. Scroll all the way to the bottom and click **Show table** under **Demographics: Age**
30. Repeat steps 5. through 21.
31. Click **Gender** and **Show table** under Demographics
32. Repeat steps 5. through 21.
33. Click **Household income** and **Show table** under Demographics
34. Repeat steps 5. through 21.
35. Great, you're done with Arizona!
36. Now switch to the **Texas Shuttle account 684-576-0009** by clicking the circle picture logo on the top right and follow same steps starting with step 2. above.
37. Great, you're done with Texas!

38. Now login to Microsoft Ads <https://ads.microsoft.com/> using your email after you accept the invitation.

39. Always make sure the date in the top right corner says **Entire time** before making any bid adjustments.

40. Click **Devices**

41. Change **Show rows** at the bottom to **200** to save time.

42. Sort by clicking the **Return on ad spend** column, you should see a down arrow with the largest number at the top.

If you don't see "Return on ad spend", you'll need to adjust your columns to add it under conversions and move it to the top of the list.

43. Remove any old filters you don't want.

44. Now click **Add filter** just above your columns on the left, then click Performance **Spend greater than 10**

45. If Return on ad spend > 3,000%, then change the **Bid adj. to +30%**

46. If Return on ad spend > 2750% and < 3000%, then change the **Bid adj. to +25%**

47. If Return on ad spend > 2350% and < 2750%, then change the **Bid adj. to +20%**

48. If Return on ad spend > 2250% and < 2350%, then change the **Bid adj. to +15%**

49. If Return on ad spend > 2150% and < 2250%, then change the **Bid adj. to +10%**

50. If Return on ad spend > 2050% and < 2150%, then change the **Bid adj. to +5%**

51. If Return on ad spend < 2050%, then change the **Bid adj. to 0%**

52. Change your filter from Spend > 10 to **Spend < 10**.

53. If Return on ad spend > 2350%, then change the **Bid adj. to +20%**

54. If Return on ad spend > 2250% and < 2350%, then change the **Bid adj. to +15%**

55. If Return on ad spend > 2150% and < 2250%, then change the **Bid adj. to +10%**

56. If Return on ad spend > 2050% and < 2150%, then change the **Bid adj. to +5%**

57. If Return on ad spend < 2050%, then change the **Bid adj. to 0%**

58. Click **Ad schedule**

59. Repeat steps 42. through 57.

60. Click **Locations**

61. Repeat steps 42. through 57.

62. Click **Demographics**, then click **Age**

63. Repeat steps 42. through 57.

64. Click **Gender**

65. Repeat steps 42. through 57.

66. Click **Audiences**

67. Repeat steps 42. through 57.

68. Congratulations, you're completely done! Next project lol