

Custom Bidding on DV360

Customize your Campaigns beyond Google's standards for more precision throughout our Programmatic Media Buying



Optimize Your Budget
Define how much an Impression is worth based on specific criteria



Go Beyond Standard
Get more accuracy than Clicks, Conversion and Viewability algorithms



Increase Performance
-11.87% CPM -20.15% CPA after one month from Custom Bidding activation

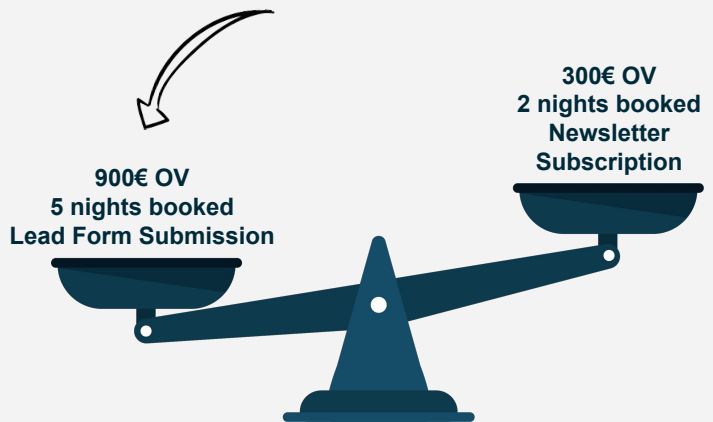
Each Conversion Is Weighted Based On Your Goals

Thanks to Custom Bidding we can assign a **specific value to a conversion**. Instead, all Conversions have the same value without Custom Bidding:

900€ Order Value ≠ 300€ Order Value
5 Nights Booked ≠ 2 Nights Booked
Lead Form Submission ≠ Newsletter Subscription

With a Custom Bidding Strategy, we can **evaluate and score impressions for customized key performance indicators**, including Sales Transaction Value and Weighted Conversion Points.

Your programmatic advertising budgets will be tailored toward a broader range of metrics and variables, to maximize the value of every impression and increase your ROAS.



How We Do It

- ✓ Our Strategist identifies Campaign Goals and KPIs
- ✓ Our Data Specialist identifies the available data variables
- ✓ Custom Script activation after 30 days the campaign is live
- ✓ Learning period ~1 week
- ✓ First optimization steps within 3 weeks
- ✓ Adjust and optimize Bidding Strategy throughout all campaign period

What You Get*

- 11% CPM**
- 20% CPA**
- +37% CR**
- x3 AOV**

*average on Brands with Custom Bidding in place after 30 days from activation, with Tangoo