Updating Bid Strategies on Microsoft

Login to the account at https://ads.microsoft.com. It's best to do this at the end of the day when calls stop to avoid interrupting the ads and stopping the calls.

If you make a mistake, please call Daniel 602-859-6162 immediately; this is not something that can wait until later.

1. Click on **Campaigns** on the left side
2. Change date on the top right to **Last 30 days**
3. Click **Add filter** on the left middle, then enter **Bid strategy type** in **Search**
4. Check **Auto: Target ROAS**
5. Click **Add filter** on the left middle again, then enter **Conv.** in Search **less than 15** and **Apply**

Double Check: Make sure the numbers in the **Conv.** column are **less than 15** or the next step will create a big mess for weeks than cannot be undone.

6. Click the square on the left middle to select all the Campaigns
7. Click **Edit**, click **Change Bid Strategy**, choose **Maximize conversions**
8. Click the box that says **I want to set a maximum CPC**, enter **0.55**, and click **Save**
9. Click **Close** on the middle right

Now you're going to do almost the same thing with a different bid strategy called Maximum conversions.

10. Click the filter **Bid strategy type**, **check** the box that says **Auto: Max Conversions, uncheck** the box that says **Auto: Target ROAS**, and click **Apply**.
11. Click the column that says Conv. to sort the numbers from large to small
12. Click the filter **Conv.** less than 15 and change it to **greater than or equals 15**

Double Check: Make sure the numbers in the **Conv.** column are **greater than or equals 15** or the next step will create a big mess for weeks than cannot be undone.

13. Click the square on the left middle to select all the Campaigns
14. Click **Edit**, click **Bid Strategy**, choose **Target ROAS**
15. Where it says **My target ROAS is**, enter **1850**,
16. Click the box that says **I want to set a maximum CPC**, enter **0.55** and click **Save**
17. Click **Close** on the middle right
18. Click the filter **Conv.** greater than or equals 15 and change it to **less than 3**

Double Check: Make sure the numbers in the **Conv.** column are **less than 3** or the next step will create a big mess for weeks than cannot be undone.

19. Click the square on the left middle to select all the Campaigns
20. Click **Edit**, click **Bid Strategy**, choose **Auto: Max Clicks**
21. Click the box that says **I want to set a maximum CPC**, enter **0.55**, and click **Save**
22. Click **Close** on the middle right
23. Click the filter Bid strategy type and check the box that says **Auto: Max Clicks** and uncheck the box that says **Auto: Max Conversions**.
24. Click the filter **Conv.** less than 3 and change it to **greater than or equals 3**
25. Click the square on the left middle to select all the Campaigns
26. Click **Edit**, click **Bid Strategy**, choose **Auto: Max Conversions**
27. Click the box that says **I want to set a maximum CPC**, enter **0.55**, and click **Save**

Congratulations! You're done doing bid strategies.