

“Acquisio’s BBM tool has given us a way to ensure monthly spend is met, at the same time maximizing the number of conversions we can deliver. Fantastic product offering!”

-AlexLanglois, President of Radiance Media



## Bid & Budget Management

Hit your campaign and budget targets with bullseye accuracy.

Increase  
clicks by  
average

90% 

Decrease  
CPC by  
average

 50%

Ever wonder what makes a rocket land on-target? It’s thanks in part to complex, science-driven algorithms that calculate the rocket’s trajectory and constantly course-correct to keep it on track.

Here at Acquisio, we hired a rocket scientist (really!) to build this same technology into our better-than-brilliant Bid and Budget Management (BBM) tool.

Our Chief Scientist helped us create some algorithms that use the best available current data in their decision-making process. The glorious result is that BBM offers near-real-time management of bids and budgets, with updates every 30 minutes.

### What’s in it for you?

If you’re not sure yet why you should get excited about all of this, check it out: Constant access to near-real-time data helps you maximize as well as reduce the cost of each click or conversion, while optimizing your fixed PPC budget so that you know it’s being spent accurately and efficiently.

And if you’re a little concerned about the challenges of mobile advertising, our BBM algorithms have got you covered there, too. They treat mobile advertising optimization separately from other devices, which means once again that you’re sure you’re paying the correct price for all methods of advertising in each campaign. Of course, BBM is doing all this while still guiding the budget results for all devices with hyper-precision.

### We’ll sum it up for you...

Workaholic BBM helps us process over 1 million bid changes per day across publishers. Because BBM never leaves the trading floor, you can bid farewell to over-bidding for clicks or over-paying for conversions. Its budget management is so precise across all campaigns that you’ll never have to worry about running out of budget early or overspending again.

It’s like having your own personal ‘round-the-clock stock exchange, but without all the risk, or the shouting.



**“After using Acquisio’s BBM optimization, in most cases the number of clicks doubled.”**

- Lisa Villatoro, Director of Paid Search at Strathcom Media

### About Acquisio

Acquisio is a high-powered performance media solution that enables digital marketers to optimize their search campaigns and report on social, mobile, and display initiatives, all in one easy-to-use dashboard.

Acquisio’s automated system does 90% of the work for its users, ensuring more of their time is free for analyzing data and improving campaigns.

With more than 500 agencies and 25,000+ advertisers in its portfolio, Acquisio is recognized as being one of the fastest growing companies in North America, winning the Deloitte Tech Fast 500 and Fast 50 awards for three consecutive years. Acquisio software is used by companies like GroupM, Sensis, Hanapin Marketing, iRep, Yellow Pages, Microsoft, and Hilton.

With its headquarters in Montreal, Acquisio also has offices in New York, Seattle, London, and Tokyo.

### HOW DOES BBM WORK?

Acquisio’s Bid & Budget Management is the most powerful optimization technology on the market. BBM steers towards your goal and adjusts to changes as they come using frequent updates, every 30 minutes to be exact. This allows the algorithms to effectively deal with:

- Time of day market changes for bidding
- New constraints (max CPC, avg. Pos. etc)
- Campaign changes
- Google Settings changes
- Google algorithm changes

BBM proves to be a more accurate way of getting the most clicks and conversions for the lowest CPC. And you don’t even need to change your account structure or deploy any additional tracking to use Bid & Budget Management. We simply use AdWords Conversion Tracking tags.

### BENEFITS OF BBM

**Scale** - With quick and easy deployment and no need for historical data we can deploy our algorithms and begin ramping up the service so you can optimize budgets in no time.

**Industry First** - Our algos run every 30 minutes which means we have the most frequent updates in the industry and only make decisions on current data.

**Automated spend control, maximum return** - Thanks to BBM, CPC decreases while conversions and clicks skyrocket.

**Support** - With BBM, you have support every step of the way, with consultations and help from subject matter experts, Account Analysts and your personal account manager.

**Transparency** - We provide access to our Bid & Budget Management UI for a full view of the actions being taken. We will also provide you with summary reports so you can see how we are tracking against your goals.

