

# Enhanced CPC. Increase ROI on your CPC campaigns.

# What is Enhanced CPC?

Enhanced cost-per-click (CPC) is a bidding feature on Google AdWords, it increases and decreases your bids automatically based on the likelihood of your ad converting

This way, you get more value from your ad budget



# Why use Enhanced CPC?

- **Increase profits** It automatically bids more when you're likely to see a profitable click, and less when you're not
- **It allows you to experiment** It monitors its impact on your campaign by leaving a percentage of your bids untouched

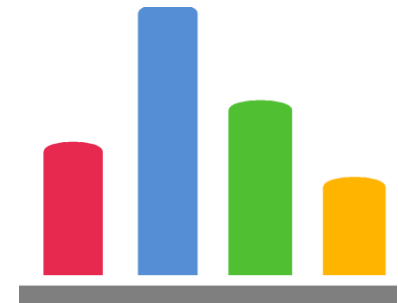


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# How does it work?

- Enhanced CPC will increase your max CPC bid by up to **30%\*** when it sees a good opportunity for better conversion rates
- It may also lower your max CPC by any amount (even more than **30%\***) if it determines a conversion isn't likely, so you'll pay less for clicks that convert less



# How is Enhanced CPC different from Conversion Optimizer?

## Enhanced cost-per-click

- Works with all your campaign settings and max CPC bids
- Can raise bids by up to 30%\*
- Works with third-party bidding systems

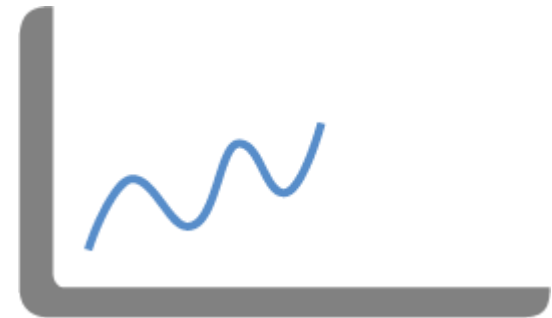
## Conversion Optimizer

- It lets you set either a target CPA or max CPA
- Freedom to set CPC bid for each auction
- May not work with some API\*\* - based bid management solutions



# Conclusion.

Enhanced CPC can help you increase your conversions  
Increase in conversions leads to increased profits



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# Thank you.

If you have any queries or would like help setting up Enhanced CPC please contact:

[www.mrkt360.com](http://www.mrkt360.com)

