OPTIMIZATION OCTOPUS

EIGHT EASY DIGITAL MARKETING OPTIMIZATIONS TO HELP YOUR PROGRAMMATIC CAMPAIGNS ACHIEVE AN OCEAN OF SUCCESS.

2 SHIFT YOUR BUDGETS
Reallocating budgets from a low-performing ad group to a well-performing ad group is an easy way to get the biggest bang for your buck. Also, take a look at which *creative assets* are performing best and remove the assets that aren't producing great results.

1 ADJUST YOUR BIDS
The CPMs set during ad group creation are your base and max bids in the programmatic ad auction. The higher your base CPM, the greater the chance that your ad will appear, so heightening the threshold for your *bid parameters* expands your opportunities for winning impressions.

3 BUILD PREFERRED LISTS AND BLOCK LISTS
Build a block list of the sites that aren't performing or accumulating enough impressions. Then, build a preferred list of the sites you want to serve even more inventory on (and add a bid multiplier between 1.25–1.5 to increase your chances). **Tip:** Add both a blocklist and a preferred list to your campaign and update it weekly for optimal performance.

4 FREQUENCY CAPS
If you wish to serve more or fewer impressions to a single user within a period of time, adjust the impression number and/or time frame of the impressions. In Choozle, the standard is 3 impressions per 8 hours. **Tip:** *If you want to scale down,* 1 impression per 24 hours is a good place to start.

5 AUDIENCE ADJUSTMENTS
In your reporting, look at which *data segments* are performing the best, then eliminate the data segments that aren't performing up to standards.

6 GEO EXPANSION
If your campaign is underpacing (aka not spending enough), your ads may not be serving to enough people. Try widening your audience by simply expanding your *geo parameters*, then give it a few days to see if spend catches up.

8 SWITCH UP YOUR GOAL
If your *campaign goal* is set to reach, but you actually want to encourage clicks, change your goal to CTR. This is a simple step to making sure the system knows what action to support.

7 DAYPARTING
Dayparting allows you to customize the times and days when your ads will be served. For instance, if you're a B2B, it would make sense to only run ads during business hours. If you're *selling vacation packages,* you might have better luck on the weekends.

GENERAL TIPS

Remember, the digital marketing optimizations you make should always be **determined by your KPIs.** Keep the end goal in mind, and only make the changes that will help you get there.

In order to give your ad optimizations enough time to take effect, only **implement one or two every 4–7 days.** This also ensures you'll have enough data to know which optimizations are working and which aren't.

Don't over-optimize, as you may end up cutting off too much of your inventory. Too narrow of an audience means more expensive CPMs and the risk of underpacing.