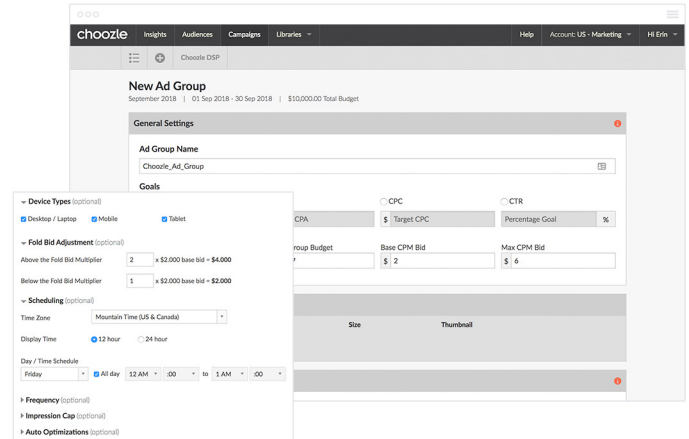


Bid adjustments allow you to increase or decrease ad placement bids based on advanced targeting constraints, like above and below the fold, that change the value of the placement you've bid on, allowing you to target efficiently while reducing wasted impressions.

What are Bid Adjustments?

Bid adjustments let you make bid changes based on when and where ads are shown.



How It Works



Say you're running a B2B campaign, and your target audience is professionals. You don't want to target them on the weekend when they're not at work, so you set a bid factor of zero for targeting on Saturday and Sunday.



Types of Bid Adjustments

Above and Below the Fold

Set low bids for below-the-fold inventory to only bid on above-the-fold ad placements.

Site That Fall Outside of Contextual Categories

Advertise on sites that fall outside of your selected contextual categories.

Frequency

Increase or decrease your ad's frequency.

Recency

For retargeting campaigns, set base and max bids based on how recently a user's profile was collected.

Dayparting

Run ads at specific times of the day or days of the week.