**Optimization Octopus**

Eight Easy Digital Marketing Optimizations to Help Your Programmatic Campaigns Achieve an Ocean of Success.

1. **Adjust Your Bids**
   - The CPMs act 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.

2. **Shift Your Budgets**
   - Recalculating 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.

3. **Build Whitelists and Blocklists**
   - Build a blocklist of the sites that aren’t performing or accumulating enough impressions. Then, build a whitelist of the sites you want to serve even more. Inventory on (and add a bid multiplier between 125-15 to increase your chances). Tip: Add both a blocklist and a whitelist to your campaign and update it weekly for optimal performance.

4. **Frequency Caps**
   - If you want 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 underperforming (aka not spending enough), your ad 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.

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

8. **Switch Up Your Goal**
   - If your campaign goal is set to reach, but you actually want to encourage clicks to change your goal to CTR. This is a simple step to making sure the system knows what action to support.

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**General Tips**

Remember, the digital marketing optimizations you make should always be determined by your KPIs. See the end of this post, and only make the changes that will help you get there.

In order to give your ad optimization enough time to take effect, only implement one or two every 6-7 days. This is so even if you have enough data to know which optimizations are working and which aren’t.

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

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- The Ultimate Guide to Programmatic Advertising
- Choozle’s Blog