

keyword management • autobidding • reporting

Bid Maximizer v5

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PPC BidMax Version 5.1 User Guide Manual

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1 Overview

PPC BidMax is the ultimate Pay-Per-Click Bid Management tool that helps you manage your PPC accounts on ALL major "Pay-Per-Click" search engines. Use it to build your keyword list, manage your keywords, adgroups and campaigns, and keyword bids on all major "Pay-per-click" search engines such as Google AdWords, Yahoo! Search Marketing, MSN AdCenter, 7 Search, MIVA and more. It will notify you of your current bids, analyze your bidding history, fix bidding gaps and try to bid to a specified position automatically. It's integrated CPC ROI Builder** can also provide you, a real-time insight into the effectiveness of your paid search campaigns, optimize your PPC advertising budget and maximize your keywords. It is a must have Pay-Per-Click Bid Management tool for all web masters who place bids on "Pay-Per-Click" search engines.

The screenshot displays the PPCBidMax Professional software interface. The main window shows a list of keywords with columns for Campaign, Ad Group, Bid, Impressions, Clicks, Conversion Rate, Cost, and Conversion. Below this, a 'Bidding History' table is visible, showing the date, time, new bid, old maximum CPC, last cut position, average position, impressions, status, and notes for various keywords over time.

Keyword	Camp...	Ad Gr...	Bid	Imp...	Click	CTR	A...	Cost	Conv.	Con...	C...	T...	R...	U...	N...	Destination URL
[Total]			5...	3	320	25...	1.2...	6...	1.9...	2...	21	6.5...	9...	3	0...	1... 5...
[l isdn]	Local	ISD...	0.55	2	0	10	0.00%	0.00	1.9	0.00%	0.00	3	9.99	0.55		http://www.itquote
[pi isdn]	Local	ISD...	5.05	3	2	39	5.13%	2.64	5.28	2.85	0.00%	0.00	3	9.99	5.05	http://www.itquote
[isdn poi t1]	Local	ISD...	7.28	3	0	20	0.00%	0.00	2.8	0.00%	0.00	3	9.99	7.28		http://www.itquote
[isdn t1]	Local	ISD...	0.59	3	0	17	0.00%	0.00	2.82	0.00%	0.00	3	9.99	0.59		http://www.itquote
[l isdn pii service]	Local	ISD...	9.99	0	0	0	0.00%	0.00	0	0.00%	0.00	3	9.99	9.99		http://www.itquote
[isdn poi]	Local	ISD...	6.99	3	5	293	1.71%	4	19.98	2.75	0.00%	0.00	3	9.99	6.99	http://www.itquote
[l isdn pii]	Local	ISD...	9.19	3	0	15	0.00%	0.00	2.67	0.00%	0.00	3	9.99	9.19		http://www.itquote
[pi isdn t1]	Local	ISD...	8.21	3	0	14	0.00%	0.00	2.93	0.00%	0.00	3	9.99	8.21		http://www.itquote
[isdn t]	Local	ISD...	0.55	2	0	6	0.00%	0.00	1.83	1	0.00%	0.00	3	9.99	0.55	http://www.itquote
[l pii isdn]	Local	ISD...	4.23	3	0	2	0.00%	0.00	3	0.00%	0.00	3	9.99	4.23		http://www.itquote
[isdn primary rate int...]	Local	Pri...	0.55	1	0	1	0.00%	0.00	1	0.00%	0.00	3	9.99	0.55		http://www.itquote
[pii interfaces]	Local	Pri...	9.99	0	0	0	0.00%	0.00	0	0.00%	0.00	3	9.99	9.99		http://www.itquote
[primary rate isdn]	Local	Pri...	0.66	3	0	6	0.00%	0.00	2.67	0.00%	0.00	3	9.99	0.66		http://www.itquote
[pii interface]	Local	Pri...	0.91	1	0	5	0.00%	0.00	1.2	0.00%	0.00	3	9.99	0.83		http://www.itquote
[primary rate interface]	Local	Pri...	1.21	2	2	159	1.26%	3.93	7.86	2.47	0.00%	0.00	3	9.99	1.18	http://www.itquote
[pii bri isdn]	Local	ISD...	0.55	2	0	10	0.00%	0.00	2.1	0.00%	0.00	3	9.99	0.55		http://www.itquote

Date	Time	NewBid	OldMaxCPC	LastCutPos	AvgPos	Impression	Status	Notes
8/17/2009	9:33:50 AM	0.55	0.55	2	1.9	10	No change	Position increases fro...
8/17/2009	10:47:13 AM	0.55	0.55	2	1.9	10	No change	No change made to th...
8/17/2009	11:58:29 AM	0.55	0.55	2	1.9	10	No change	Position did not improv...
8/17/2009	1:03:09 PM	0.55	0.55	2	1.9	10	No change	Position did not improv...
8/17/2009	2:26:15 PM	0.55	0.55	2	1.9	10	No change	Position did not improv...
8/17/2009	11:28:49 PM	0.55	0.55	2	1.9	10	No change	Position did not improv...
8/17/2009	11:35:25 PM	0.55	0.55	2	1.9	10	No change	Position did not improv...
8/18/2009	12:02:52 AM	0.55	0.55	2	1.9	10	No change	Position did not improv...
8/18/2009	8:24:10 AM	0.55	0.55	2	1.9	10	No change	Position did not improv...
8/18/2009	8:35:10 AM	0.55	0.55	2	1.9	10	No change	Position did not improv...
8/18/2009	9:29:54 AM	0.55	0.55	2	1.9	10	No change	Position did not improv...

Budget: 60,000.00/day, Cost: 1,982.91
 Keywords shown: 606, total: 606, active: 606, paused: 0, others: 0
 AutoBid is off

BidMax will save you thousands of dollars and hours every month and drive more traffic to your web site:

- Save hundreds of hours per month to maintain and monitor your keyword bids.
- Save on your bid cost by eliminating bid gaps and maintain your position automatically.
- Stay on top of your competitors 24 hours a day, 365 days a year by improving your position to the target positions automatically.
- Automatically monitor your keyword bids regularly
- Automatically maintain your desired position to get more traffic to your web site.
- Save money by setting maximum bid parameters so you don't overpay for clicks.

- Fully automated and runs in the background while you are doing other work.
- Offers you a detailed breakdown of your PPC advertising campaigns, including cost, revenue earned, cost per action and, most critically, the return on ad spent in real time.

Better Campaign Management

You can convert your campaigns from one engine to another, and create new campaigns on any of the search engines a lot easier with BidMax. The Program can create the same campaign with same adgroups and keywords on multiple search engines such as Google, Yahoo or MSN.*

Smarter Bidding Algorithm

BidMax will monitor your bids and will create a bidding history for each of your keywords. Program then will use this information to determine how much you should bid to be on a specific position and recalculate your bids depending on your settings.*

Better Reporting

You can create keyword, AdGroup or Campaign reports using the program and send it through to anyone using built in email report function. If you have many accounts under different engines, you can create batch reports for all the accounts and sent it to your clients with a few click of a mouse.*

*Features are available only for Google Yahoo! and MSN search engines.

See Also:

[Features](#)

[Getting Started](#)

2 Getting Started

If you are a new user of BidMax, we recommend you to read the entire Help file carefully before using the program.

Please follow the step-by-step instructions below to get started with BidMax :

1. **Start BidMax** by clicking the "Start" menu from the Task bar and choose "All Programs\PPC BidMax 5.0\" file item.
2. **Configuration:** Set up your internet connection and contact profile by clicking the "[File/Configuration](#)" menu item. If you are connected to the internet through a "Proxy Server", please enter your correct proxy server address and port number. Please also specify your SMTP mail server and your contact Profile settings which will be used to send Update reports.
3. **Create a new account:** On the main window, the program will open the "Create a new Account" by default you haven't setup any account in BidMax before.
4. **Keyword Setup:** Select a keyword and click the "[KW Property](#)" button on the toolbar to specify your settings for each keyword.

Tip:

- a. You can select multiple keywords by holding down the "Ctrl" or "Shift" key.
- b. You can change a settings for "Target Position", "Upper Limit", "Max Bid" and "Lower Limit" directly on the row by double clicking the cell.
- c. You can change the order of each column by using the Drag and Drop header on each column.
- d. You can choose which column to display by going to "Keywords" menu and select "column setting".
- e. You can convert your keywords matchtype very easily using our [Match Type Converter](#) function.

6. Update Bids: Once you setup your bidding configuration, simply click the "[Update](#)" button, sit back and the program will update your bids automatically based on your keyword settings.

7. **Generate Update Reports:** Click the "[Report](#)" button on the Toolbar to create your Keyword Reports. You can create keyword reports in HTML, TEXT or Excel file format.

See Also:

[Configuration](#)

[Update](#)

3 Introduction

3.1 What's new in the new version 5.1?

If you are an existing client of BidMax 5.0 or older, please read the information below when upgrading from previous version. Please skip this section if you are a new client.

1. We have improved our bidding algorithm for both position bidding and ROI bidding strategies, so that you can achieve your target position or ROI goals more effectively.
2. You can now view and show "Campaigns" and "AdGroup" statistics. This will allow you to quickly view the overall performance of your Campaign/AdGroup.
3. The "Keyword Column" is now customized so that you can specify which column you want displayed on your screen. You can maximize your screen estate to display the information that you want to see.
4. You can now easily identify your Keywords that belong to which Campaign or AdGroup you have running, it's so simple to navigate the Keyword list quickly and efficiently.
5. Customization goes a long way with our new customized column feature. Your "Report Column" can now be set up the way you want showing the data you want on your screen. This is a fantastic function so that you can see what's shown in your report.
6. Our "Keyword Category" features allow you to create customized categories to re-arrange your keywords to different groups for easy management.
7. The new and improved ROI Bidding Strategy has now been added to your column "ROI Bidding" under the "Keyword" tab. You can now see if the ROI bidding strategy has been enabled or not.
8. With our new "Traffic Estimator" you can evaluate your new keywords before adding them to your account.
9. We have now implemented geo-Targeting for Region/City. Changing the geo-Targeting has never

been faster and easier.

10. Implemented Content match update for AdGroups. Now you can update your AdGroups' directly from the program.
11. We have improved the campaign conversion function for converting campaigns between Google, Yahoo! And MSN, and now you can convert campaigns to existing accounts.
12. The Keyword Builder function has been improvement so that you can add new keywords to your account directly from the Keyword Builder.
13. Create new Ads from .CSV file. Now you can easily import your Ads from a CSV file for fast input. Plus so many more additional features

Advance features for For PPC Consultant or agency:

- Implemented Schedule Performance Report function to provide a performance report for each account automatically.
- Commission Margin Integration linked to the Performance Reports so that you can add a Commission margin to your client's report.
- A creative Client manager function for PPC agencies allows you to manage your clients more effectively.
- PPC agencies can now manage and monitor client payments, set client account status to Active, Suspend and Stop.

3.2 Features

Here is a summary of the powerful features of BidMax:

1. Easy to use and user friendly interface
2. Retrieve keywords/Adgroups and Campaigns from your search engine account automatically
3. Manage multiple accounts for different search engines
4. Built-in keyword builder to help you to generate more relevant keywords
5. "Keyword Converter" function lets you convert your keywords to "Broad", "Exact" or "Phrase" match.
6. Display your current bid and keyword data
7. Import your Google/Yahoo/MSN campaigns between accounts.
8. Create and send reports for all your accounts with a few clicks
9. Automatically update keyword bids and eliminate bid gaps
10. Automatically bid to a target position or the TOP 5 positions
11. Automatically send you the email report when your keyword bids have been updated
12. Create new Campaigns / Adgroups and keywords for your accounts.
13. Customized keyword, bids and ranking reports
14. Export keywords/campaign reports to Excel database
15. Auto Engine data file update to keep your engine data up-to-date
16. Analyze your clicks on an investment ratio
17. Quick link to the login page of your "Pay-Per-Click" search engines
18. Automated email reports
19. Schedule bid updates
20. Set account Offline or Online at a specific date and time
21. Offers you a detailed breakdown of your PPC advertising campaigns in real time, including cost, revenue cost, revenue earned, cost per action and the return on ad spend
22. Automatically calculate new bids for your keywords based on your ROI report and

ROAS/CPA settings

23. Create your PPC account by importing it from another Search Engine.

24. Manage your "Account" or "Campaigns" and "Ad Groups" separately.

25. Schedule the Performance Reports sending for each account.

26. Customized "Report Column" for what column you want to display for the report

27. Margin integration to the Performance Reports

28. Keyword Category features allows you to create customized category to re-arrange your

keywords

29. Keyword Match Type Converter

See Also:

[Overview](#)

[Getting Started](#)

3.3 The user interface

BidMax is known for its neat and intuitive user interface. The heart of the program is the **tree panel workspace** through which you can navigate your accounts, keyword bidding information and competitor listing details in one screen.

1. Workspace Panels

Keyword Tab

Accounts Panel

Keywords Panel

Bidding History Panel

Keyword	Camp...	Ad Gr...	O...	M...	C...	Cl...	Impr	CTR	A...	Cost	A...	Conv.	Con...	C...	T...	R...	U...	N...	Destination URL	
Total				5...	3	320	25...	1.2...	6...	1.9...	2...	21	6.5...	9...	3	0...	1...	5...		
[l isdn]	Local	ISD...	✓	0.55	2	0	10	0.00%		0.00	1.9	0.00%	0.00	3				9.99	0.55	http://www.itquote
[pi isdn]	Local	ISD...	✓	5.05	3	2	39	5.13%	2.64	5.28	2.85	0.00%	0.00	3				9.99	5.05	http://www.itquote
[isdn pii t1]	Local	ISD...	✓	7.28	3	0	20	0.00%		0.00	2.8	0.00%	0.00	3				9.99	7.28	http://www.itquote
[isdn t1]	Local	ISD...	✓	0.59	3	0	17	0.00%		0.00	2.82	0.00%	0.00	3				9.99	0.59	http://www.itquote
[l isdn pii service]	Local	ISD...	✓	9.99	3	0	0	0.00%		0.00	0	0.00%	0.00	3				9.99	9.99	http://www.itquote
[isdn pii]	Local	ISD...	✓	6.99	3	5	293	1.71%	4	19.98	2.75	0.00%	0.00	3				9.99	6.99	http://www.itquote
[l isdn pii]	Local	ISD...	✓	9.19	3	0	15	0.00%		0.00	2.67	0.00%	0.00	3				9.99	9.19	http://www.itquote
[pi isdn t1]	Local	ISD...	✓	1.11	3	0	6	0.00%		0.00	1.93	0.00%	0.00	3				9.99	8.21	http://www.itquote
[isdn t1]	Local	ISD...	✓	0.55	2	0	6	0.00%		0.00	1.83	1	0.00%	0.00	3			9.99	0.55	http://www.itquote
[l1 pii isdn]	Local	ISD...	✓	4.23	3	0	2	0.00%		0.00	3	0.00%	0.00	3				9.99	4.23	http://www.itquote
[isdn primary rate int...	Local	Pri...	✓	0.55	1	0	1	0.00%		0.00	1	0.00%	0.00	3				9.99	0.55	http://www.itquote
[pi interfaces]	Local	Pri...	✓	9.99	3	0	0	0.00%		0.00	0	0.00%	0.00	3				9.99	9.99	http://www.itquote
[primary rate isdn]	Local	Pri...	✓	0.66	3	0	6	0.00%		0.00	2.67	0.00%	0.00	3				9.99	0.66	http://www.itquote
[pi interface]	Local	Pri...	✓	0.91	1	0	5	0.00%		0.00	1.2	0.00%	0.00	3				9.99	0.63	http://www.itquote
[primary rate interface]	Local	Pri...	✓	1.21	2	2	159	1.26%	3.93	7.86	2.47	0.00%	0.00	3				9.99	1.18	http://www.itquote
[pi bi isdn]	Local	ISD...	✓	0.55	2	0	10	0.00%		0.00	2.1	0.00%	0.00	3				9.99	0.55	http://www.itquote

Date	Time	NewBid	OldMaxCPC	LastCutPos	AvgPos	Impression	Status	Notes
8/17/2009	9:33:50 AM	0.55	0.55	2	1.9	10	No change	Position increases fro...
8/17/2009	10:47:13 AM	0.55	0.55	2	1.9	10	No change	No change made to th...
8/17/2009	11:58:29 AM	0.55	0.55	2	1.9	10	No change	Position did not improv...
8/17/2009	1:03:09 PM	0.55	0.55	2	1.9	10	No change	Position did not improv...
8/17/2009	2:26:15 PM	0.55	0.55	2	1.9	10	No change	Position did not improv...
8/17/2009	11:28:49 PM	0.55	0.55	2	1.9	10	No change	Position did not improv...
8/17/2009	11:35:25 PM	0.55	0.55	2	1.9	10	No change	Position did not improv...
8/18/2009	12:02:52 AM	0.55	0.55	2	1.9	10	No change	Position did not improv...
8/18/2009	8:24:10 AM	0.55	0.55	2	1.9	10	No change	Position did not improv...
8/18/2009	8:35:10 AM	0.55	0.55	2	1.9	10	No change	Position did not improv...
8/18/2009	9:29:54 AM	0.55	0.55	2	1.9	10	No change	Position did not improv...

Budget: 60,000.00/day, Cost: 1,982.91

Keywords shown: 606, total 606, active: 606, paused: 0, others: 0

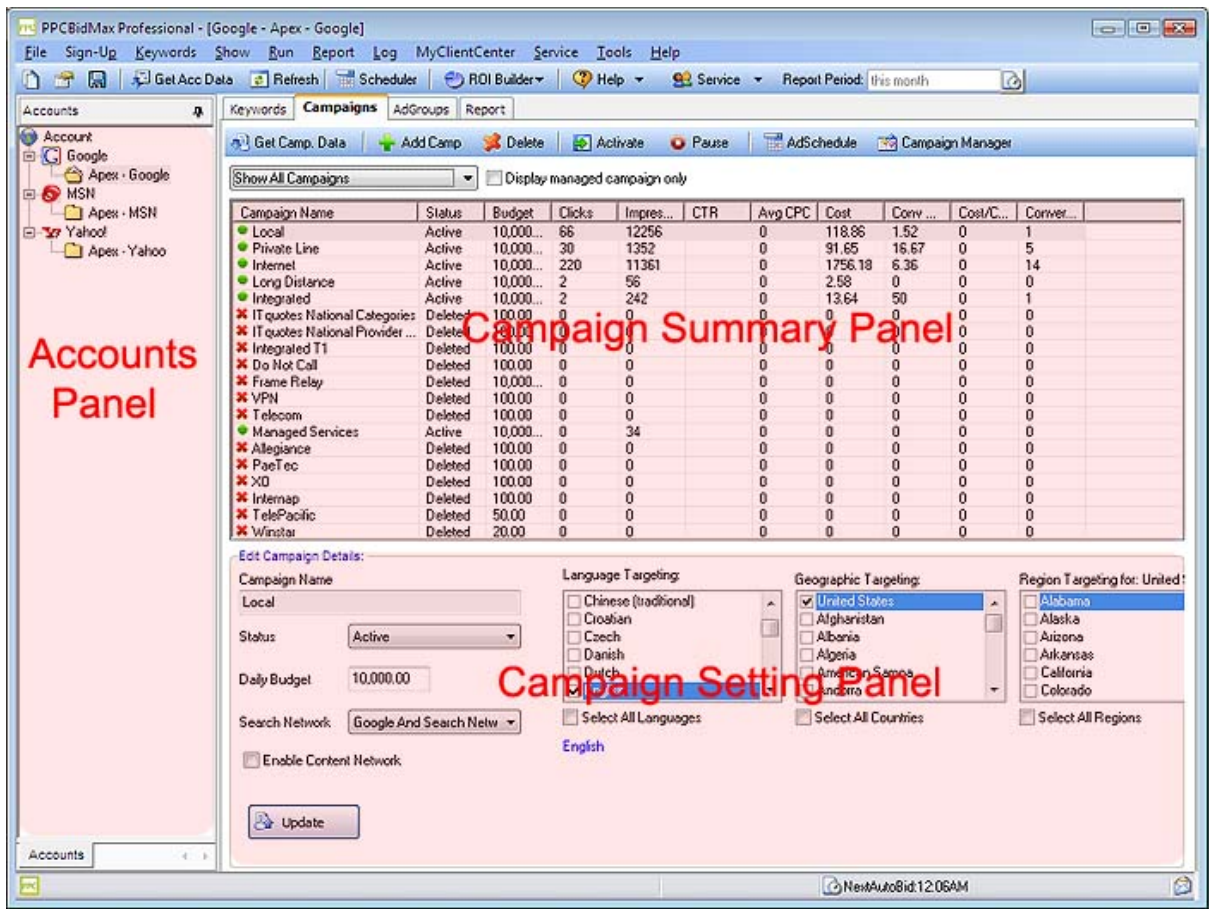
AutoBid is off

Accounts Panel - allows you to navigate or switch between different accounts or engines easily

Keywords Panel - allows you to view and edit your keyword bid information in one screen

Bid History Panel - allows you to monitor the bid history for the selected keyword.

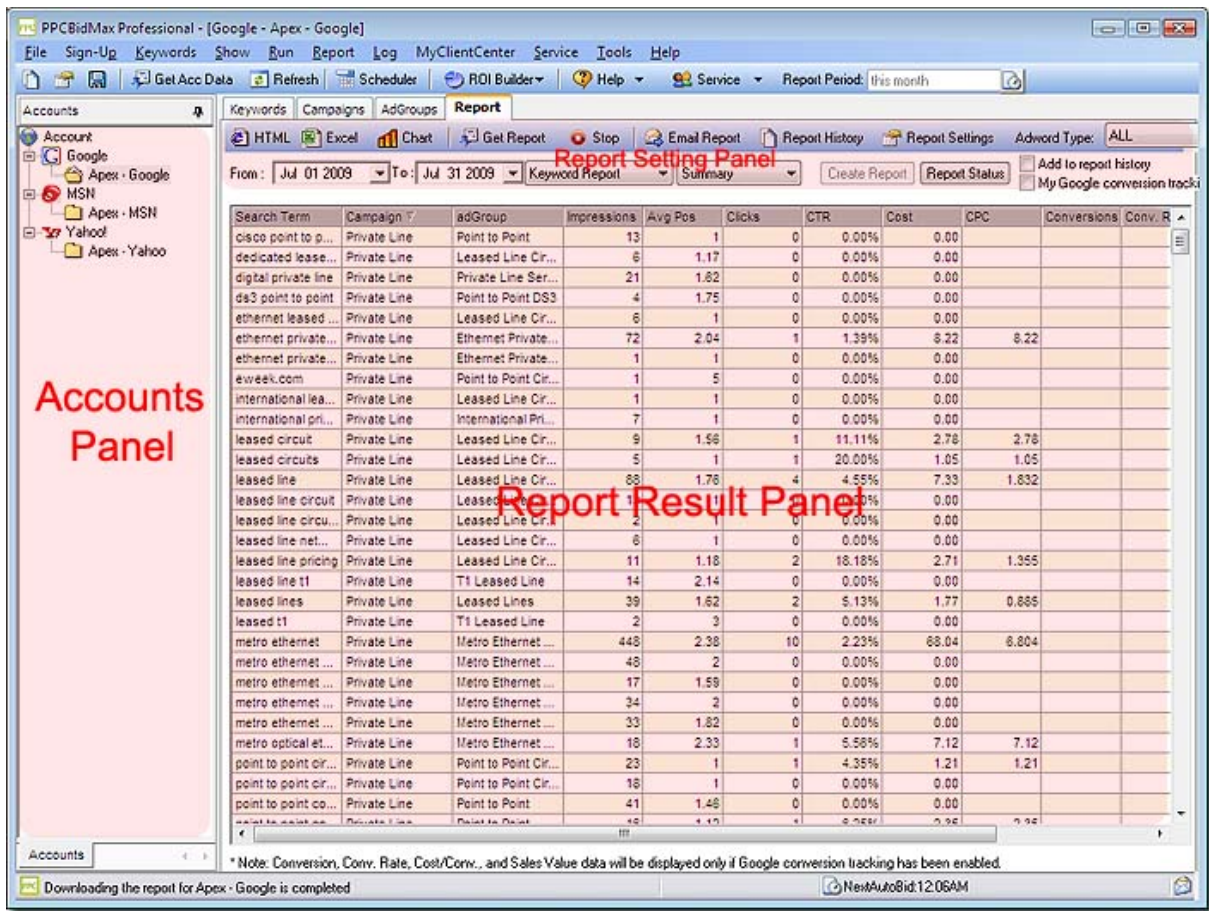
Campaign Tab



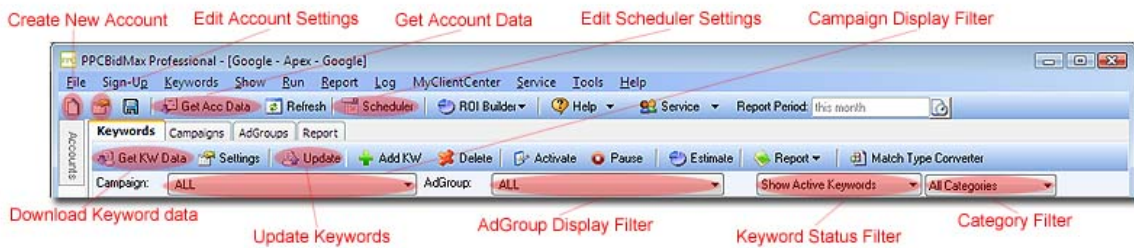
AdGroup Tab

The screenshot displays the PPCBidMax Professional software interface. On the left is the **Accounts Panel**, showing a tree view of accounts including Google, MSN, and Yahoo. The main area is the **AdGroup Summary Panel**, which contains a table of AdGroups with columns for Campaign, AdGroup, Status, MaxCPC, Content, Clicks, Impressions, CTR, AvgCPC, Cost, Conversion, and Cost/Conversion. Below this is the **AdGroup/AdCreative Settings Panel**, which includes a table for AdCreative settings with columns for HeadLine, % S..., Clicks, Impes, CTR, Avg..., Cost, Con..., Conv., and Cos. The interface also features a menu bar at the top with options like File, Sign-Up, Keywords, Show, Run, Report, Log, MyClientCenter, Service, Tools, and Help. A status bar at the bottom shows the time as 12:06AM.

Report Tab



2. Toolbar



Create New Account
Edit Account Settings

- Starts the New Account Wizard
 - Opens the account settings window for the selected account

Get Acc Data
 - Loads your Campaigns / Adgroups and Keywords from the search engine. (This button will load all your PPC account information into PPC BidMax)

information

- Edit Scheduler Settings** - Open the Scheduler Settings Window.
- Get Keywords Data for Selected Campaign(s)** - This button will download the keywords that belong to the selected Campaign and Adgroup
- Campaign Filter** - Lets you choose a campaign. Program will only show the Adgroup(s) and Keyword belong to campaign selected.
- AdGroup Filter** - Lets you choose an Adgroup. Program will only show the keyword(s) belong to adgroup selected.
- Keyword Filter** - Lets you filter the keyword display using the Keyword status (Optimized, Active, Inactive, Paused, etc.)
- Category Filter** - Lets you filter the keywords display using the Category that you have created and assigned. [Learn More](#)

3.4 How Bid Max works

BidMax automates the process of bidding thus saves you time and money.

The bidding process is done in three steps;

1. Get your current bids from the PPC engine

This will get the current keywords and relevant information from the search engine server. If you have added or deleted keywords from your account, this operation will enable you to obtain the latest keyword information.

Note: With Version 5 this step is compulsory in the scheduler mode. Please see "[Account](#)" setting section for more information.

2. Re-calculate Keyword Bids

BidMax recalculates your new bids using its complex algorithm. Program checks your keywords history data and analyzes the bid gaps and recalculates the new bids in order to get/maintain your target position or ROI.

3. Update bids

In this step BidMax will update your new bids to the PPC account on the search engine, thus complete the cycle. The bids can be update in either manual mode or schedule mode.

Note: In the scheduler mode, all these will be carried out automatically.

See Also:

- [Configuration](#)
- [Retrieve Keywords from your account](#)
- [Update keyword bids automatically](#)
- [Keyword Property Setting](#)

3.5 About "Pay-Per-Click" search engines

A recent study has shown that the "Pay-Per-Click" search engines have become the most effective way to get your web site to the TOP position of all major search engines. Stronger players include

Google, Yahoo!, MSN, MIVA, 7search, etc.

All search engines have extensive partner relationships, so your ads will not only appear on the engine you have bid for but also at their partner sites.

If you are having problems getting your website listed at the top position of the major search engines, then placing your keyword bids on those "Pay-Per-Click" search engines is the most cost effective way to drive more targeted traffic to your web site.

See Also:

[Update](#)

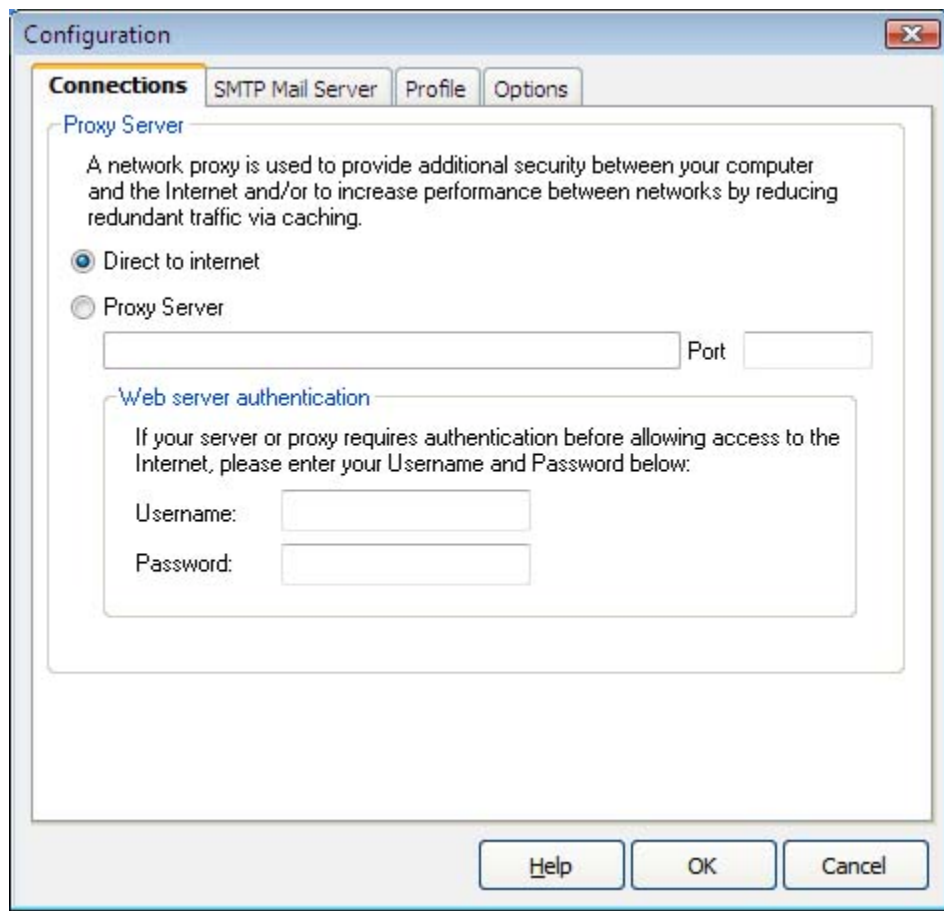
4 Basic Configuration

4.1 Configuration

You need to setup your internet connection type, SMTP mail server and user profile before using the program.

To start the configuration, click the "File" menu item and choose "Configuration".

1. Connections Setup

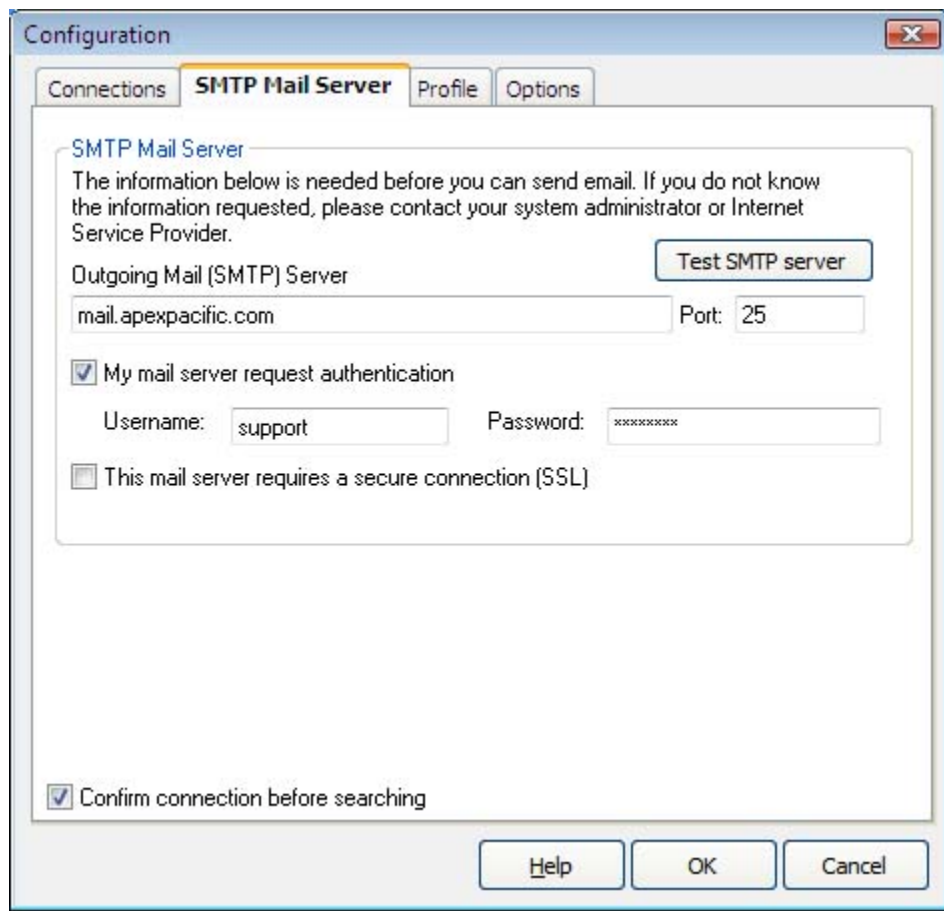


This allows you to setup how you want to connect to the internet. If you are connected using an Cable/ADSL connection, please select "Direct to internet".

If you are connected to the internet through a "Proxy Server", please choose "Proxy Server" option and enter your correct "Proxy Server" address and "Port" number. If you are not sure you are connected to internet through a "Proxy Server", please contact your ISP or Network Administrator.

By default, it is set to "Direct to internet".

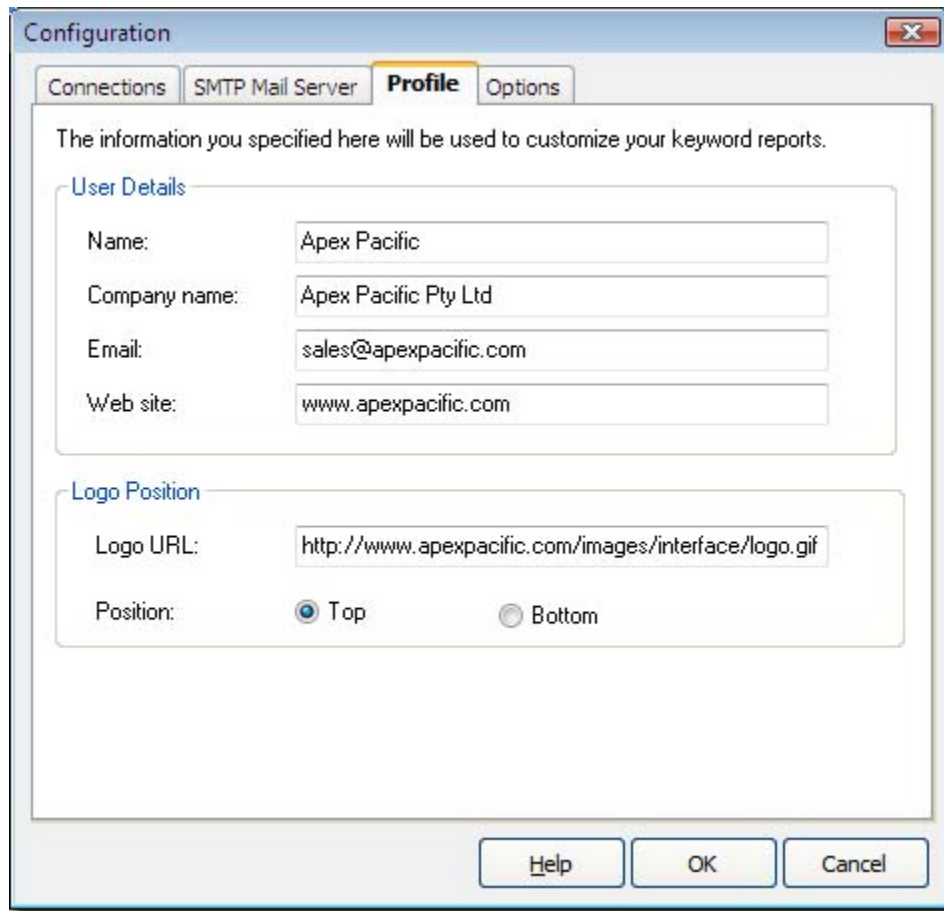
2. SMTP Mail Server



SMTP mail server: Please specify your SMTP mail server settings which will be used to send out reports automatically.

Tip: please click on the "Test SMTP server" to make sure you've setup your SMTP server correctly. Please contact your ISP or network administrator for your correct SMTP server details.

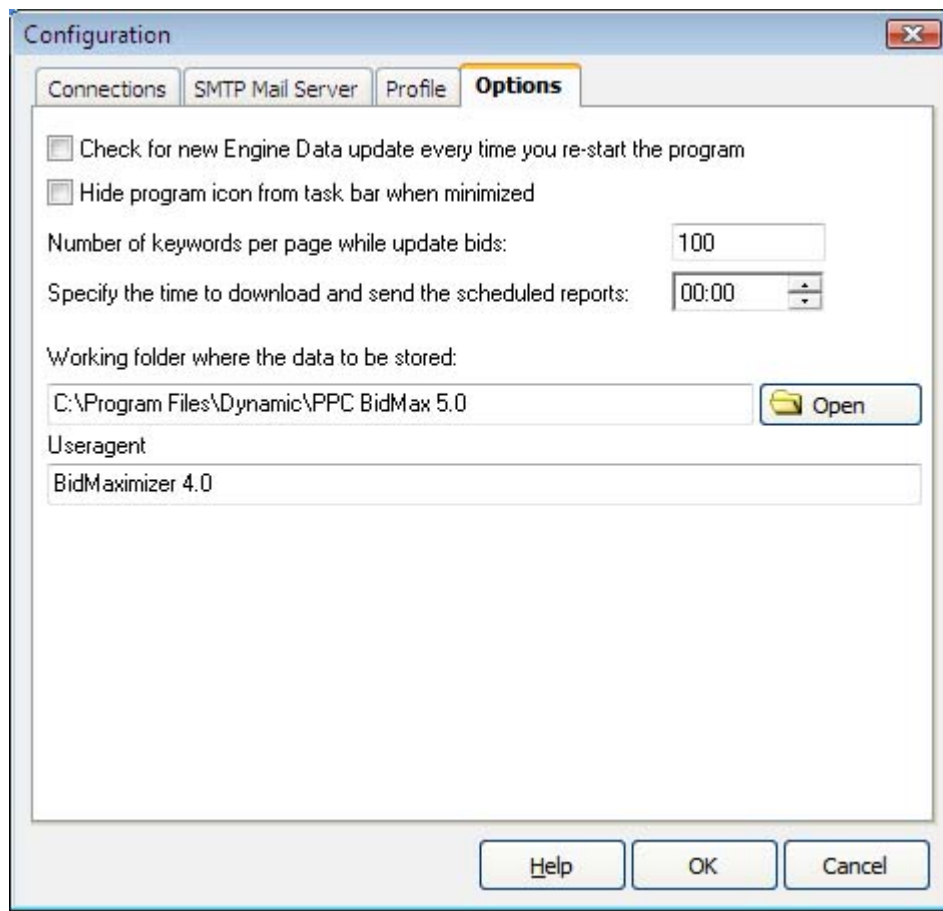
3. Profile Setup



The screenshot shows a 'Configuration' dialog box with four tabs: 'Connections', 'SMTP Mail Server', 'Profile', and 'Options'. The 'Profile' tab is selected. The main text reads: 'The information you specified here will be used to customize your keyword reports.' Below this, there are two sections: 'User Details' and 'Logo Position'. The 'User Details' section contains four text input fields: 'Name' (Apex Pacific), 'Company name' (Apex Pacific Pty Ltd), 'Email' (sales@apexpacific.com), and 'Web site' (www.apexpacific.com). The 'Logo Position' section contains a 'Logo URL' text input field (http://www.apexpacific.com/images/interface/logo.gif) and a 'Position' section with two radio buttons: 'Top' (selected) and 'Bottom'. At the bottom of the dialog box are three buttons: 'Help', 'OK', and 'Cancel'.

This information will be used when creating your reports. This information will be used as a default. However, PPC BidMax provides the user to Customize this information on the Account Level. [Learn how.](#)

4. Options Setup



Check for new Engine Data update every time you re-start the program: The default is off. You only need to update Engine Data once a month. If this option is enabled, the program will download engine data file every time it starts.

Number of keywords per page while update bids: The default is 100. Please use a number smaller than default, as higher number may cause problems with the search engine's backend server.

Specify the time to download and send the scheduled reports: You can specify the time to let the program retrieve your PPC campaign reports from PPC accounts.

Google API Token ID (Developer token): Enter your Google API token here, and then you can get started using Google API with the program.

Google Application Token ID: This is an option in the program you do not need to fill this field.

Please [click here](#) to find out more about Google API Token (also known as Google Developer token)

See Also:

[Overview](#)

[Features](#)

[Getting Started](#)

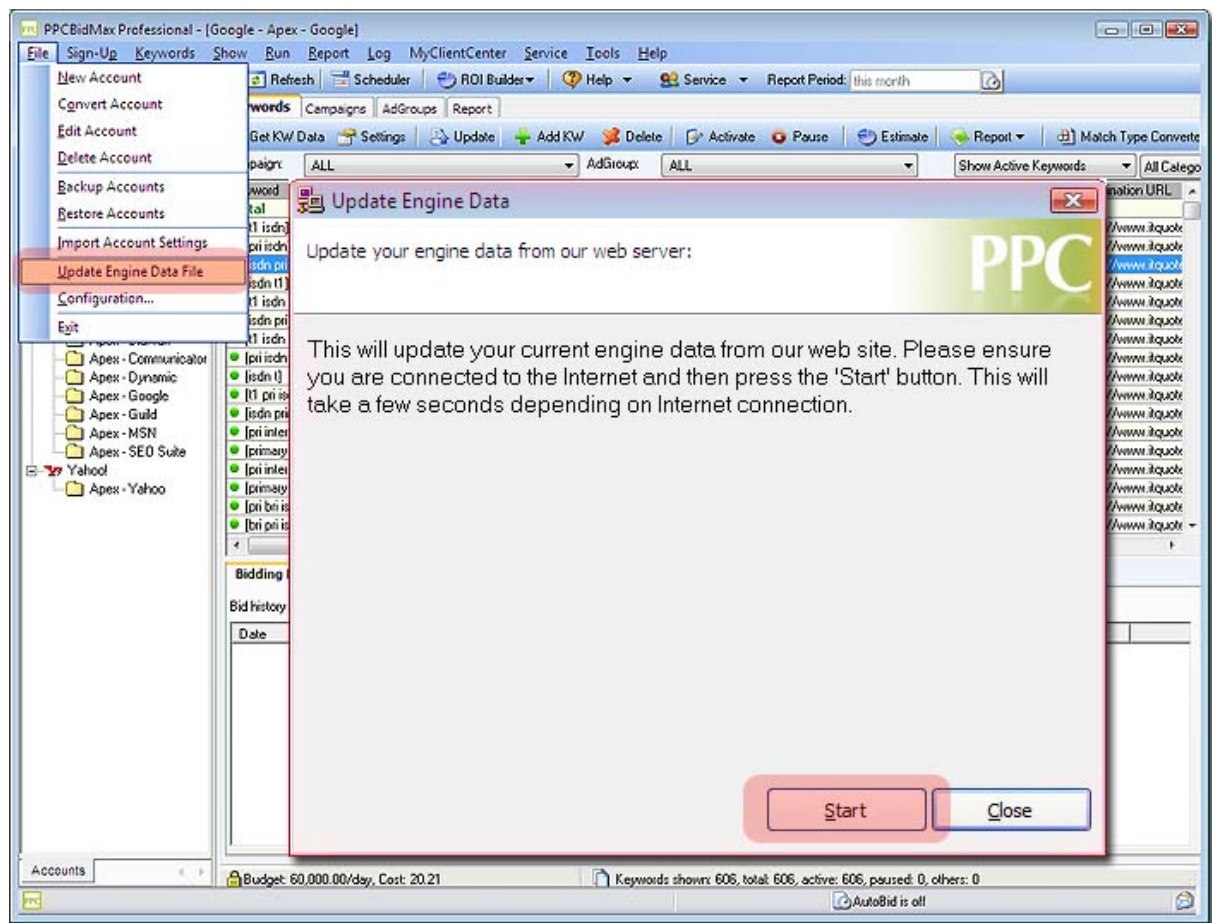
[Update Engine Data File](#)

4.2 Update Engine Data File

This feature allows you to download the latest set of engine data files from our web server to your PC. The process normally takes under one minute.

Please update the Engine Data file regularly about once per month to keep your engine data files up to date.

If you are having problems updating the engine data file, or are having problems connecting to our web server, please check your "Connections" setting on "File / Configuration" window and make sure you have entered the correct "Proxy Server" address/settings if you are connected to the internet through a proxy server, then try again.

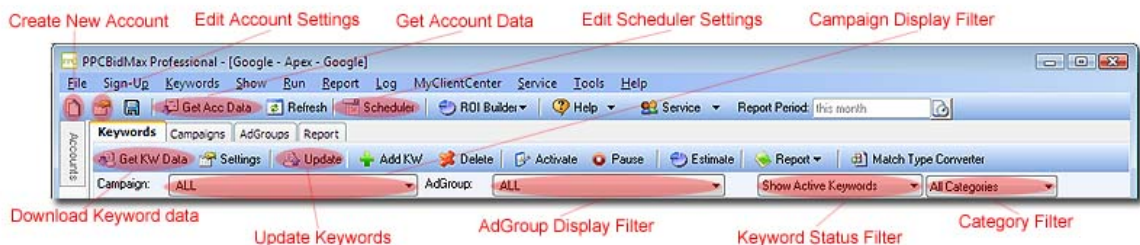


See Also:
[Configuration](#)

5 Working with BidMax

5.1 Creating a new account

An Account contains all of the information about your login details, keywords, URLs and bidding information. You must create an account before entering any keywords or URLs.



To Create a new Account: Click the "Create New Account" button from the toolbar (please refer to the screenshot above), the "Account Wizard" window will pop up. You can also create an "Account" by clicking the "File" menu item from the menu bar and choosing the "New Account" menu item.

Edit Account: Simply double click on an account name from the Account list box, or click the "File/Edit Account" menu item.

Delete Account: You can delete an account by clicking the "File/Delete Account" menu item.

When you click on "New Account" button you will be prompted with " with 3 options:

- [1- Download my PPC data from the search engine to create it in BidMax.](#)
- [2- Convert / Import Campaign\(s\) from another PPC account.](#)
- [3- Create new campaign\(s\) on the Search Engine](#)

See Also:

- [Add or Import Keywords](#)
- [Retrieve keywords from your account](#)
- [Update](#)

5.1.1 Download my PPC data from the search engine to create it in Bid Max

If you choose this option, you will be downloading all your Keywords, Adgroups and Campaigns from the search engine (your PPC account) into the BidMax. After getting the data, you can use the program to manage this account.

When you choose this option, you will go through create a new account wizard. Please follow the instructions if you need any help with the wizard.

Step 1- Selecting the Search Engine and entering the Account login Information:

On this step, you will be asked the following questions:

-Engine: This is the search engine you want to get your data from. If you want to manage Google Adwords, please choose Google as the engine from the drop down menu.

-BidMax Account name: This is the account name you want to "Label" your PPC account under BidMax. This option is for internal reference only and will not effect your PPC account.

-User Name: This is the username you use to log into the search engine to see your PPC Campaign. **

-Password: This is the password you use to log into the search engine to see your PPC Campaign.

After entering all the details please click **Next** to proceed to the nex step.

**For Google Adwords, you also need to choose if you are entering "My Client Center" login details or "Google Adwords" login details in the program.

If you choose My Client Center login details, then please click on "Get Client Emails" button and choose the email that corresponds to the account you want to manage. Please go to the following link to find out more information about Google account information:

[Use the correct login Email and Password for Google adwords your account](#)

-For Yahoo! Search Marketing, please go to the following link to find out more information about account information:

[What is Account ID and Master Account ID and where can i find these when i am creating Yahoo! Search Marketing Account under PPC Bix Max 5.0 or above?](#)

Step 2- Select your Campaigns

BidMax will download all your campaigns associated with your account. Please choose the campaigns that you want to manage with the program by selecting the checkbox next to them

After you select the campaigns click **Next** to proceed to the next step

Step 3- Enter your Default Maximum and Default minimum bid and your Target Position for your campaigns

You can click on the fields next to your campaigns and change the Default Maximum , Default Minimum and Target position*** or you can enter the values on the bottom fields and click on "Apply" to change all of the values.

Step 4- Please give some information about your PPC account you will manage with the program:

On this step program will ask you some information about your PPC account so it can change its settings to optimum values.

- Please choose the amount of keywords you will be managing with BidMax program in this account.
- Please choose how often you want to update your bids for your keywords.

Then please click on "Next" button to proceed to the next step

Step 5- Revise your Account information and create the account

On this step, please check the information you have provided and if you want to change anything please click on "Previous" button to go back and change the information.

If everything looks ok, then click on "**Finish**" to create your new account under BidMax.

Once your click on Finish, program will download the campaigns, adgroups and keywords.

***Definitions:

Default Maximum Bid: The maximum amount you want to spend for a click.

Default Minimum Bid: The minimum amount you want to spend for a click. There is a default minimum setting by the search engines. For example, minimum bid for MIVA is \$0.10; you cannot bid lower than default minimum bid.

BidMax program will recalculate your bids BETWEEN your Maximum bid and Minimum bid and will not change any higher or lower than these values.

5.1.2 Convert / Import Campaign(s) from another PPC account

This function allows you to create a new account using the information of another account created in BidMax.

To give an example, if you already have an account on Google Adwords, and you are managing this account through BidMax, then this program can convert this account into Yahoo! account and update it to the engine with a few mouse clicks.

Example: I have already created an account called "Apex SEO" on Bid Max under Google Engine and i would like to create the same account under Yahoo! engine.

You could use this tool to create your Yahoo! campaign(s) using the information from the Apex SEO (Google) account.

When you chose **Convert / Import Campaign(s) from another PPC account** option and click on Next you will go through some steps to create your new account:

Step 1- Select Engine and Account:

On this step, please select the Engine and the Account where you want to import your information from.

Example: If we want to convert our Apex SEO account from Google engine, then select "Google" as the "From Engine" and "Apex SEO" as the "From Account".

We want to create our new campaign on Yahoo! so we should select "Yahoo!" as "To Engine"

Step 2- Please enter your "To Engine" account information. and click on Next

Example: If we want to convert our Google account "Apex SEO" to Yahoo! then we need to enter the details of our Yahoo! Search Marketing account on this step.

Step3- Select Campaigns and Change the Settings:

On this step, please select the Campaigns you want to convert and change their settings if desired.

You can also click on "New" button to create a new Campaign.

After you choose the campaigns and change their settings, please click on "Next" to proceed to next step

Example: If we only want to convert two of our Campaigns from Apex SEO, then please select these two only. If we want to change any preferences of the campaign, we can do so on this step.

Step 4- Select the AdGroups and Change Their Settings:

On this step, please go through your Campaigns from the drop down menu and select the adGroups that you want to convert to your new account.

You can also click on the AdGroup and change its settings and AdCreatives.

On this step, if you wish to create a new AdGroup, you can do so by clicking on "New Adgroup" button then enter the details of the adgroup into the program

After you choose the AdGroups and change their settings, please click on "Next" to proceed to the next step.

Example: From the two campaigns selected for Apex SEO, we can choose to get only one AdGroup per our campaigns. And also we can change the Max CPC of the AdGroup as we would not want to spend as much money on Yahoo! as Google.

Step5- Select/Add Keywords to be converted:

On this step you can go through your Campaigns/ Adgroups and select the keywords that you want to convert. If you want to add new keywords, then please choose the specific Campaign and Account and enter the keyword into the field on the bottom of the page as instructed and click on "Add" button.

On this step you can also change the MaxCPC of some of your keywords

After choosing the keywords, please click on Next to proceed to the next step.

Step 6- Enter New Account Details:

On this step you will enter the New account details that we will create under BidMax.

Account Name: Is the name we want to give to this account under BidMax. (will not update to Search Engine)

Default Maximum Bid: The maximum amount you want to spend for a click.

Default Minimum Bid: The minimum amount you want to spend for a click.

Default Target Position: Is the position that you want to be at on search results.

Default URL: Is the URL that you use for this PPC account.

Do not update Bids if the keyword does not have impression: Program will check the impression of the keywords and if there are no impressions, then it will not change the bid of the keyword if you select this option.

Increase CPC to engine's minimum bid to activate inactive keywords automatically: If you check this option, then program will increase your bids to the minimum allowed bid of the search engine if your keywords are below this limit.

Update Inactive Keywords: If you check this option, then program will update your keywords even if they are inactive on the engine.

Performance Report Setting: If you enter the email address and the subject, then you can send the reports with a click of a mouse through the program. Once you create the report, if you click

on "Email Report" then program will email the report created to the mail address you enter here with the subject line entered here.

Step 7- Review Your New Account Information and submit it to the search engine:

On this step, please check the information about your Campaigns, AdGroups and keywords and make sure there are no mistakes. If there are any problems, please go back and correct it.

If there are no problems, please click on "Submit" button and the program will create your new campaigns, adgroups and keywords on the search engine chosen.

After program creates the account, you can see it on the left accounts panel and choose it to manage it.

5.1.3 Create new campaign(s) on the Search Engine

If you select this option, then you can create new campaigns, adgroups and keywords on a selected Search Engine(s).

If you select this option and click on "Next" then program will take you through the wizard to create your new campaign(s):

Step 1- Select the Engines that you want to create the campaign on:

On this step, please select the search engines that you want to create your new campaign on. You can select multiple engines and program would create multiple campaigns on each engine.

After selecting the engine(s) please click on "Next" to proceed to the next step

Step 2- Account Login Details:

On this step, please go through all the Search Engines you have selected, and enter the login / Account details for each engine, then click "Next" to proceed to the next step.

Step 3- Campaign Settings:

On this step, please create the campaign(s) that you want to create on the search engine(s). After creating the campaign, please enter all the campaign settings under "Advanced Settings" tab.

After creating the campaign(s) please click on "Next" to proceed to the next step.

Step 4- AdGroup Settings:

On this step, please choose the campaign from the drop down menu on top, and create the adgroups under selected campaign.

After selecting the campaign please click on "New AdGroup" button and enter the name of this adgroup.

After the program creates the adgroup, please enter the adgroup details, and click on "AdGroup Creative" to create your creatives for this AdGroup. Please click on "New Creative" and enter the details for the adcreative.

Once you finish adding the AdGroup(s) and Adcreative(s), please click on "Next" to proceed to the next step.

Step 5- Keyword Settings:

On this step, please add the keywords to all "Campaign (s)/ Adgroup(s)"

You can enter the keywords one by one into the field, or you can import them from a Text/CSV file.

After entering the keywords into the program, please click on "Add" button to add the keywords into the list. After adding the keywords into the list, please select the keywords (by holding down the shift key and selecting them) and enter the Max CPC and URL and click on Apply button, and click on "Next"

Step 6- Enter New Account Details:

On this step you will enter the New account details that we will create under BidMax.

Account Name: Is the name we want to give to this account under BidMax. (will not update to Search Engine)

Default Maximum Bid: The maximum amount you want to spend for a click.

Default Minimum Bid: The minimum amount you want to spend for a click.

Default Target Position: Is the position that you want to be at on search results.

Default URL: Is the URL that you use for this PPC account.

Do not update Bids if the keyword does not have impression: Program will check the impression of the keywords and if there are no impressions, then it will not change the bid of the keyword if you select this option.

Increase CPC to engine's minimum bid to activate inactive keywords automatically: If you check this option, then program will increase your bids to the minimum allowed bid of the search engine if your keywords are below this limit.

Update Inactive Keywords: If you check this option, then program will update your keywords even if they are inactive on the engine.

Performance Report Setting: If you enter the email address and the subject, then you can send the reports with a click of a mouse through the program. Once you create the report, if you click on "Email Report" then program will email the report created to the mail address you enter here with the subject line entered here.

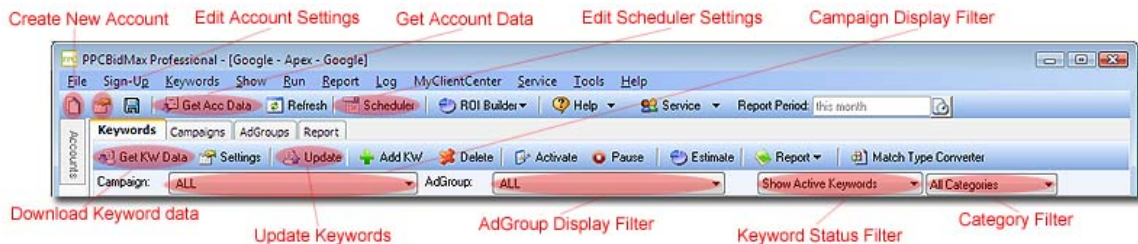
Step 7- Review Your New Account Information and submit it to the search engine:

On this step, please check the information about your Campaigns, AdGroups and keywords and make sure there are no mistakes. If there are any problems, please go back and correct it.

If there are no problems, please click on "Submit" button and the program will create your new campaigns, adgroups and keywords on the search engine chosen.

After program creates the account, you can see it on the left accounts panel and choose it to manage it.

5.2 Retrieve Keywords from your account



After you have created your account, if the program did not download your keywords into the program, then you can download the keywords on 3 different level.

1- **"Get Acc Data"**: when you click on this button, BidMax will download all the account details including Campaigns, AdGroups and keywords.

2- **"Get KW Data"**: If you choose the "Campaign" and leave "AdGroup" as "ALL" and click on "Get KW Data", program will download all the keywords for the selected campaign.

3- **"Report"**: You can generate a report for the keywords and their details shown on the screen. There are 3 formats you can generate the reports to, it's HTML, Excel (provided you have Microsoft Excel installed in your system) and text file.

Note: By Default when you create your account, program should download all your account information from search engine into the BidMax.

See Also:

[Keyword Property Setting](#)

5.3 Keyword Property Setting

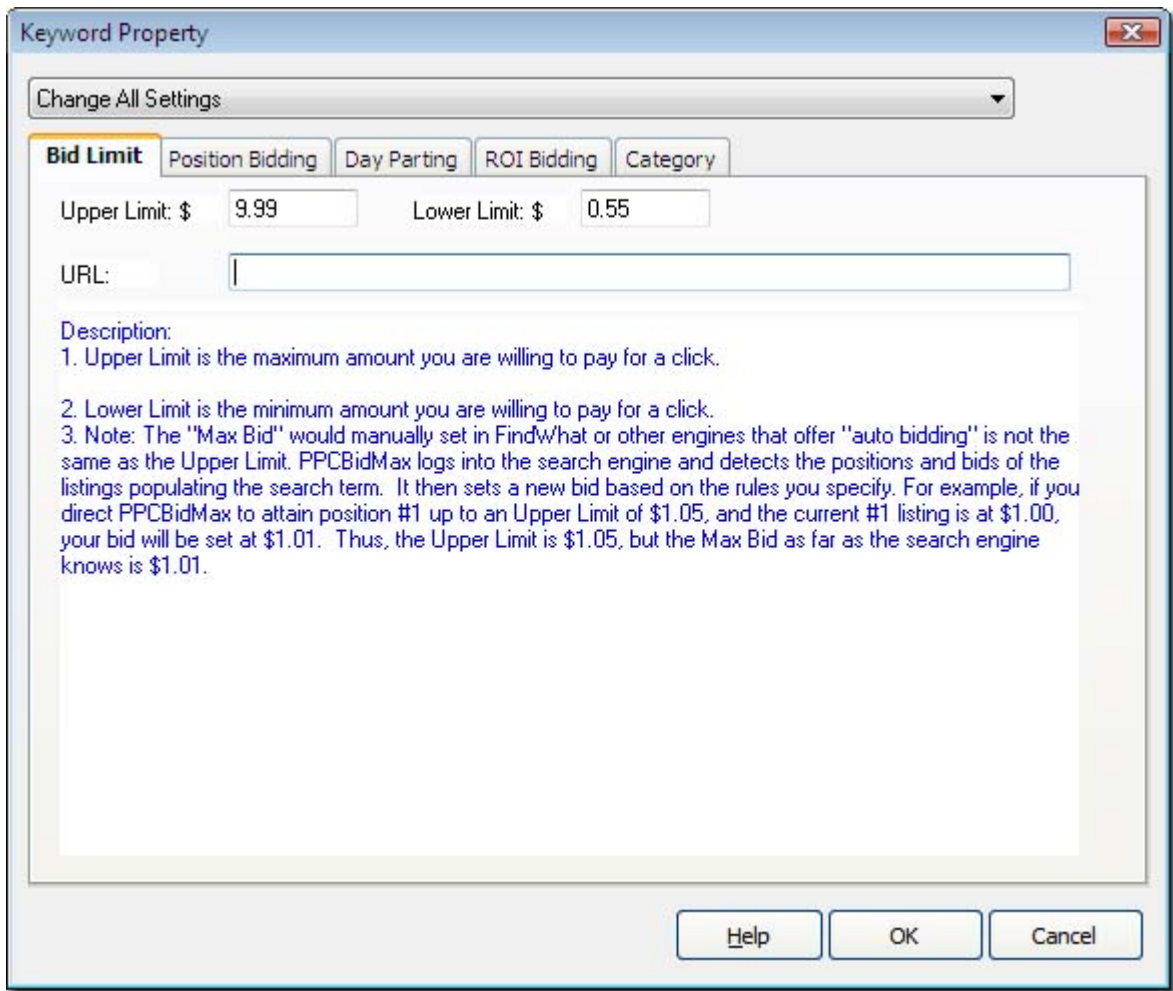
The "Keyword Property" window allows you to specify an individual setting for each keyword.

To set a property for a keyword, simply select the keyword you want to set and click the "Setting" button from the toolbar, or just double click on the keyword you want to set.

Tips:

You can also set multiple keywords at the same time by holding down the "Ctrl" or "Shift" key when selecting the keywords and then clicking on the "Setting" button. You can choose to set individual setting separately.

1. Bid Limit setting



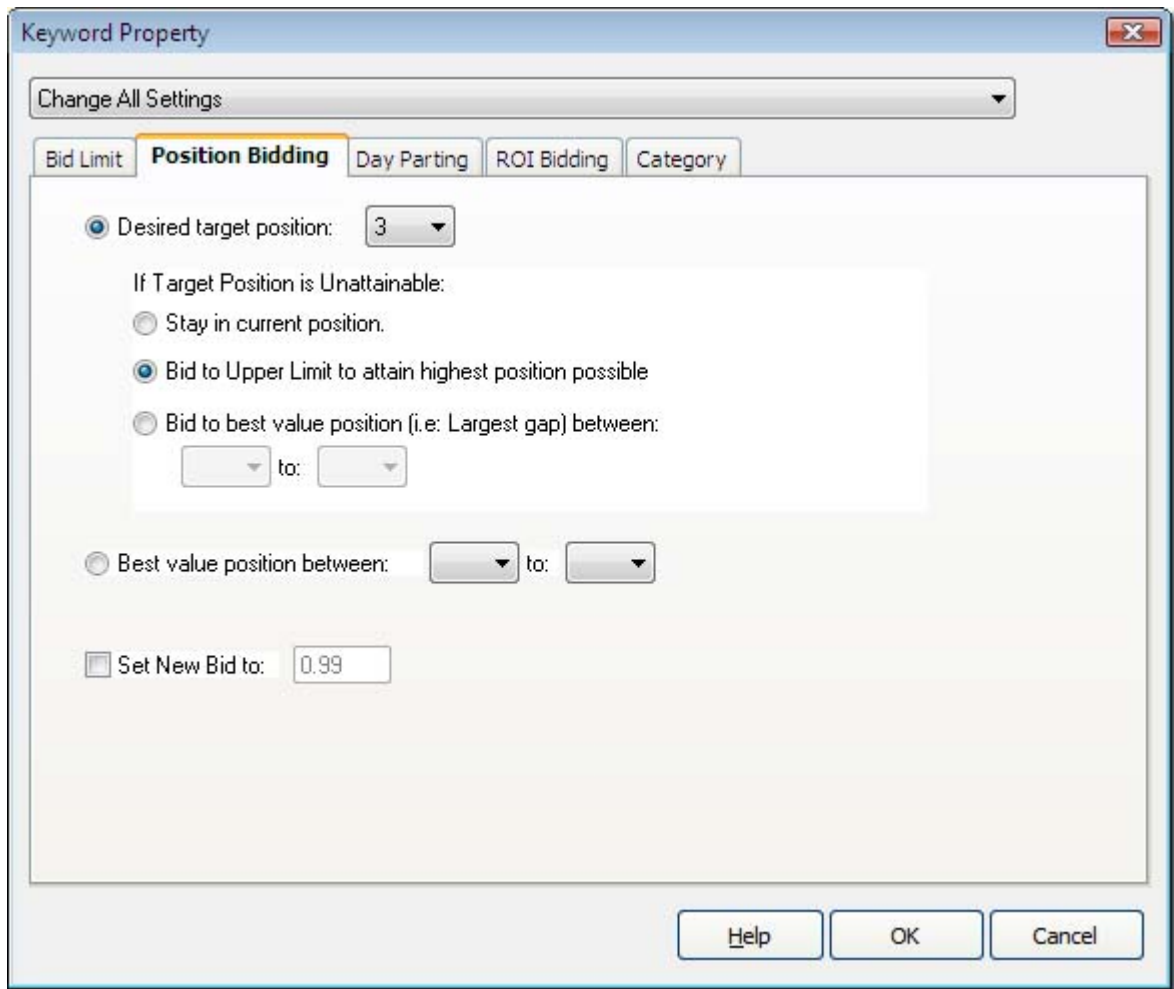
Upper Limit (Maximum Bid): This is the maximum bid price you would like to spend for a keyword. By default, it will use the "Default maximum bid" value under the "Account" Profile settings if this value is not set.

Lower Limit (Minimum Bid): This is the minimum bid price you want to spend for a keyword. By default, it will use the "Default minimum bid" value under the "Account" Profile settings if this value is not set.

Note: The Lower Limit (Minimum Bid) value can not be less than the minimum amount requested by the search engine.

Program will recalculate your bids between Upper Limit and Lower Limit and will not go over or under these values.

2. Bid To Position setting



Desired target position: This is the target position you want to bid.

If the target position can not be achieved due the amount required being higher than the upper limit, then there are the following options available.

Stay in current position: This does exactly what title says. The program will try to keep you in current position.

Bid to Upper Limit to attain highest position possible: In this scenario, the program will bid to your upper limit.

Bid to best value position between: Selecting this setting will allow the program to find the best valued position for you and bid on that position if it fails to bid to the specified target position. For example, if the Target bid is greater than your Upper Bid Limit, then the program will try to find the next available best value position for you and bid to that position. You need to specify the position range between the high bid and low bid. The high bid will be always lower than the "Target Bid".

Note: If you choose this option, then your bids might fluctuate between chosen positions until program finds a good value/position balance.

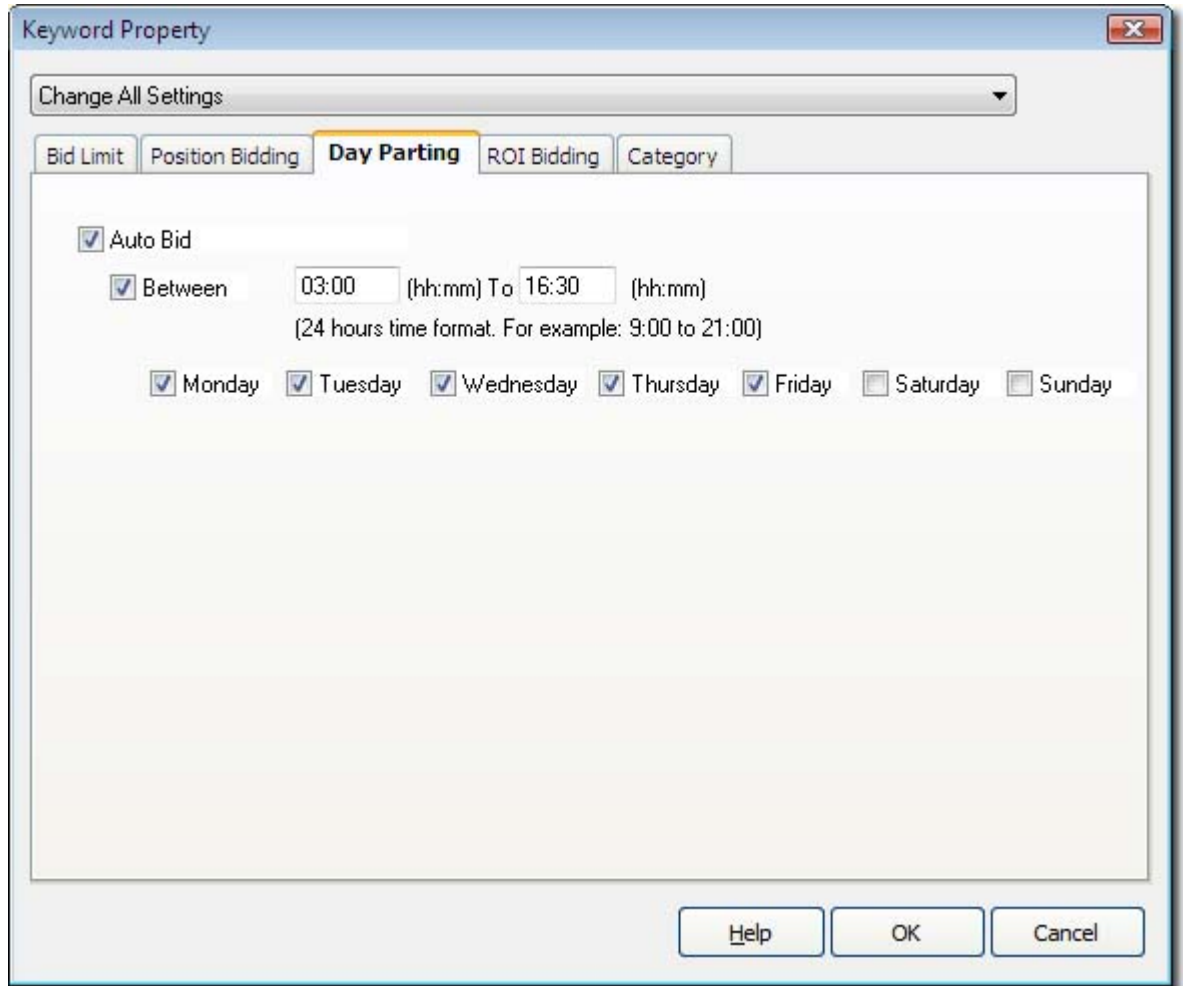
Best value position between: This allows you to bid on the best value position in the position range

you select.

Stay in current position (eliminate bid gaps): This option allows you to maintain your current position but eliminate any bid gaps that may exist.

Set New Bid To: This allows you to set a new bid price for selected multiple keywords at once.

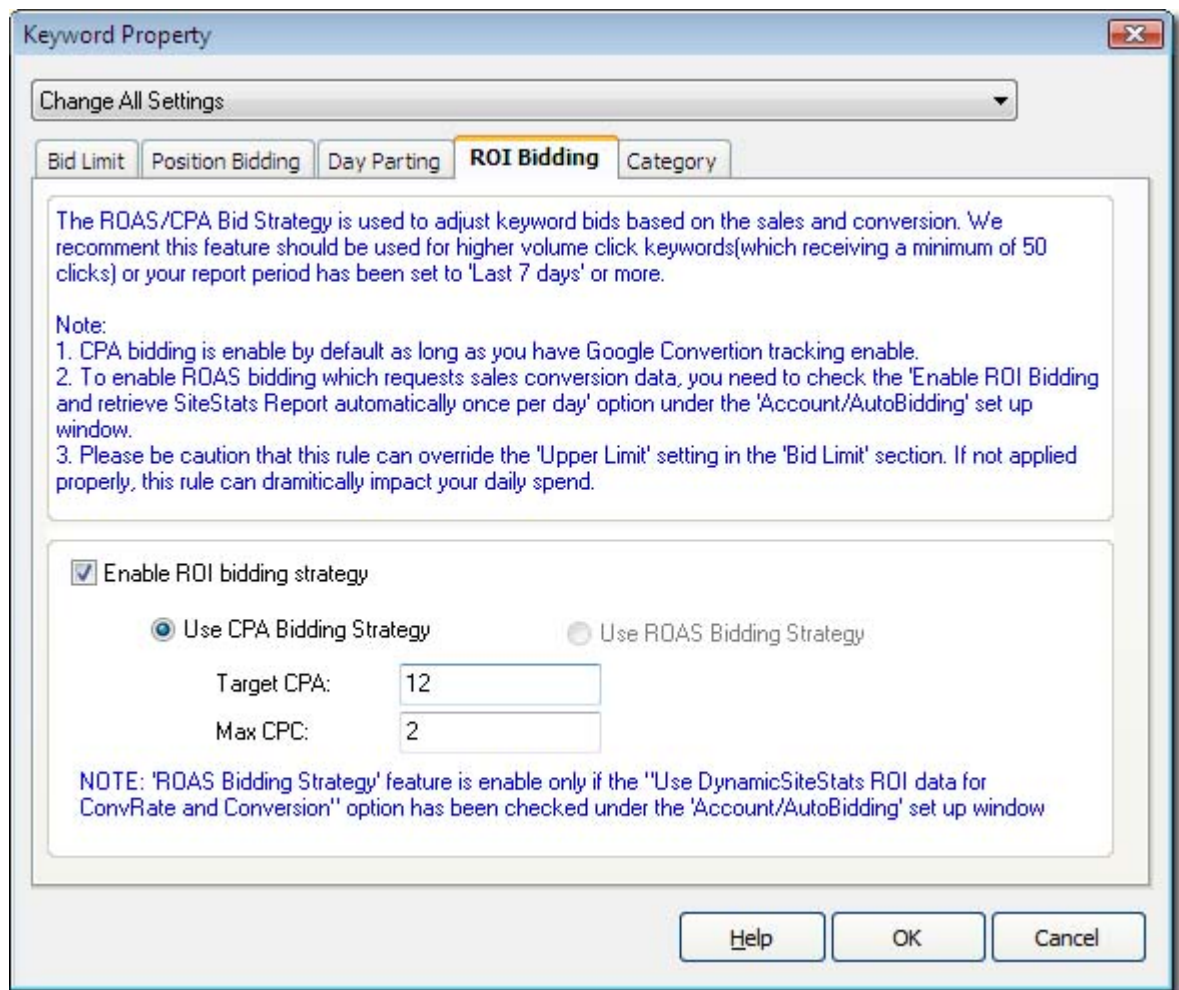
3. Day Parting (Scheduler)



Auto Bid: Checking this box will enable the Auto Bid in schedule mode, otherwise, it will run in manual mode.

Between hh:mm to hh:mm: When you enable the "Update" in schedule mode, you can specify which time range you want to do the Update. For example, you may want to use the "Update" only during the business hours between 9:00 - 18:00

4. ROI Bidding



After getting ROI report from SiteStats, BidMax can help you to set new bid strategy based on the information in the ROI report and your ROAS/CPA target.

1). Select the keyword(s) you want to set ROAS/CPA Bid Strategy and click the "Property" button in toolbar. Activate the "BidStrategy" tab in "Keyword Property" window.

2). Select which strategy you want to use, ROAS or CPA.

If you select "Use ROAS Bid Strategy" option, the program will set new bid based on the "Sales" information in ROI report. If you choose the "Use CPA Bid Strategy" option, the new bid will be calculated based on number of "Clicks" in the report.

3). Enter your target ROAS or CPA value.

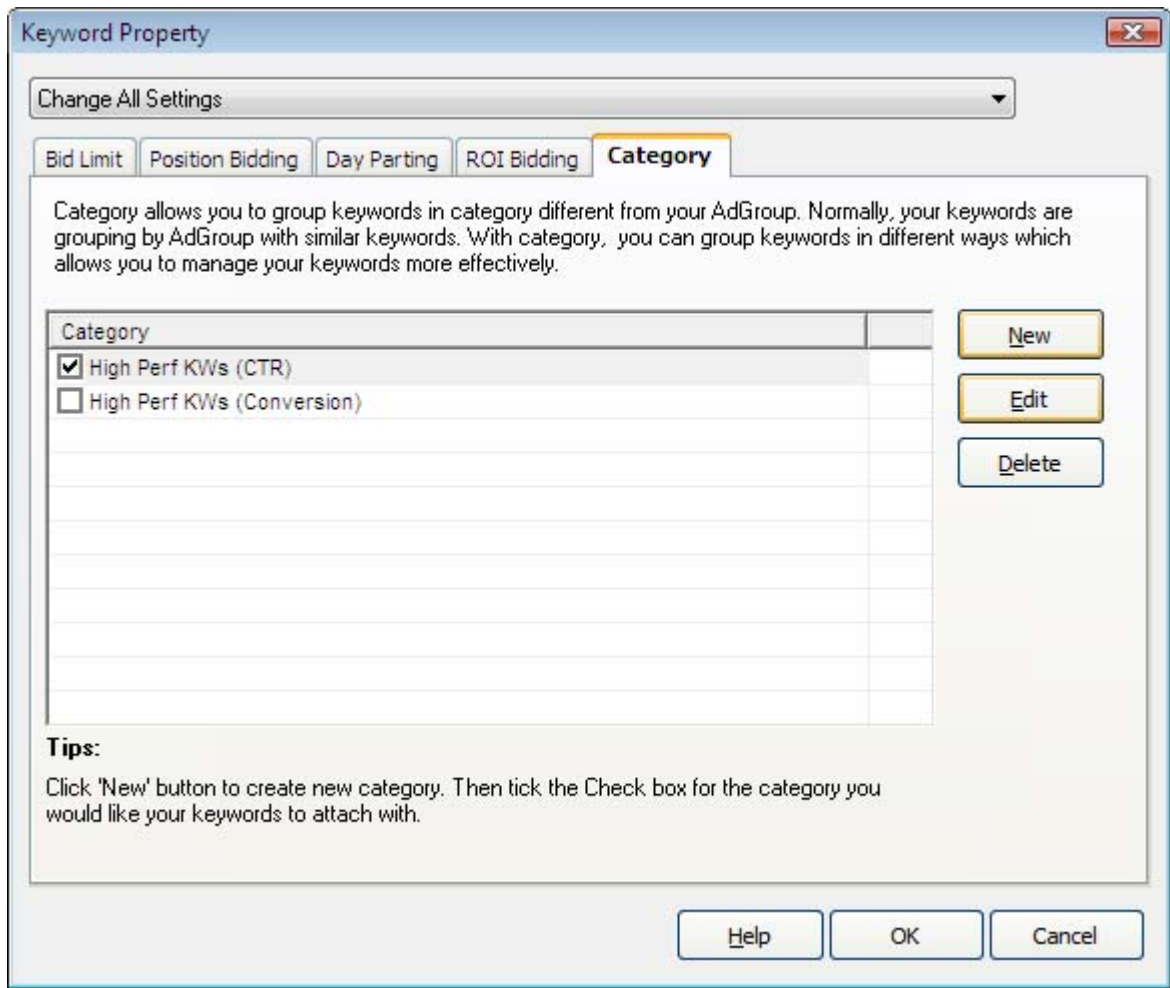
For example you enter \$4 for "Target ROAS or CPA", it means that for every \$1 that you spend, you wish to get \$4s back as revenue.

4). Enter the maximum price you want to spend for achieving your target.

For example you set the price as \$2, the program will bid for your keyword never exceeding \$2. It works like an "Upper Limit" for a keyword.

- Note:**
- a. To use ROAS/CPA Bid Strategy, you need to set the option "Retrieve SiteStats Report automatically once per day" in SiteStats Report Scheduler.
 - b. ROAS/CPA Bid Strategy may overwrite the "Upper Limit" you set in "Bid Limit".
 - c. We highly recommend you to use this feature only to the keywords with high traffic volume, such as those keywords receive more than 100 clicks in certain period.

5. Category



The "category" allows you to create a "Customized" category and assign your keywords to the category you've created. You can filter the keywords based on the categories you've created.

Note: a. To use the Cost per Acquisition (CPA) bidding strategy: as long as the Google Conversion Tracking is enabled, then BidMax can use the Google conversion information for your CPA bidding.

b. To use the Return of Acquisition Spending (ROAS): with this method it does require a tracking system to tack your revenue, you can use Google Web Analytistic or Yahoo! Web Analytistic to do that. If you do have a 3rd party tracking system, then we can also provide you an API to merge the data to PPC BidMax 5.1.

c. ROAS/CPA Bid Strategy may overwrite the "Upper Limit" you set in "Bid Limit".

d. We highly recommend you to use this feature only to the keywords with high traffic volume, such as those keywords receive more than 100 clicks in certain period.

See Also:

[Schedule Update](#)

[What is ROI Builder?](#)

[How to setup ROI Builder?](#)

Get SiteStats Report

Setup SiteStats Report scheduler

5.4 How to choose your position setting?

Depending on how much you are willing to spend, you can choose to go for more aggressive bidding or more conservative bidding.

For best results try aiming for positions between 3 to 5, this will always produce more traffic.

You should also consider the usage of "Quota Units" the more frequently you update your bids the more "Quota units" will be used thus you might spend more money on purchasing "Quota units" (For Google AdWords only).

Also for the Yahoo! platform, depending on how many keywords you have in your account, Yahoo assigns "Quota Units" for your account, so if you update your keywords too frequently, you might exhaust your quota and would not be able to update your Yahoo account until next day.

See Also:

[Keyword Property Setting](#)

5.5 Enter a new bid setting manually

In the "Keyword bidding panel" of the main interface, you can enter some bid settings manually for particular keywords.

1. Change your Target Position: click on the "Target" column and enter your desired position directly into the field.
2. Change your Upper Bid Limit: double click on the "Upper Limit" column and enter a new amount.
3. Change Lower Bid Limit: double click on the "Lower Limit" column and enter a new amount.
4. Change Max Bid bid: Double click on the "New Bid" column and enter your new bid amount.
5. Check or Uncheck the "Optimize" box to specify the keywords you want to optimize (Update).

Tips: you can set a new bid amount for multiple selected keywords through the "[Keyword Property](#)" window.

See Also:

[Update](#)

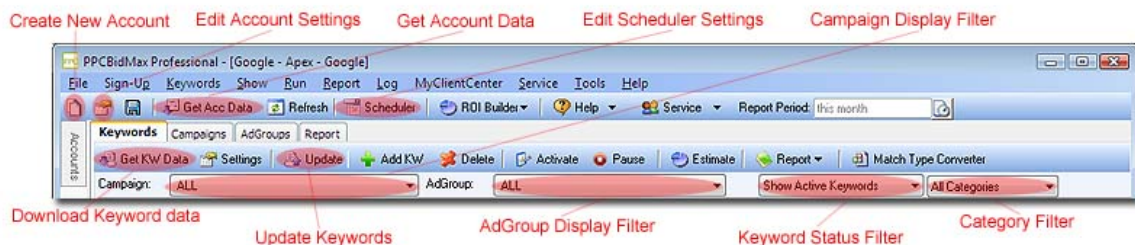
[Keyword Property Setting](#)
[The user interface](#)

5.6 Updating the Keywords

Update is a powerful feature which allows you to update your keyword bids, automatically, by closing your bid gaps or automatically bidding your keyword to your target position.

There are two options for auto bidding

- Update Bids automatically
- Update Bids automatically at Scheduler mode



Update your keyword bids:

-Click the "**Update**" button on the toolbar and the program will update your bids automatically based on the desired position you specified in the "KWProperty" window.

Update Bids automatically in Schedule mode:

You can also set up a scheduler to update your keywords in the background to a desired target position.

For more detailed instruction on how to set up the program to carry out bidding in schedule mode, please refer to

[Schedule the Update](#)

Tips and quick explanation on a few terms.

Setting(button): This allows you to specify a bid setting for individual keywords. For example, you can specify the Upper limit, Lower limit, Target Position, Best Value Position etc. This enables the program to bid to the target position you have specified, or the best position depending on the bid gaps between each position. Please click "[Keyword Property](#)" for more information.

By default, the program will eliminate the bid gaps as always.

Enter a bid amount manually

You can enter a bid amount for a specific keyword manually by Double-Clicking on the keyword and entering a new Bid.

See Also:

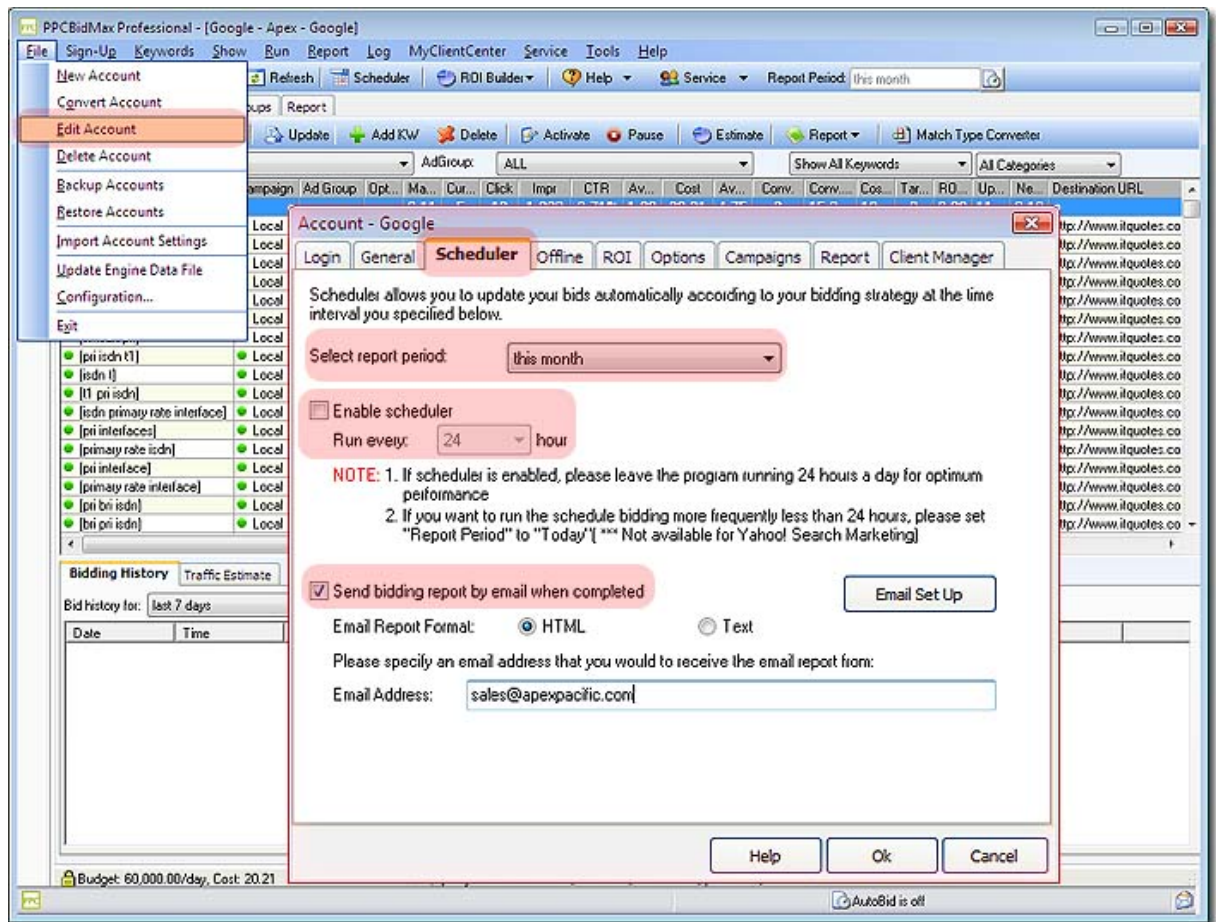
[Keyword Property Setting](#)
[Schedule Update](#)

5.7 Schedule Auto Update

This allows you to perform the Update function automatically at a regular time basis. You can specify the duration in hours or Days on how frequently you want to perform the update function, and if configured the program will also send you a keyword report via email automatically when the update is completed.

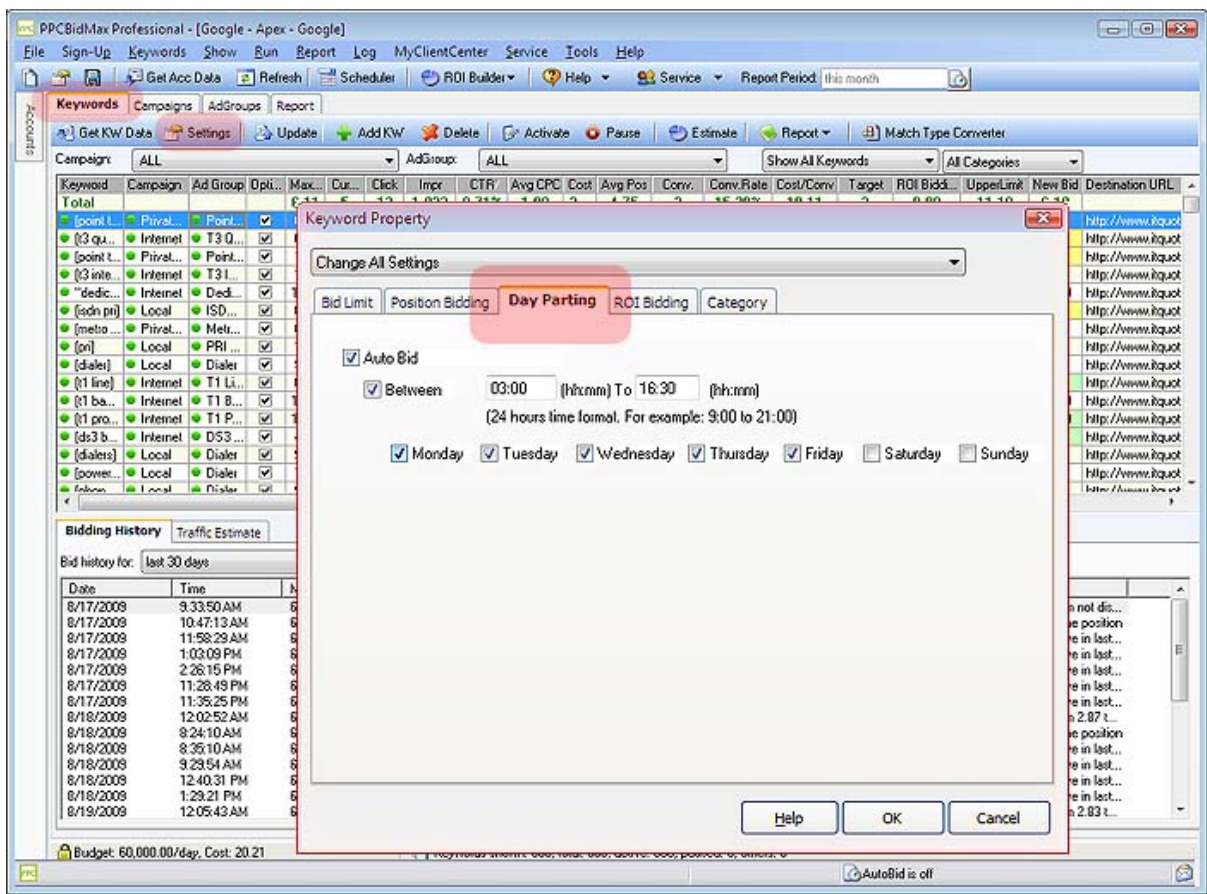
Please follow the steps below:

1. Double click on your specific account from the "**Account**" list to open the "**Account**" profile window, then click the "Scheduler" tab and be sure that the "Enable Scheduler" box is checked, and specify the frequency that you want to run Update.



2. If you would like the report to be sent to you once the update is complete, please check the "**Send keyword report by email when completed**" box. (Note: you also need to setup your SMTP mail server and email address under the File/Configuration window. Please see [Configuration](#) for details.)

3. You can also specify when you want to run the Update for each keyword through a time window. Select the keywords you want to set, and click the "Property" button to open the "Keyword Property" window, then click on the "Update" tab, specify the time and date you want to run the auto bid. This feature allows you to run auto bid at a specified period of time. For example, you may want to optimize your position to the top 3 positions from Monday to Friday during the working hour between 9:00 - 19:00.



See Also:

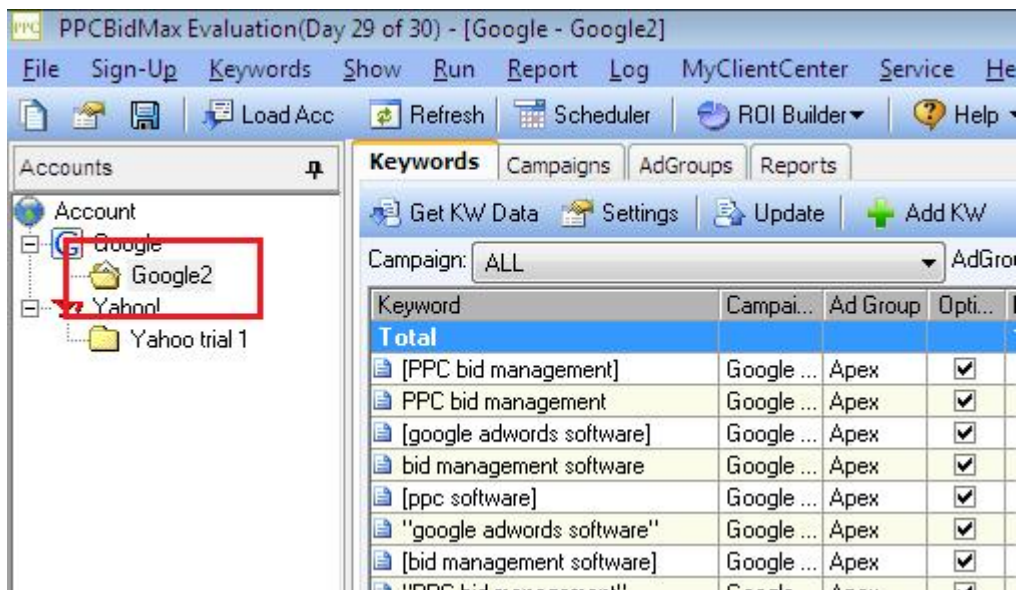
[Update keyword bids automatically](#)

5.8 Setup Performance Report Margin

Now you can easily apply a certain amount of Margin to the Performance Reports generated by PPC BidMax. This feature will save you hours and hours of time generating a Customized Performance Report to send to your Clients.

This setting applies to the specified account set up in PPC BidMax. Therefore each account in PPC BidMax can have their own independent setting.

To setup this feature on a particular account, please select the account on the Account browser on the left hand part of the PPC BidMax program.



Go to "File" menu and select "Edit Account".



Change the Tab to "Account Manager". Tick the box that says "Enable Management fee by ...". There are 2 options in regards with the management Fee.

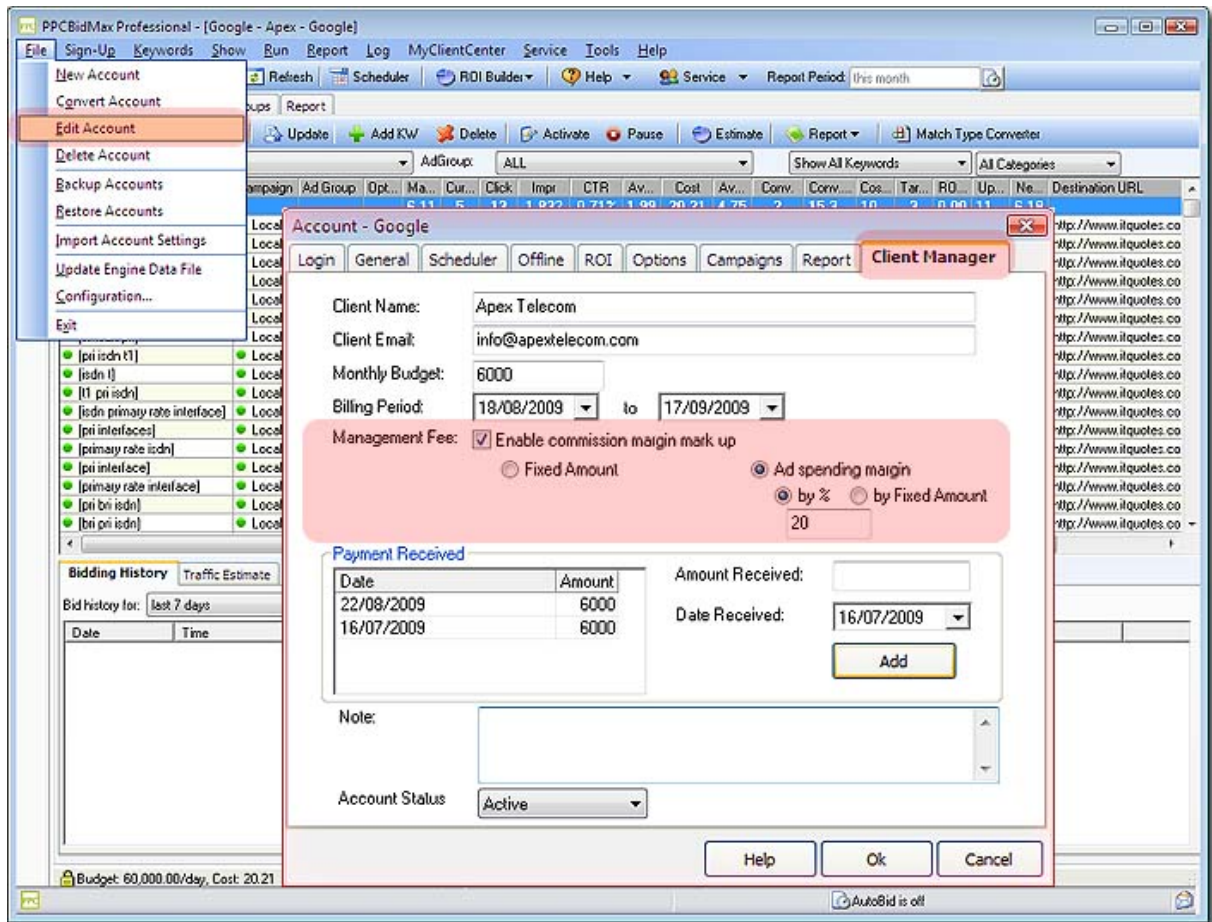
the first is by "Fixed Amount". This amount will not be integrated into the Performance report and only used for your notes.

The second option, by "Ad Spending Margin" will be applied to the Performance report. The margin will be applied to the CPC (Cost per Click), therefore, this will affect the values derived from it, such as Cost (CPC * clicks), Cost/Conversion and Total.

You can set the margin by either a percentage or a fixed amount.

Example for Percentage margin: If you set the Ad Spending Margin by 10%, it means that if you have a keyword with a CPC of \$1, it will be marked up by 10% to \$1.10.

Example for Fixed amount margin: If you set the Ad Spending Margin by 0.1 (10 cents), it means that if you have a keyword with a CPC of \$1, it will be marked up by 10 cents to \$1.10.

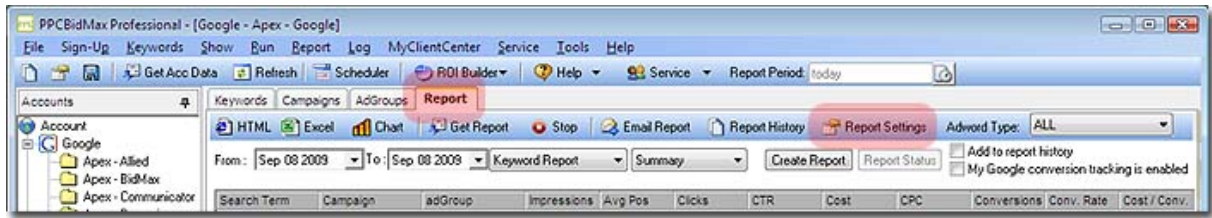


5.9 Customize Performance Report Column

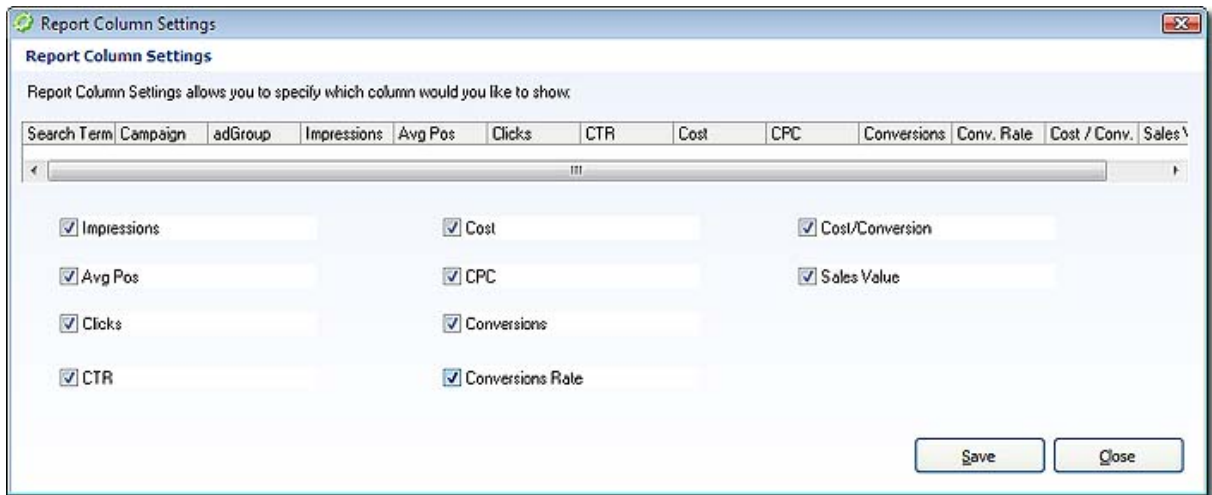
Now you can Customize the Column for the reports you'll generate and send. If you are not using the Google Conversion tracking, Keyword columns such as "Conv. Rate" and "Cost/Conv" is irrelevant there fore you can hide them. Or If you wish to hide other Columns for various reasons.

This setting applies to the specified account set up in PPC BidMax. Therefore each account in PPC BidMax can have their own independent setting.

To Access this feature, please go to the "Reports" tab on the Main working area and click on the "Report Settings".



Under the "Report Settings", you can select the Columns you wish to display on your Performance Report.



**reminder: this is an account level setting therefore each account can have a different settings.

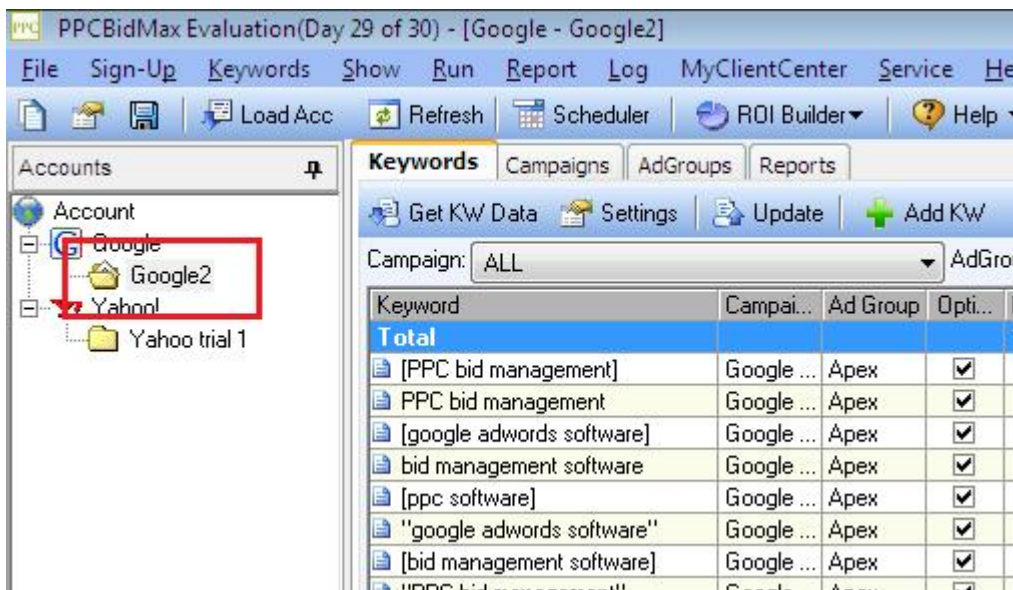
5.10 Schedule Performance Report

This feature allows you to schedule your Performance Report. You can choose which report generated and sent periodically.

This feature is under the account level. Therefore every account under PPC BidMax can have a unique setting.

To access this feature, please follow the instructions below:

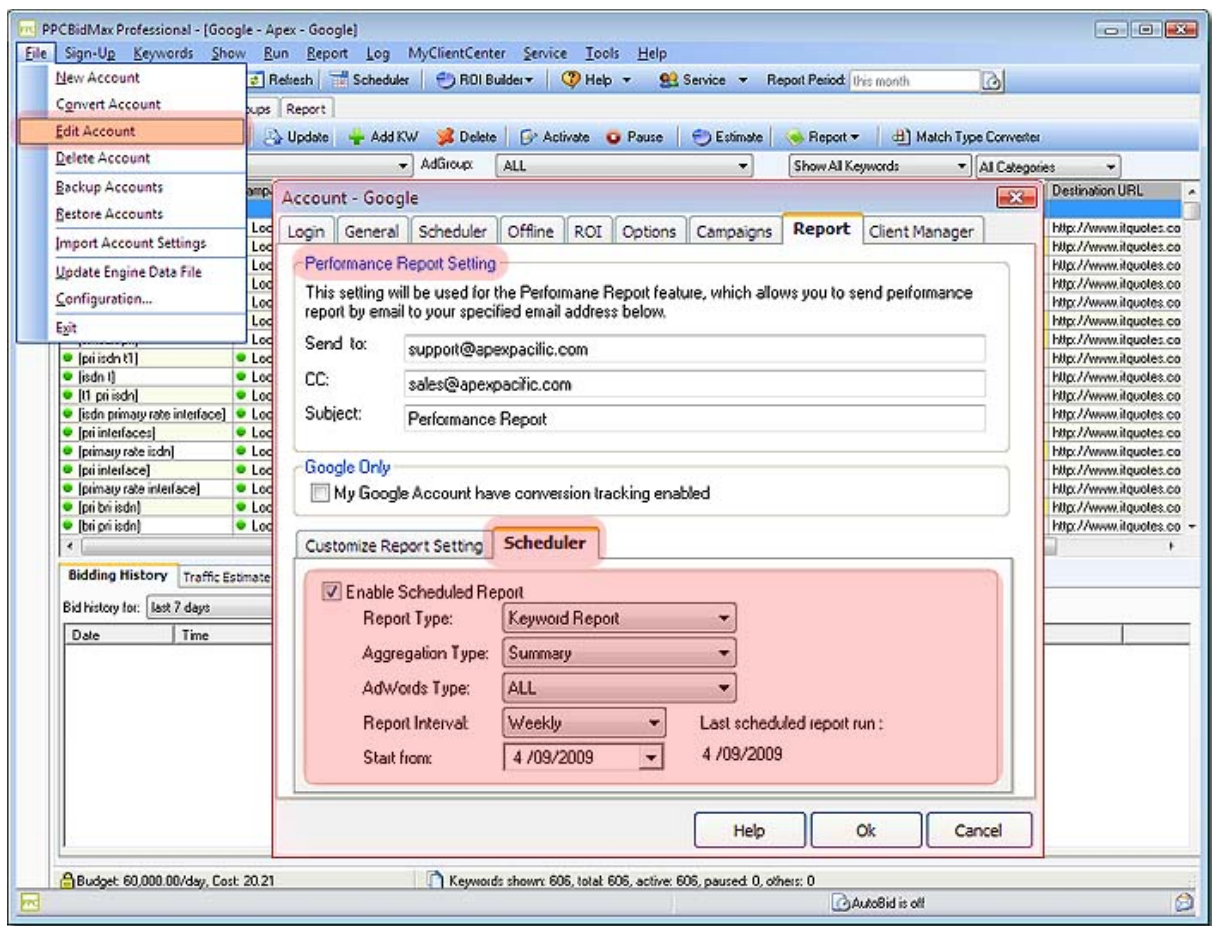
1. Please select the account you wish to setup using the account browser on the left hand part of the PPC BidMax program.



2. Go to "File" menu and select "Edit Account".

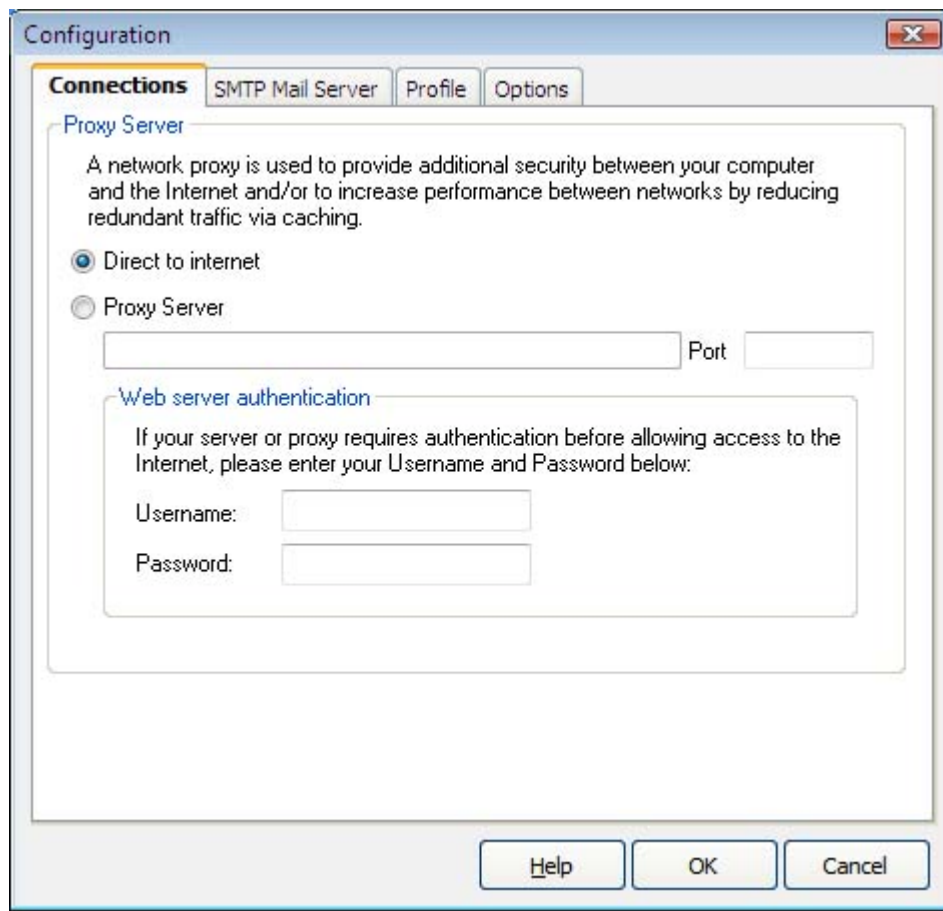


3. Change the Tab to "Reports". On the lower half of the windows, change the tab to "Scheduler" and setup the scheduler setting there.
 note. if you haven't properly setup your SMTP information, the program will automatically open the SMTP configuration window. [Click here to learn more.](#)



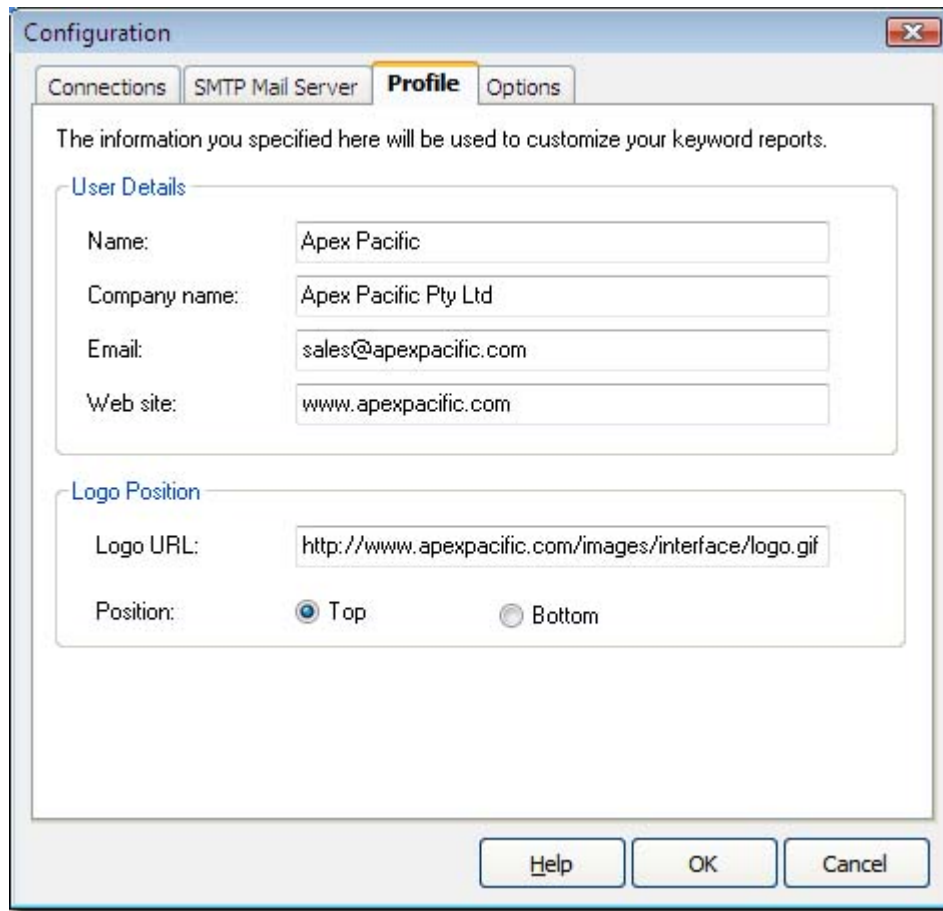
5.11 Email Keyword Update Reports

1. Set up SMTP mail server



- Go to the area where illustrated above via "File/Configuration" after you have started the BidMax.
- Enter your SMTP Mail Server settings provided by your internet service provider.
- Enter your login and password if your server requires authentication. Not all SMTP servers require login and password, so be sure to check with the people in charge of this issue first.

2. Customize your Default Profile for your Keyword Reports. This profile will be used if you haven't set your [Account level Report Profile](#).



The screenshot shows a 'Configuration' dialog box with four tabs: 'Connections', 'SMTP Mail Server', 'Profile', and 'Options'. The 'Profile' tab is selected and highlighted. Below the tabs, there is a text box containing the instruction: 'The information you specified here will be used to customize your keyword reports.' The dialog is divided into two sections: 'User Details' and 'Logo Position'. The 'User Details' section contains four text input fields: 'Name' (Apex Pacific), 'Company name' (Apex Pacific Pty Ltd), 'Email' (sales@apexpacific.com), and 'Web site' (www.apexpacific.com). The 'Logo Position' section contains a 'Logo URL' text input field (http://www.apexpacific.com/images/interface/logo.gif) and a 'Position' section with two radio buttons: 'Top' (selected) and 'Bottom'. At the bottom of the dialog are three buttons: 'Help', 'OK', and 'Cancel'.

In "Profile" tab, enter your details to customize the keyword report, including your name, company name, email address and website.

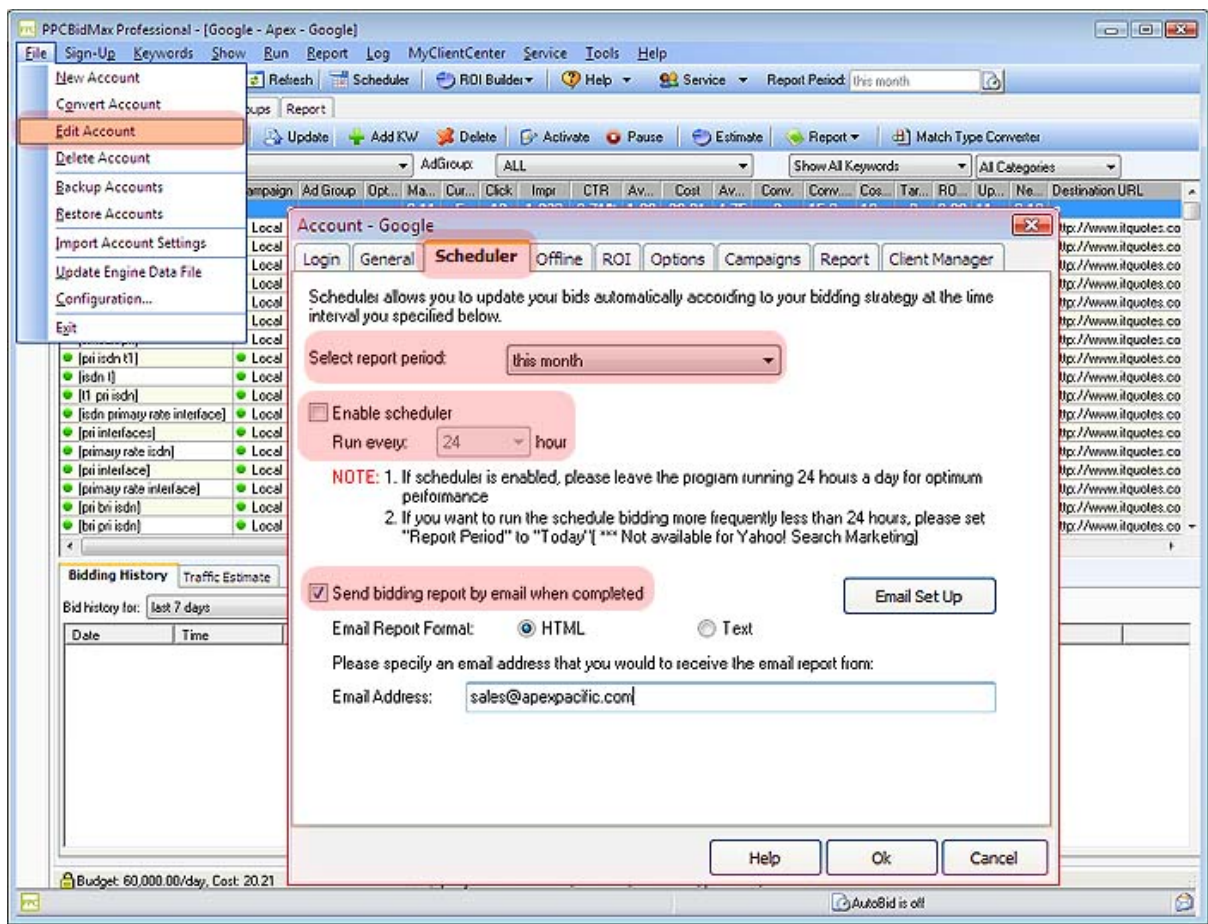
You can also add your company logo into the report. Just copy the URL of the logo image into "Logo URL" box and chose its position by "Top" or "Bottom".

Note: For Enterprise version, you can specify a customized email address for each account. See section 3. For other versions, the email address set in "Profile" tab will also be used as receiver email address.

3. Check the **"Send Keyword report by email when complete"** box under the "[Account/Scheduler](#)" setting window:

"Email Report Format": This option lets you choose the format of your report, HTML or Text.

"Email Address": This option is available for Enterprise edition users only. It allows you to specify a customize email address for each account.



5.12 What is ROI Builder?

SiteStats ROI Builder is an optional feature that comes with BidMax. It helps you to optimize your PPC advertising budget, maximize your keywords based on your target CPA or ROAS.

SiteStats ROI Builder is an integrated CPC Live Cost Analysis system that provides you with real-time insight into the effectiveness of your paid search (PPC) campaigns. This feature pulls together with price information from the leading PPC search engines (Google, Yahoo!, MSN Adcenter, MIVA, etc) with the revenue earned on your website, to measure the profitability of each PPC keyword.

As an advertiser, you may wish to measure the profitability of your online advertising campaigns. This task becomes complicated with PPC campaigns, where prices are set dynamically. CPC Live Cost Analysis solves this problem by gathering and consolidating pricing data from the major PPC search engines, in real time.

*Dynamic SiteStats is a separate service of Apex Pacific

See also:

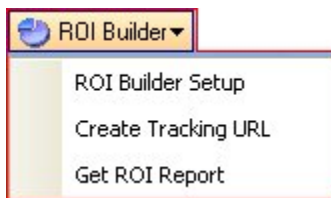
[How to setup ROI Builder?](#)

[Create tracking URL in ROI Builder](#)[Get SiteStats Report](#)[Setup SiteStats Report scheduler](#)[ROAS/CPA Bid Strategy](#)

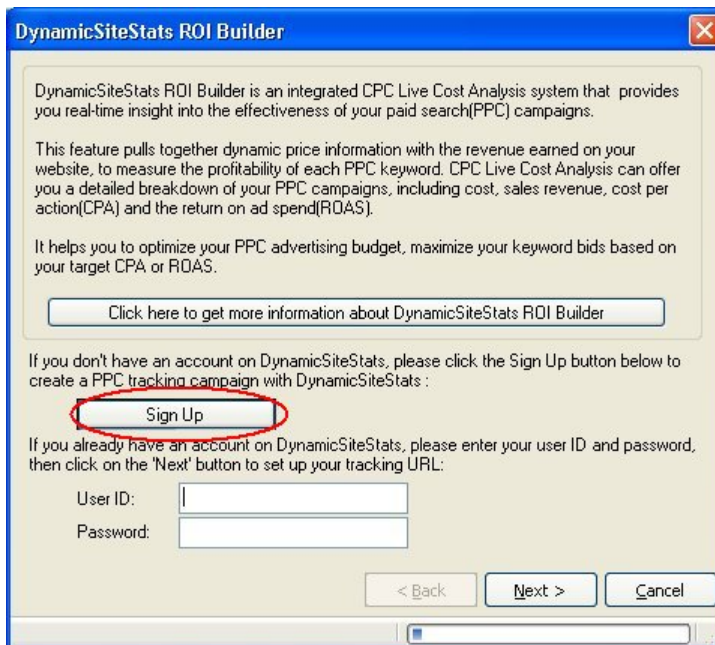
5.13 How to setup ROI Builder?

Note: You must have a SiteStats account and have created campaigns in your account before using ROI Builder.

1. Select an account in the "Account Panel" and click the keyword(s) for which you want to track its performance.
2. Click the "ROI Builder Setup" item from the drop-down menu of "ROI Builder" button in the toolbar.



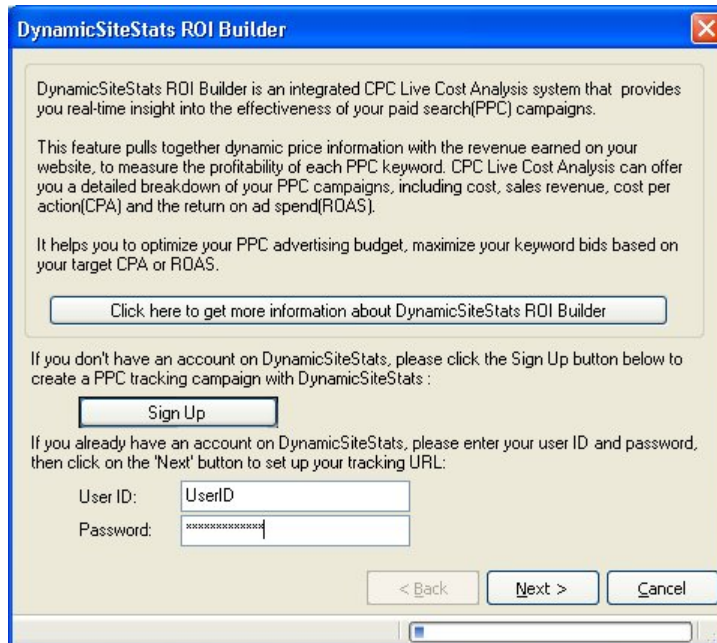
3. If you are new to SiteStats, just click the "Sign Up" button illustrated below to go to the account setup page of SiteStats.



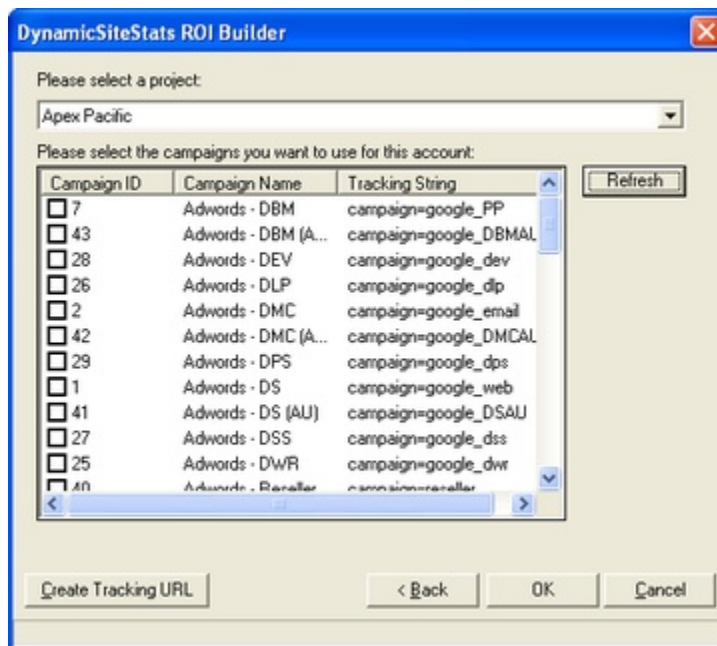
After registration, you may start creating campaigns in SiteStats to track your CPC search engine advertisements. Regarding how to sign up for SiteStats and create new campaigns, please refer to [Dyanmic SiteStats web site](#) for more detailed help.

4. If you are an existing user for SiteStats, enter your User ID and Password, then click "Next" button to go to next stage. This step will download the projects and campaigns statistics from your SiteStats

account.



5. Click the drop-down list button to select a project. Then all the campaigns under this project will be displayed in window below it.



6. Select the campaigns you want to use for the selected keyword(s) or account by ticking the little box before campaign ID.

7. You can create or edit tracking URL for the selected keyword(s) by clicking the "Create Tracking URL" button.

Setup Tracking URL

Create Tracking URL

This will allow you to create the tracking string for your destination URL. If you have set up a campaign in DynamicSiteStats, please select a campaign you want to use for account. You can also enter additional tracking strings for your URL.

Select campaign: Apex_Demo

Campaign tracking string: campaign=google_DBMAU

You can add more tracking strings here (one per line, for example: kw=<keyword> or id=235):

campaign=google_PP
campaing=reseller

Tips: When use 'kw=<keyword>', <keyword> will be replaced with your actual keyword.

Enter a base URL:

Use exist base URL

For all keywords in account

OK Cancel

This will allow you to create the tracking string for your destination URL. You can add more tracking strings for the destination URL. You can choose to either enter a new base URL or use an existing one. You can also apply this tracking URL to all keywords in the account by checking the box "For all keywords in account".

8. When you finish, click the "OK" button to logout of the SiteStats server.

9. After setting up the ROI Builder, you may find that the "Destination URL" of the selected keyword(s) has been changed accordingly.

Keyword Property

Change All Settings

Bid Limit Position Setting AutoBid Advance ROI Bidding URL Bidding

Upper Limit: \$ 2 Lower Limit: \$ 0.11

URL: http://www.apex.com&campaign=google_PP&campaing=reseller

Description:

1. Upper Limit is the maximum amount you are willing to pay for a click.
2. Lower Limit is the minimum amount you are willing to pay for a click.
3. Note: The "Max Bid" would manually set in FindWhat or other engines that offer "auto bidding" is not the same as the Upper Limit. Bid Maximizer Advance logs into the search engine and detects the positions and bids of the listings populating the search term. It then sets a new bid based on the rules you specify. For example, if you direct Bid Maximizer Advance to attain position #1 up to an Upper Limit of \$1.05, and the current #1 listing is at \$1.00, your bid will be set at \$1.01. Thus, the Upper Limit is \$1.05, but the Max Bid as far as the search engine knows is \$1.01.

Help OK Cancel

10. Last, you need to update new settings of the keyword(s) to engine server by clicking the "Update Bids" item in the drop-down list of "Manual Bid" button or run Update.

*Dynamic Site Stats is a separate service of Apex Pacific

See also:

[What is ROI Builder?](#)

[Create tracking URL in ROI Builder](#)

[Get SiteStats Report](#)

[Setup SiteStats Report scheduler](#)

[ROAS/CPA Bid Strategy](#)

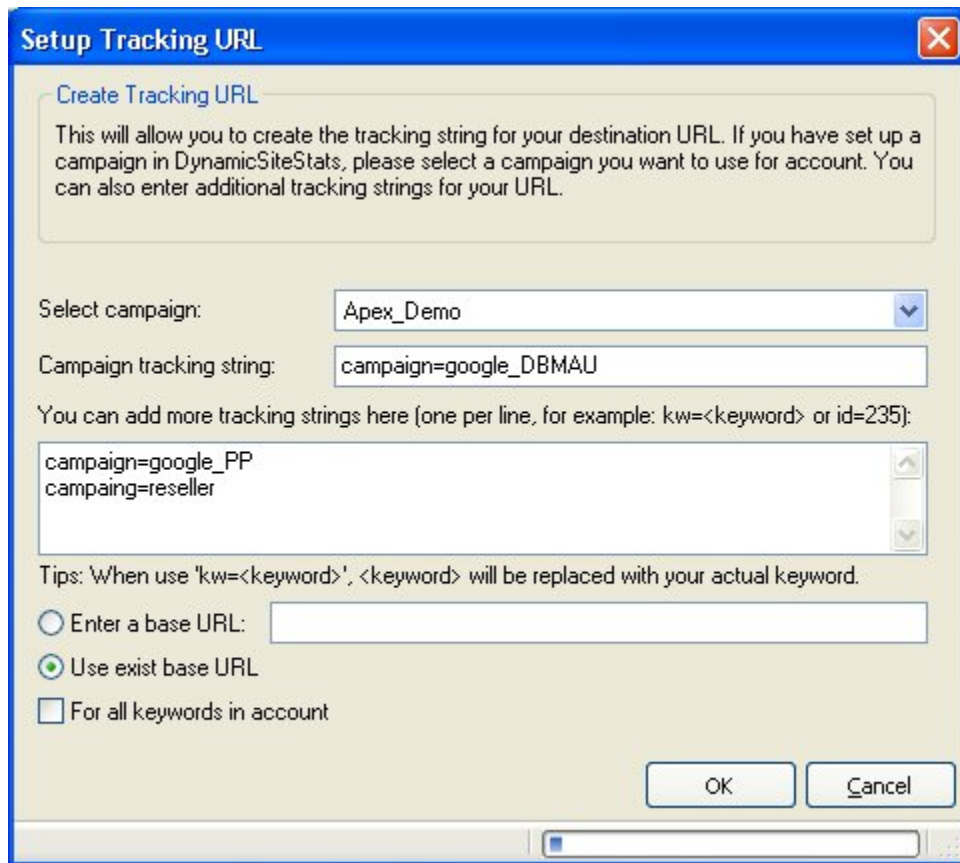
5.14 Create tracking URL in ROI Builder

After setting up ROI Builder with your PPC search engine account, you can edit or create a tracking URL for the keyword(s) in the account.

1. Select the keyword(s) you want to edit.
2. Click the "Create Tracking URL" item from the drop-down menu of "ROI Builder" button in the toolbar.



3. You can select campaigns for the keyword(s). You can add more tracking strings for its destination URL, choose to either enter a new base URL or use existing one, or apply this tracking URL to all keywords in the account by ticking the box "For all keywords in account".



4. Then click "OK" to make the change.

See also:

[What is ROI Builder?](#)

[How to setup ROI Builder?](#)

Get SiteStats Report

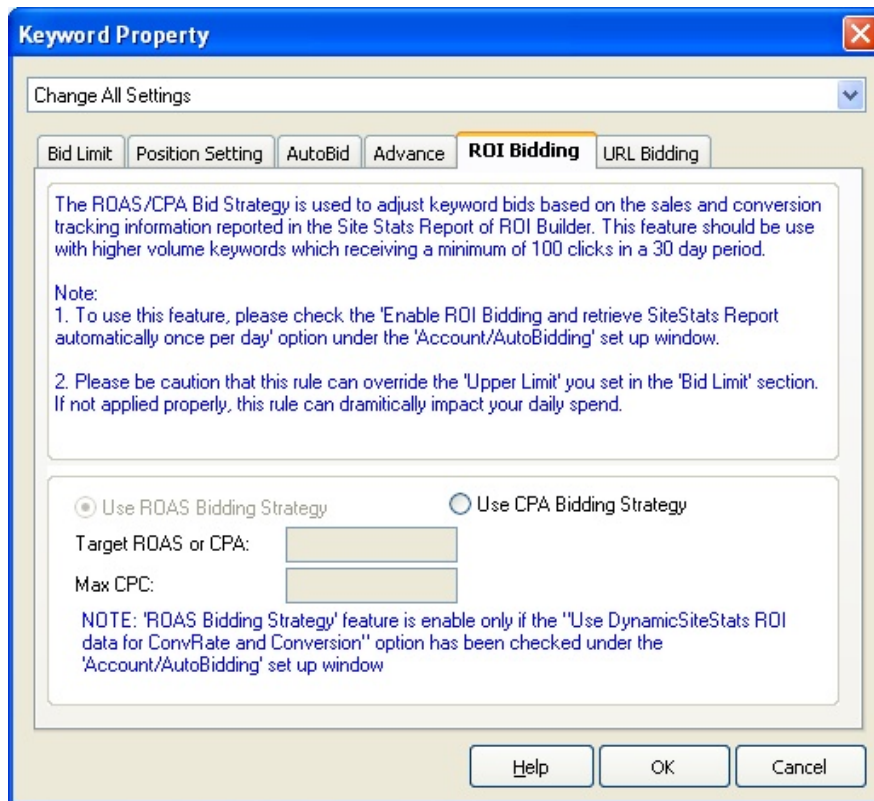
Setup SiteStats Report scheduler

[ROAS/CPA Bid Strategy](#)

5.15 ROAS/CPA Bid Strategy

After getting ROI report from SiteStats, BidMax can help you to set new bid strategies based on the information in the ROI report and your ROAS/CPA target.

1. Select the keyword(s) you want to set in the ROAS/CPA Bid Strategy and click the "KWProperty" button in toolbar. Activate the "ROI Bidding" tab in "Keyword Property" window.



2. Select which strategy you want to use, ROAS or CPA.

If you select the "Use ROAS Bid Strategy" option, the program will set the new bid based on the "Sales" information in ROI report. If you choose the "Use CPA Bid Strategy" option, the new bid will be calculated based on number of "Clicks" in the report.

3. Enter your target ROAS or CPA value.

For example you enter \$4 for "Target ROAS or CPA", it means that when you spend every \$1 you wish to get \$4s back as revenue.

4. Enter the maximum price you want to spend for achieving your target.

For example, if you set the price as \$2, the program will bid for your keyword never exceeding \$2. It works like an "Upper Limit" for a keyword.

Note:

- a. To use ROAS Bid Strategy, you need to set the option "Retrieve SiteStats Report automatically once per day" in SiteStats Report Scheduler.
- b. ROAS Bid Strategy may overwrite the "Upper Limit" you set in "Bid Limit".
- c. We highly recommend you use this feature only to the keywords with high traffic volume, such as those keywords receive more than 100 clicks in certain period.
- d. If you retrieve conversion data from your search engine (i.e. if you have Google Conversion tracking) then you can use CPA bidding strategy without Site Stats in BidMax. Just click on "Use CPA bidding strategy" and enter the Max CPC and target CPA

*Dynamic Site Stats is a separate service of Apex Pacific, to use ROAS strategy, you need to sign up for Dynamic Site Stats

See also:[What is ROI Builder?](#)[How to setup ROI Builder?](#)[Create tracking URL in ROI Builder](#)

Get SiteStats Report

Setup SiteStats Report scheduler

6 Everything About Google / Yahoo

6.1 My Client Center

This part of the program is for users who manage many Google and Yahoo accounts from BidMax.

My Client Center of BidMax lets users create multiple reports for multiple accounts(clients), and send it through to their email addresses with a click of a mouse.

If you are using the program to manage multiple Adwords accounts under "Google My Client Center", then you can get "Individual account" API usage by clicking on "My Client Center / Google API Quota Usage Report."

[API Quota usage for customers](#)[Get Reports For Clients](#)

6.1.1 API Quota usage for Customers

This function lets you see how much API Quota has been used by each account that is using the same "developer token" (aka API Token).

If you have many "Accounts" under your Google My Client Center and if you are managing these accounts through BidMax you can use this function to see how much API Quota units have been used by each account/client.

Please go to "My Client Center / Google API Usage Report" and select the period and enter your My Client Center email and Password and click on "Get".

You will see all the accounts under your "My Client Center" account and their API usage for the selected period of time.

Please note

If you are managing only one account or separate accounts from separate AdWords accounts then you do not need to use this function of BidMax.

6.1.2 Account Performance Report

This feature is for Yahoo search engine to see all the reports for your clients under your "Master Account"

To use this function please click on "My Client Center / Ger Report For Clients"

Please Note

This function is only available if you are managing your PPC Account for Yahoo search engine.

Also See

[API Quota usage for customers](#)

6.1.3 Account Summary Report

If you are managing multiple Google and Yahoo accounts, you can create reports for your multiple accounts and send it out as emails by using Account summary reports function of BidMax.

This function is very helpful if you are managing multiple accounts and you need to create performance reports for a time period.

Please select the accounts that you want to create the reports and select the time period, then click on "Create Report", after doing this, program send a command to Search engine asking to create the report. Please wait a while and click on "Report Status" and you will see the status of the report. If it is "Done" then you can click on "Get Report" to receive the completed reports.

If you have entered the email addressed under "Account Settings /Reports" then you can simply click on "Email Report" button to send this report to the email address specified.

*note: you can also see which account that has Scheduled Report function on and when is the next date for the report sending.

Also See

[API Quota usage for customers](#)

6.2 Understanding Google/Yahoo interface

Keyword	Campaign	Ad Group	Optimize	Max CPC	CurPos	Click	Impr	CTR	Avg CPC	Cost	Avg Pos	Conv	Conv Rate	Cost/Conv	Target	ROI	UpperLimit	New Bid	Destination URL
Total				6.11	5	13	1,000	1.99	20	4.75	2	15.38%	10.11	3	0.00	11.18	6.18		

Keyword : This column lists the keywords that are contained within this account.

Campaign : This column displays the corresponding keyword's Campaign name.

Ad Group : This column displays the corresponding keyword's Ad Group name.

Optimize : This option determines whether this keyword will be managed in any fashion. When this option is turned off, the program will not do anything for this keyword including updating bids.

Max CPC : This maximum cost-per-click (CPC) is the most you pay each time a user clicks on your ad. Google AdWords has a CPC pricing system.

(Avg)CurPos : This is the average of your current positions since you have updated with the program. This value would be the same as Avg Position if your "Report Period" is not "Today"

Click : This is the number of clicks your ad receives

Impr : This is the number of times an ad is displayed on Google/Yahoo or other sites and products in the Google/Yahoo Network.

CTR : Click through rate (CTR) is the number of clicks your ad receives divided by the number of times your ad is shown (impressions).

Avg CPC : Average amount you are paying per click.

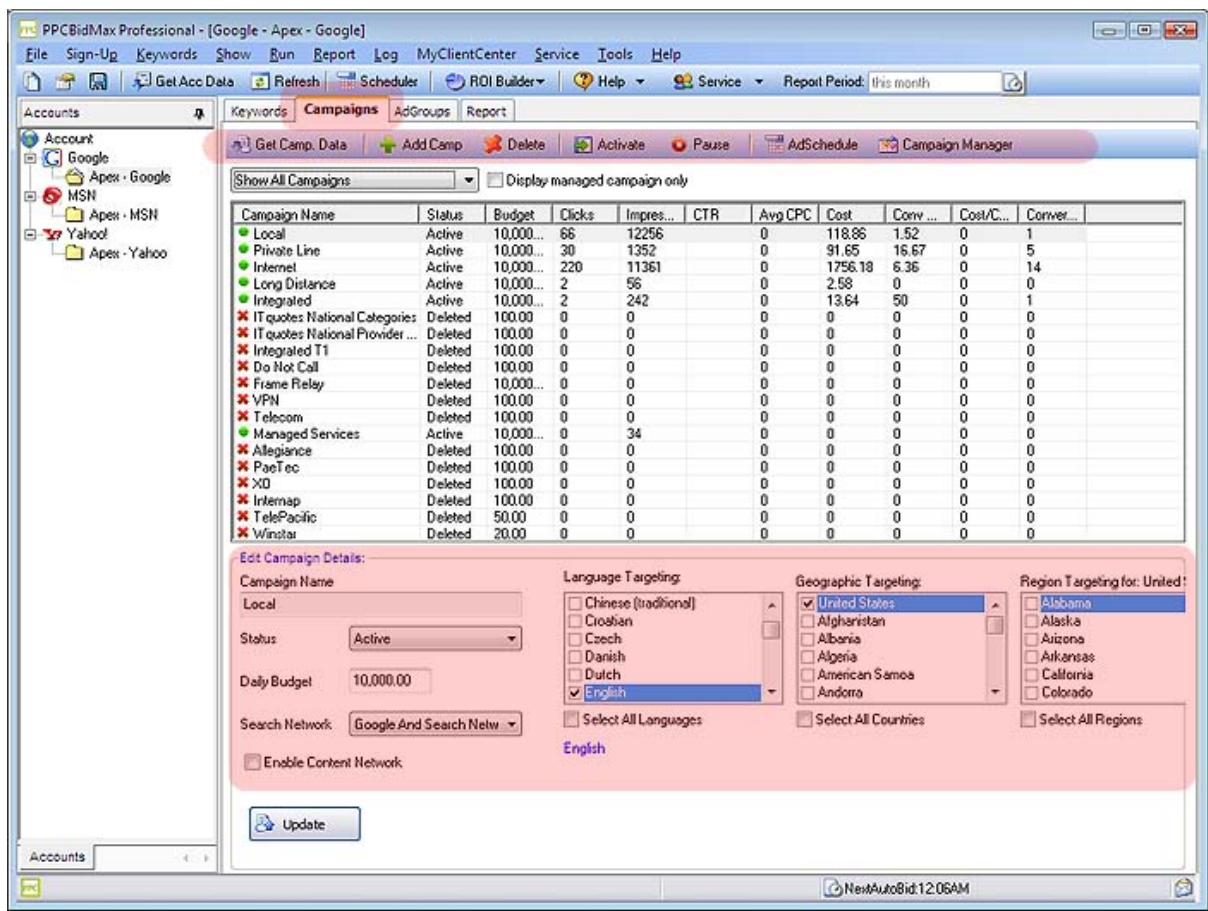
Cost : The actual amount of money you are paying for this keyword.

Avg Pos	: The average position in which your ad may be displayed
Conv. Rate	: The number of conversions divided by the number of ad clicks.
Cost/Conv	: The number of cost per conversion is the total cost divided by the total number of conversions.
Target	: The target position that the program will be aiming for. This setting is defined by user.
Back Pos	: The second position you want to bid when outside of your primary bid period.
ROI	: This column shows the keyword's target ROAS or CPA. This value will be blank if the keyword is using the "Position" bidding strategy.
Upper Limit	: The absolute highest bid the program will bid up to for this particular keyword.
NewBid	: The current bid and the recommend new bid.
Destination URL	: The URL for this keyword.
Status	: Indicates that the update is successful or not and whether there is a connection related issue.
Quality Score	: This indicates the value of the "Quality Score" for the corresponding keyword. What does the number next to my keyword Quality Score mean?

6.3 Campaign Management

With this feature of BidMax, you can change the settings of your campaigns under any of your accounts.

Please click on "Campaigns" tab next to "Keywords" tab and you will see all the campaigns and their statuses as well as their budgets and other available information (including the "Clicks", "Impression", "CTR" etc according to the Report Period) .



You can click on any campaign and change the "Daily Budget" , Status, or its "Search Network" and click "Update" to update the new settings into the search engine server.

Campaign details might change depending on which search engine your account is on. This feature is only available for Google, Yahoo! and MSN engines.

You can access the "Campaign Manager" easily by clicking to the "Campaign Manager" button

6.4 AdGroup Management

This Function helps you to see and manage your AdGroups in all your "Campaigns" or for the specific/managed campaign.

Please choose the "Campaign" or choose "ALL" and click on "Load AdGroup" to see all your adgroups.

Once you see all your AdGroups, you can choose one to edit its settings.

With the help of this function you can:

-Add new "Creative"

- Delete existing "Creatives"
- Change AdGroup Status
- Change the maximum CPC

Add, Delete "Creative"

Please choose the AdGroup you would like to add a new "Creative", from the bottom view, program will show all the "Creative"s that's been related to AdGroup. Please choose one and click on "Delete" to delete the selected "Creative"

If you want to add "Creative" then please click on "Add Creative" and enter the details into the new window.

Change AdGroup Settings

Please click on "AdGroup Setting" tab. Change the Status and Max CPC and click "Update" to load the new settings on to Adwords server.

Also See

[Campaign Management](#)
[API Manager](#)

6.5 API Manager

Quota Usage Report shows you all the **API Quota usage** for the selected period of time.

You can see how much quota has been given to you for the month as well as how much quota operations you have made and the cost of the quota operations.

Table on the screen breaks down all the operations and how much quota used for the operations for the selected period of time.

You can also see the estimator, which shows you how much API quota has been used daily and how much estimated quota you will be using by the end of the month.

Please Note:

This information is for a specified "Developer Token", so if you are using the same developer token for many Google Accounts, then this information will be the same for all the accounts using the same token.

To see the individual account "API Usage" please see "[API Usage for Customers](#)"

This feature is for Google Adwords only.

Also See

[Campaign Management](#)
[AdGroup Management](#)
[Account](#)

6.6 Account Tab

With this function of BidMax, you can retrieve and change your "Adwords Account" settings.

To use this function please click on the "Account" tab on the main screen.

You can see "Account", "Email Preferences", "Log In", "Card" and "Contact" information related to your AdWords account.

Please click on "Get" to get the information from Adwords server and if you would like to make changes enter the new information and click on "Update" to update your new information to AdWords Account.

Also See

[Campaign Management](#)
[AdGroup Management](#)
[API Manager](#)

6.7 Understand the bidding algorithms for Google Yahoo! and MSN

Google, Yahoo! and MSN does not provide the competitors' bid values. Users only know their own Max CPC and their Average Position on the search engine.

BidMax program downloads your Max CPC and your average position on regular intervals and it stores this data in the program. After running the program for some time, it checks your bidding history and your average positions, and using this data, its complex algorithm recalculates your New Bid and updates it to the search engine to get you to your Target position.

You can see the bid history of each keyword on the bottom half of the program and see what your bids have changed to over the period of using BidMax program.

6.8 Why my position is not showing up on Google / Yahoo Adwords?

On today's search engines your ads position's are determined by many factors including: **Daily Budget, MaxCPC, CTR(click-thru-rate) and your Ad Quality**. In most cases, **Daily Budget** controls your Impression Rate (how many times to be shown) and **MaxCPC/AdQuality** controls your position. **That means your ads are NOT showing every time.**

There is a system in search engines that constantly monitors for a wide range of factors to estimate your "suggested budget", which is the amount required to allow your ads to be shown every time people do a search on any keywords (within the campaign) without over-delivering the budget.

This Suggested Budget calculated using the following factors:

- Number of Impressions for every keyword in the Campaign, depends on how they are targeted (broad, phrase or exact)
- Applies a moderate CTR (about 2%) to come up with how many estimated clicks
- Calculates your spending using Max CPC for each keyword
- The system will calculate how much of a budget you need for your ads to be shown every time based on the information above. This suggested budget varies from time to time, depending on the competitive landscape

If your actual **Daily Budget** is lower than Google's Suggested Budget, your ads will not appear every time. The more Daily Budget you give to your campaign, the more often (or chance) your ads will appear.

For example: a search term "flower" may be searched 50,000 times (Impressions) a day, and if there are 20 advertisers bidding on the same keyword, these 20 advertisers will share the "pool" of 50,000 impressions. Depending on your **Daily Budget** and **Max CPC**, your ads may only show 1,000 times (your Impression Rate is 2%) during 24 hours. That means your ads will not show up during the other 49,000 searches. That was the reason why your ads are not showing when you are searching on Google. If you want to increase your Impression Rate, you need to increase your **Daily Budget** or **Max CPC**.

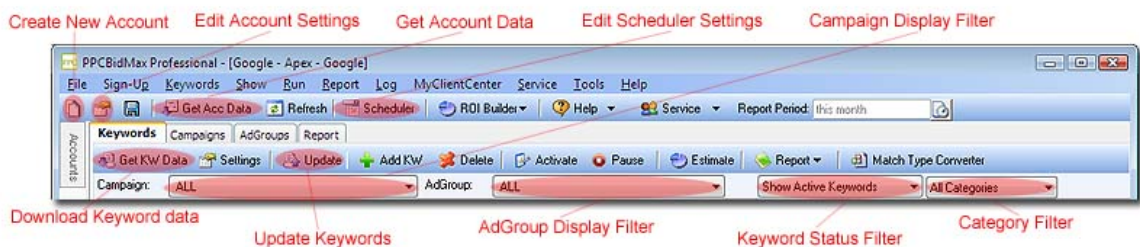
6.9 How do I make my ads appear more often?

There are few tips to make your Google/Yahoo Ads appear more often:

- Increase your Daily Budget
- Increase Max CPC
- Separate your keywords to a smaller AdGroup
- Consider eliminating those keywords that are too broad and untargeted, or the keywords that are giving you low ROI.
- Try to improve the Quality Score of your Ads.

7 Manage Keywords

7.1 Retrieve Keywords from your account



After you have created your account, if the program did not download your keywords into the program, then you can download the keywords on 3 different level.

1- **"Get Acc Data"**: when you click on this button, BidMax will download all the account details including Campaigns, AdGroups and keywords.

2- **"Get KW Data"**: If you choose the "Campaign" and leave "AdGroup" as "ALL" and click on "Get KW Data", program will download all the keywords for the selected campaign.

3- **"Report"**: You can generate a report for the keywords and their details shown on the screen. There are 3 formats you can generate the reports to, it's HTML, Excel (provided you have Microsoft Excel installed in your system) and text file.

Note: By Default when you create your account, program should download all your account information from search engine into the BidMax.

See Also:

[Keyword Property Setting](#)

7.2 Keyword Property Setting

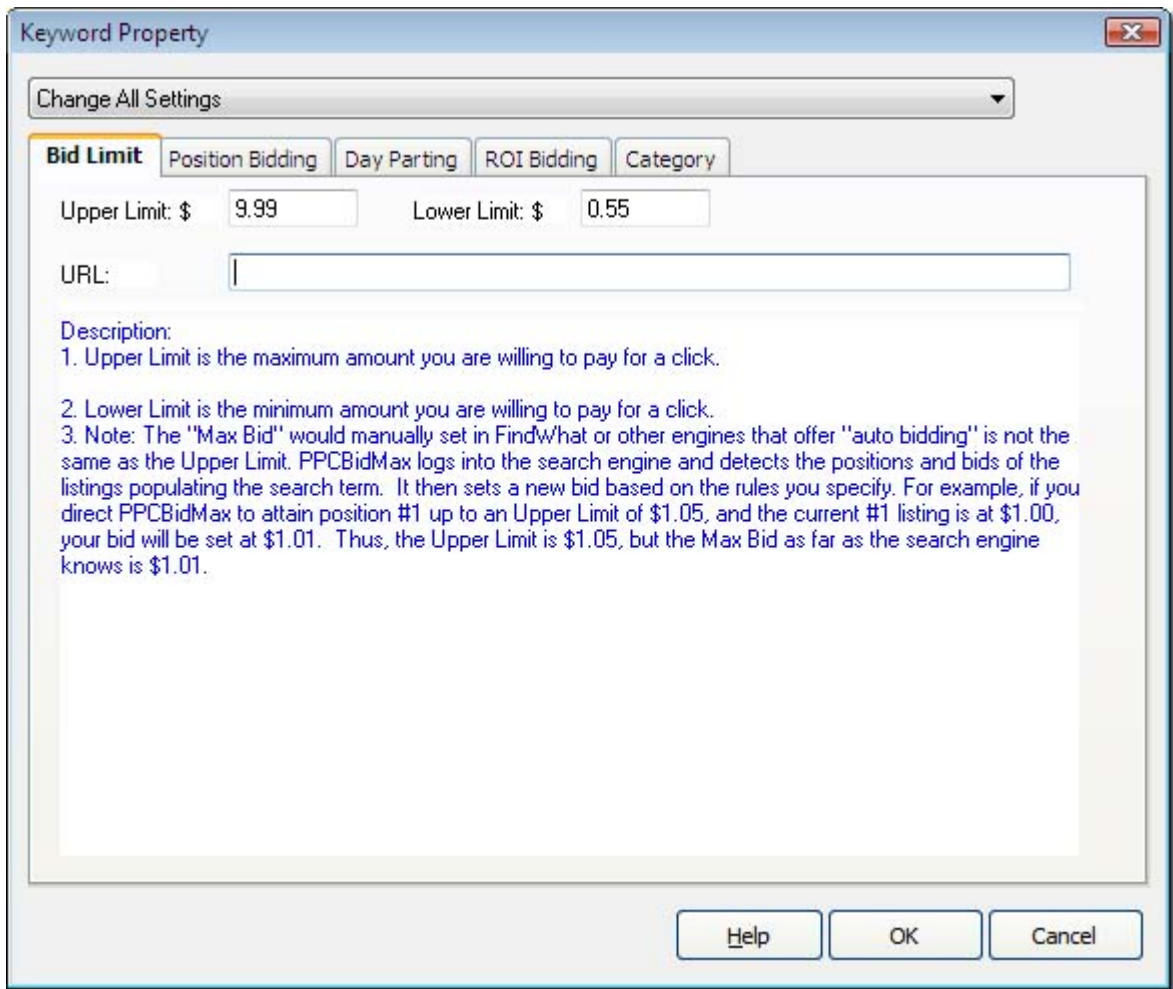
The "Keyword Property" window allows you to specify an individual setting for each keyword.

To set a property for a keyword, simply select the keyword you want to set and click the "Setting" button from the toolbar, or just double click on the keyword you want to set.

Tips:

You can also set multiple keywords at the same time by holding down the "Ctrl" or "Shift" key when selecting the keywords and then clicking on the "Setting" button. You can choose to set individual setting separately.

1. Bid Limit setting



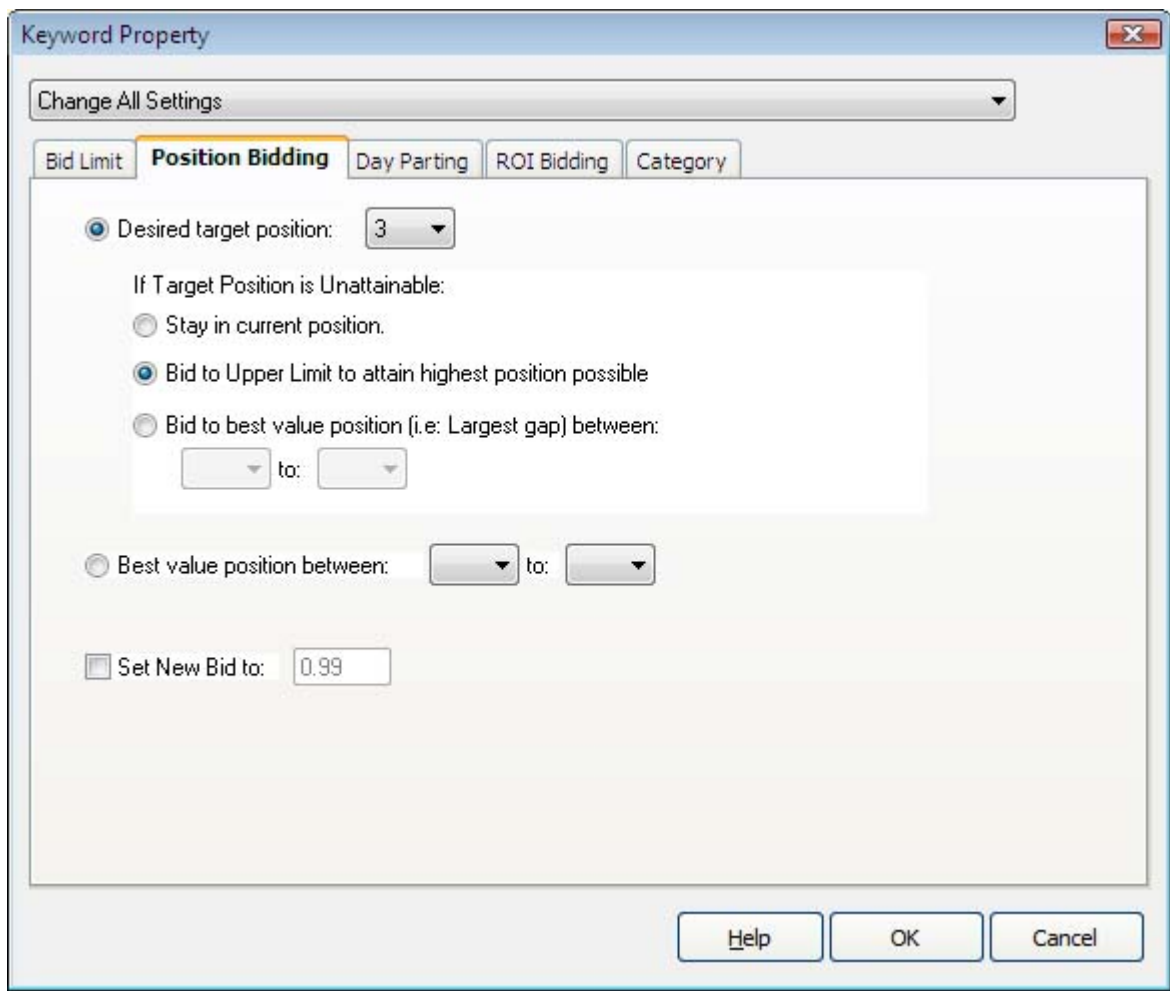
Upper Limit (Maximum Bid): This is the maximum bid price you would like to spend for a keyword. By default, it will use the "Default maximum bid" value under the "Account" Profile settings if this value is not set.

Lower Limit (Minimum Bid): This is the minimum bid price you want to spend for a keyword. By default, it will use the "Default minimum bid" value under the "Account" Profile settings if this value is not set.

Note: The Lower Limit (Minimum Bid) value can not be less than the minimum amount requested by the search engine.

Program will recalculate your bids between Upper Limit and Lower Limit and will not go over or under these values.

2. Bid To Position setting



Desired target position: This is the target position you want to bid.

If the target position can not be achieved due the amount required being higher than the upper limit, then there are the following options available.

Stay in current position: This does exactly what title says. The program will try to keep you in current position.

Bid to Upper Limit to attain highest position possible: In this scenario, the program will bid to your upper limit.

Bid to best value position between: Selecting this setting will allow the program to find the best valued position for you and bid on that position if it fails to bid to the specified target position. For example, if the Target bid is greater than your Upper Bid Limit, then the program will try to find the next available best value position for you and bid to that position. You need to specify the position range between the high bid and low bid. The high bid will be always lower than the "Target Bid".

Note: If you choose this option, then your bids might fluctuate between chosen positions until program finds a good value/position balance.

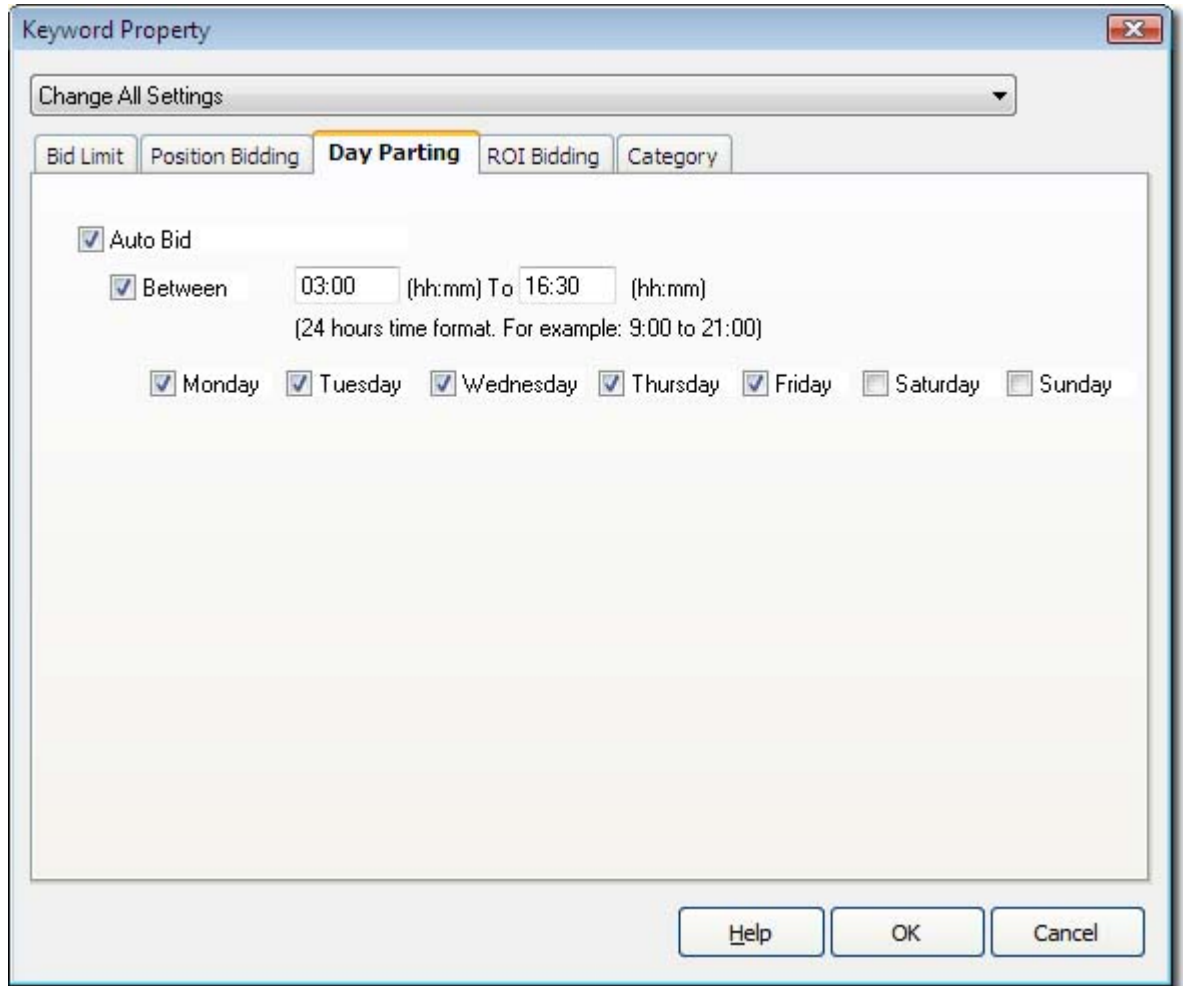
Best value position between: This allows you to bid on the best value position in the position range

you select.

Stay in current position (eliminate bid gaps): This option allows you to maintain your current position but eliminate any bid gaps that may exist.

Set New Bid To: This allows you to set a new bid price for selected multiple keywords at once.

3. Day Parting (Scheduler)



The image shows a screenshot of the "Keyword Property" dialog box, specifically the "Day Parting" tab. The dialog has a title bar with a close button. Below the title bar is a dropdown menu labeled "Change All Settings". There are five tabs: "Bid Limit", "Position Bidding", "Day Parting" (which is selected and highlighted with a yellow border), "ROI Bidding", and "Category". The "Day Parting" tab contains the following settings:

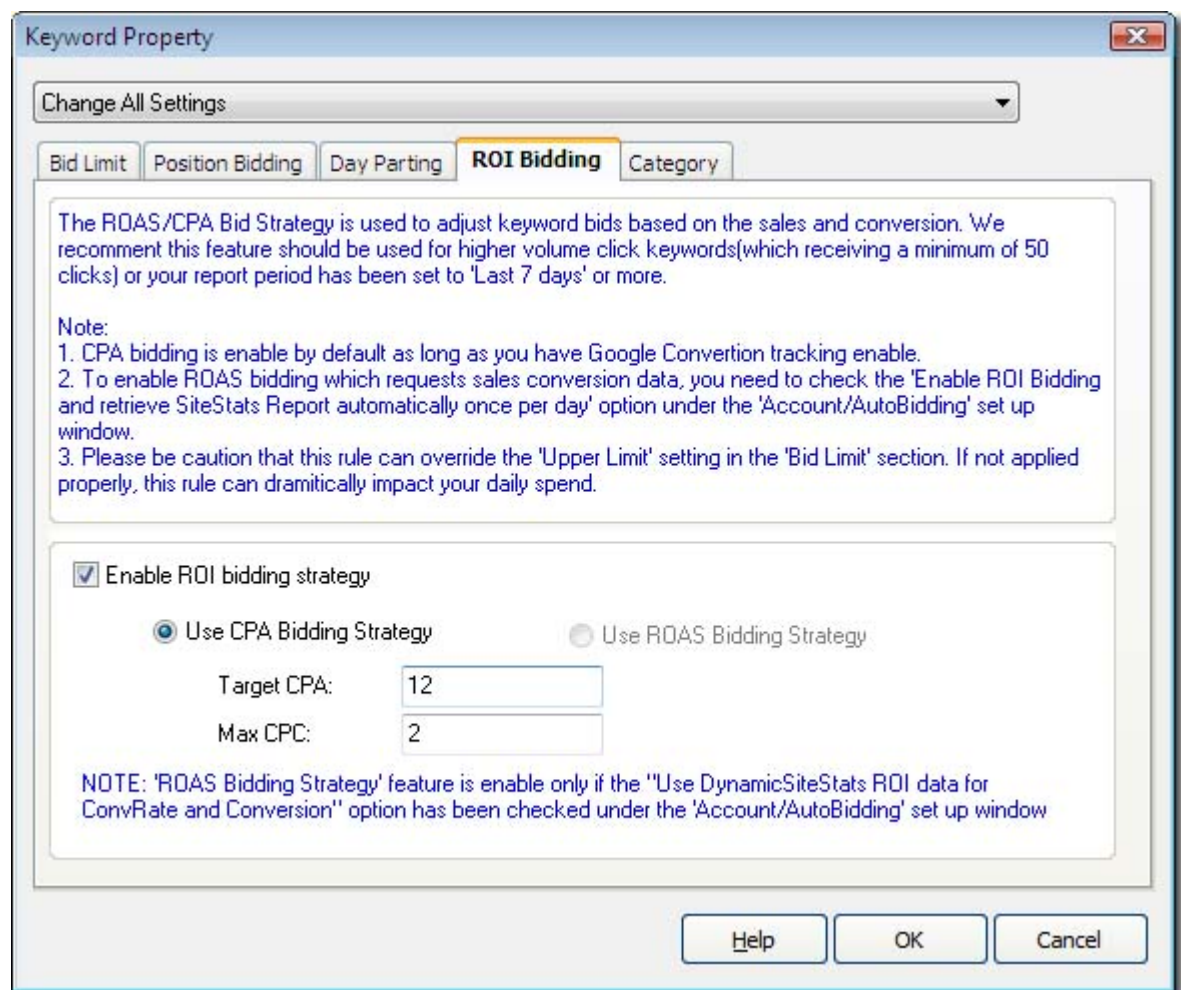
- Auto Bid
- Between (hh:mm) To (hh:mm)
(24 hours time format. For example: 9:00 to 21:00)
- Monday Tuesday Wednesday Thursday Friday Saturday Sunday

At the bottom of the dialog are three buttons: "Help", "OK", and "Cancel".

Auto Bid: Checking this box will enable the Auto Bid in schedule mode, otherwise, it will run in manual mode.

Between hh:mm to hh:mm: When you enable the "Update" in schedule mode, you can specify which time range you want to do the Update. For example, you may want to use the "Update" only during the business hours between 9:00 - 18:00

4. ROI Bidding



After getting ROI report from SiteStats, BidMax can help you to set new bid strategy based on the information in the ROI report and your ROAS/CPA target.

1). Select the keyword(s) you want to set ROAS/CPA Bid Strategy and click the "Property" button in toolbar. Activate the "BidStrategy" tab in "Keyword Property" window.

2). Select which strategy you want to use, ROAS or CPA.

If you select "Use ROAS Bid Strategy" option, the program will set new bid based on the "Sales" information in ROI report. If you choose the "Use CPA Bid Strategy" option, the new bid will be calculated based on number of "Clicks" in the report.

3). Enter your target ROAS or CPA value.

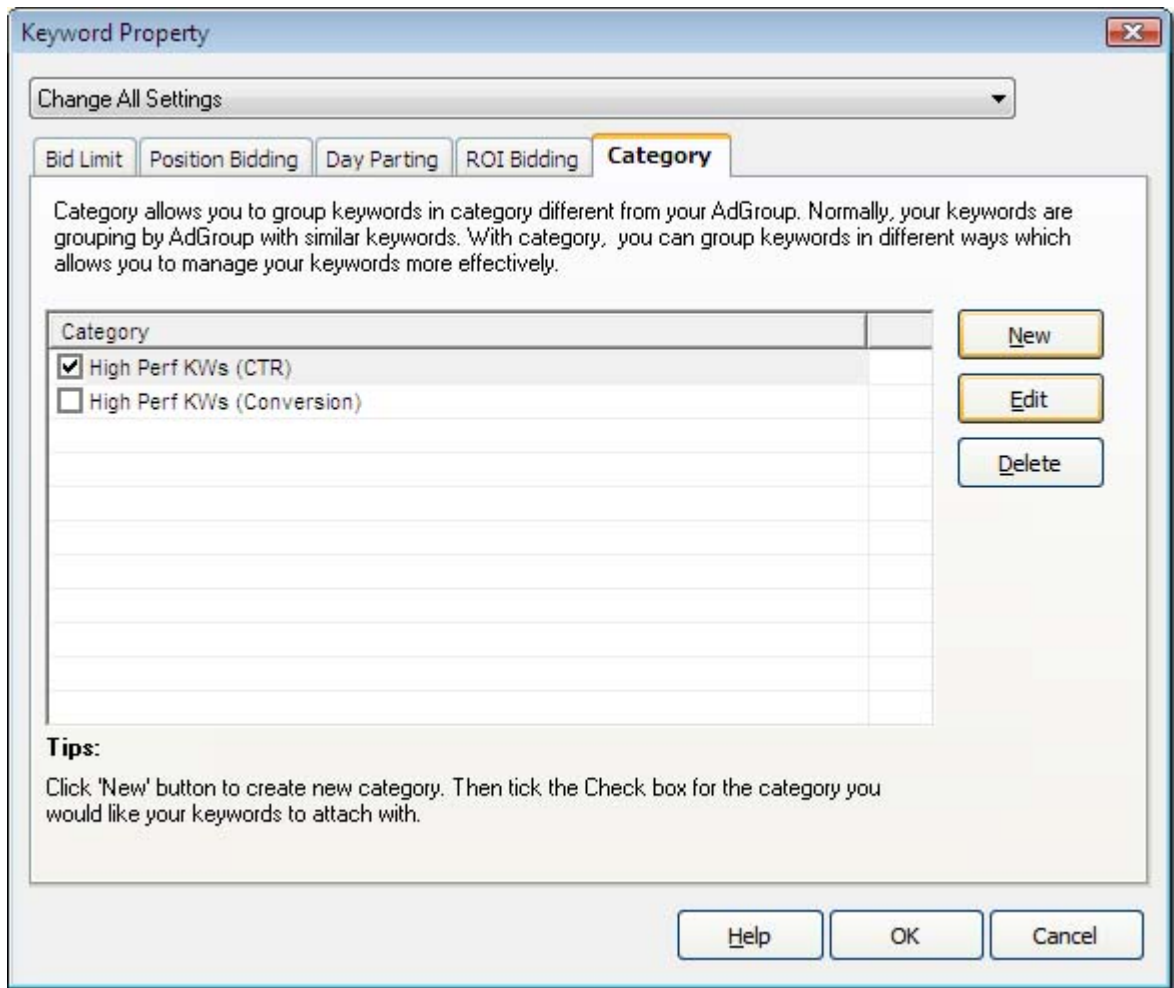
For example you enter \$4 for "Target ROAS or CPA", it means that for every \$1 that you spend, you wish to get \$4s back as revenue.

4). Enter the maximum price you want to spend for achieving your target.

For example you set the price as \$2, the program will bid for your keyword never exceeding \$2. It works like an "Upper Limit" for a keyword.

- Note:**
- a. To use ROAS/CPA Bid Strategy, you need to set the option "Retrieve SiteStats Report automatically once per day" in SiteStats Report Scheduler.
 - b. ROAS/CPA Bid Strategy may overwrite the "Upper Limit" you set in "Bid Limit".
 - c. We highly recommend you to use this feature only to the keywords with high traffic volume, such as those keywords receive more than 100 clicks in certain period.

5. Category



The "category" allows you to create a "Customized" category and assign your keywords to the category you've created. You can filter the keywords based on the categories you've created.

Note: a. To use the Cost per Acquisition (CPA) bidding strategy: as long as the Google Conversion Tracking is enabled, then BidMax can use the Google conversion information for your CPA bidding.

b. To use the Return of Acquisition Spending (ROAS): with this method it does require a tracking system to tack your revenue, you can use Google Web Analytistic or Yahoo! Web Analytistic to do that. If you do have a 3rd party tracking system, then we can also provide you an API to merge the data to PPC BidMax 5.1.

c. ROAS/CPA Bid Strategy may overwrite the "Upper Limit" you set in "Bid Limit".

d. We highly recommend you to use this feature only to the keywords with high traffic volume, such as those keywords receive more than 100 clicks in certain period.

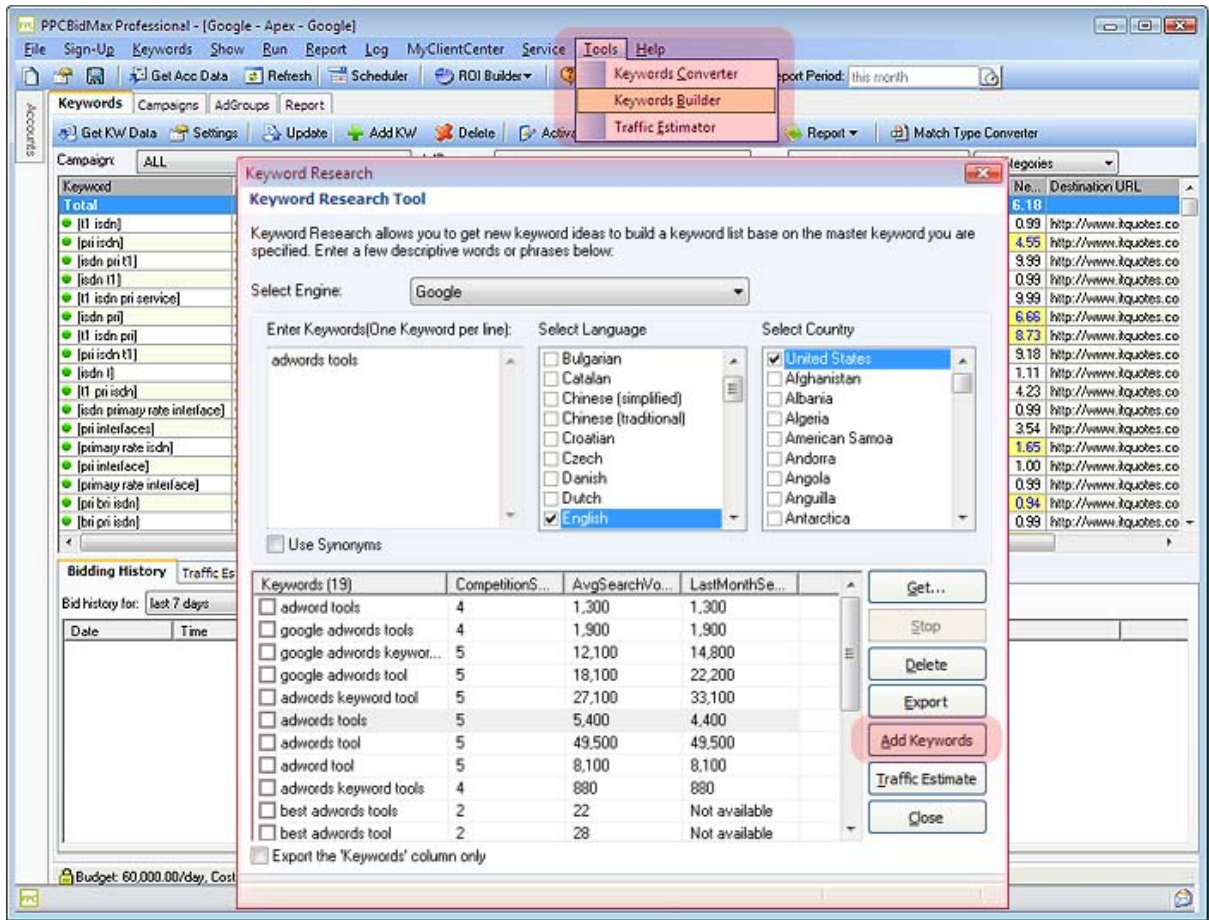
See Also:

- [Schedule Update](#)
- [What is ROI Builder?](#)
- [How to setup ROI Builder?](#)
- Get SiteStats Report
- Setup SiteStats Report scheduler

7.3 Generate relevant keywords from search engines

If you are not sure or don't know what keywords you should bid for, the Keyword Builder is a powerful tool which allows you to retrieve all relevant keywords for the one you chosen. It also shows you how many counts (or searches) each of the keywords have been searched, it is a very useful tool that tells you how important each keyword is.

To start Keyword Builder, click the "Keywords" menu item and choose "Keyword Builder" to open the "Keyword Builder" window. Select a search engine from the drop down engine list box and enter a keyword in the "Keyword" box, then select which country and language you would like to retrieve results and click the "Get" button.



Once the retrieval process is completed, you can select the keywords you want to bid on and click the "Export" button to export selected keywords to a text file.

You can also delete the keywords you don't want by clicking the "Delete" button.

See Also:

[Add or Import Keywords](#)

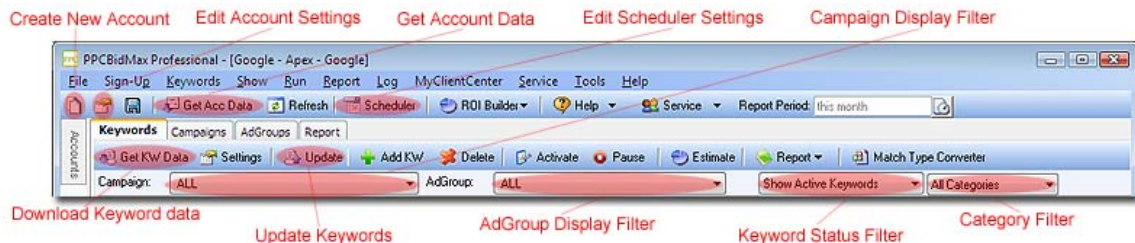
[Export Keywords](#)

7.4 Update keyword bids

Update is a powerful feature which allows you to update your keyword bids, automatically, by closing your bid gaps or automatically bidding your keyword to your target position.

There are two options for auto bidding

- Update Bids automatically
- Update Bids automatically at Scheduler mode



Update your keyword bids:

-Click the "**Update**" button on the toolbar and the program will update your bids automatically based on the desired position you specified in the "KWProperty" window.

Update Bids automatically in Schedule mode:

You can also set up a scheduler to update your keywords in the background to a desired target position.

For more detailed instruction on how to set up the program to carry out bidding in schedule mode, please refer to

[Schedule the Update](#)

Tips and quick explanation on a few terms.

Setting(button): This allows you to specify a bid setting for individual keywords. For example, you can specify the Upper limit, Lower limit, Target Position, Best Value Position etc. This enables the program

to bid to the target position you have specified, or the best position depending on the bid gaps between each position. Please click "[Keyword Property](#)" for more information.

By default, the program will eliminate the bid gaps as always.

Enter a bid amount manually

You can enter a bid amount for a specific keyword manually by Double-Clicking on the keyword and entering a new Bid.

See Also:

[Keyword Property Setting](#)
[Schedule Update](#)

7.5 Enter a new bid setting manually

In the "Keyword bidding panel" of the main interface, you can enter some bid settings manually for particular keywords.

1. Change your Target Position: click on the "Target" column and enter your desired position directly into the field.
2. Change your Upper Bid Limit: double click on the "Upper Limit" column and enter a new amount.
3. Change Lower Bid Limit: double click on the "Lower Limit" column and enter a new amount.
4. Change Max Bid bid: Double click on the "New Bid" column and enter your new bid amount.
5. Check or Uncheck the "Optimize" box to specify the keywords you want to optimize (Update).

Tips: you can set a new bid amount for multiple selected keywords through the "[Keyword Property](#)" window.

See Also:

[Update](#)
[Keyword Property Setting](#)
[The user interface](#)

7.6 Backing up/Restoring your keyword bid settings

Server and computer failure happens despite what even the best technology can do. You can back up your keyword settings by right clicking on any keyword to bring up the option menu and choose the "Backup Keyword Setting" to save all the settings.

Alternatively, you can click the "Keywords" menu item from the menu bar, and then choose the "Backup Keyword Settings" option to back up your keyword settings.

If something goes wrong, you can click the "Keywords\Restore Keyword Settings" menu item to restore your keyword settings.

7.7 Export keywords

This feature allows you to export existing keywords to a text file.

Simply click the "Keywords" menu item from the menu bar, then choose "Export Keywords" menu item. Next, specify a file name you want to save as and click the OK button.

The keywords will be saved as one keyword per line.

See Also:

[Add or Import keywords](#)

[Delete Keywords](#)

[Keyword Builder](#)

7.8 Delete Keywords

Note: This feature is only available for Google Yahoo and MSN.

This will remove keywords from your Ad Group.

Simply select your keywords you want to remove, and then click the "Delete" button to remove it from Google / Yahoo server.

To select multiple keywords, hold down the "Shift" or "Ctrl" key and select.

See Also:

[Add or Import keywords](#)

[Delete Keywords](#)

[Keyword Builder](#)

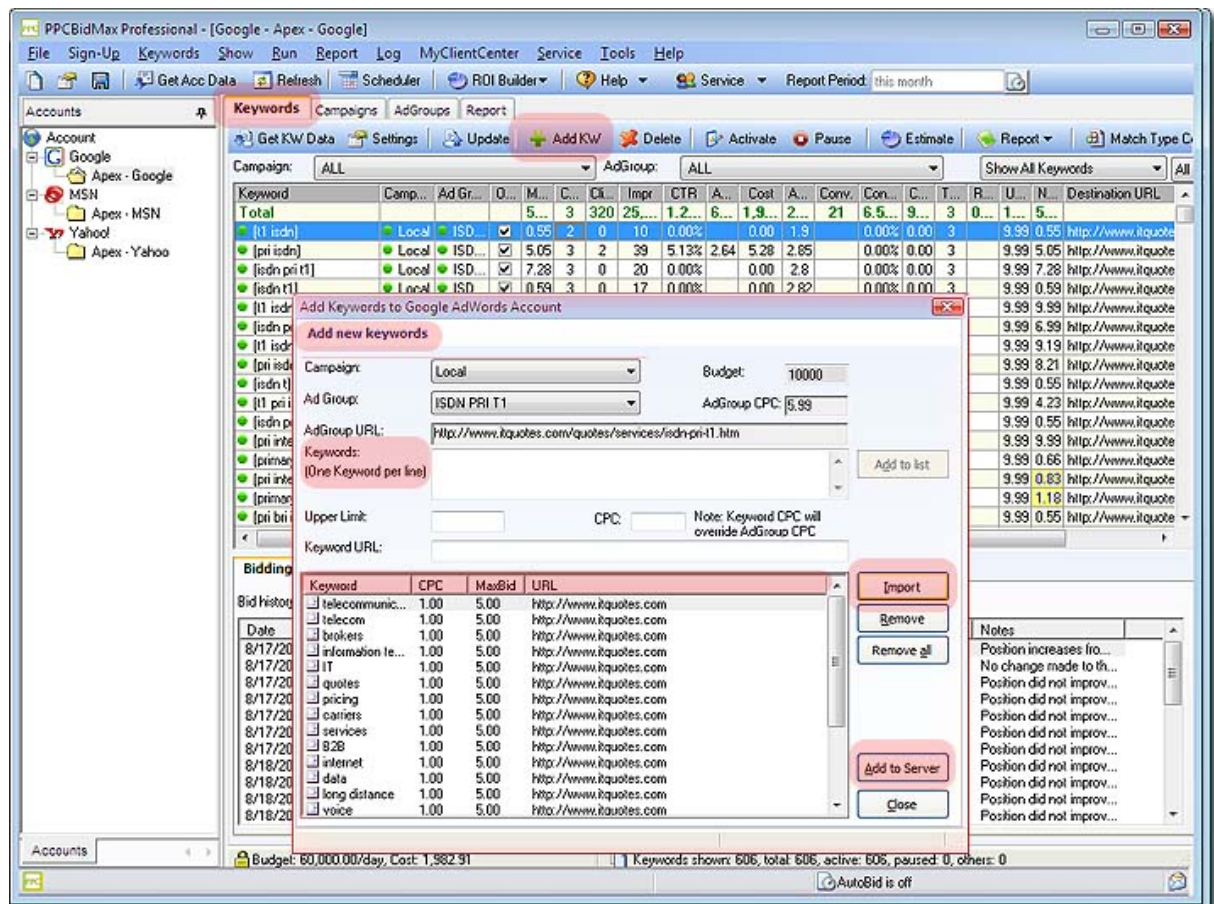
[Export Keywords](#)

7.9 Add or Import keywords

Note: This feature is only available for Google, Yahoo! and MSN

You can add your keywords in several different ways. You can enter your keywords manually, import keywords from an existing file, or copy and paste keywords from other search engines.

Click on "Add Keyword" button and new window will open as following:



Choose the "Campaign" and "AdGroup" that you want to add the keywords and enter keywords one keyword at a time.

Import Keywords from a file

If you already have a text file that contains the keywords you want to look up, you can simply import the keywords to the program without entering them manually.

To import keywords from a file, please follow the steps below:

1. Click "Add Keywords" button,
2. In the "Add Keywords" window, click the "Import" button and locate the keyword file you want to import.
3. By default, the keyword file contains one keyword per line. BidMax supports "CVS" and "txt" formats only.
4. Then click the OK button.

See Also:

[Retrieve keywords from your account](#)

[Delete Keywords](#)

[Keyword Builder](#)

[Export Keywords](#)

8 Reports

8.1 About keyword report

You can generate keyword reports in HTML, Text and Excel file format once you complete a keyword look up. The keyword report provides you following information about your performance on Pay-per-click search engines:

- Account name
- Name of the Search Engine
- Engine Name
- Total Keywords
- Date
- Keyword
- Max. CPC
- CurPos
- Click
- Impr
- CTR
- Avg. CPC
- Cost
- Avg. Pos
- Conv. Rate
- Cost/Conv
- Target
- New Bid
- URL

See Also:

[Create keyword reports in HTML format](#)

[Create keyword reports in TEXT format](#)

[Create keyword reports in Excel format](#)

[Create ROI Performance Report](#)

[Customize keyword reports](#)

8.2 Create keyword reports in HTML format

To create a keyword reports in HTML format, please follow the steps below:

1. Select an Account from the Account list box

2. Perform a keyword look up on a search engine by clicking on the "Get Keyword Data"
3. Once the look up is completed, click the "Reports" menu item from the menu bar or Toolbar and choose "HTML Format" item.

You can always generate a keyword report at any time by clicking the "Reports" menu item from the menu bar or Toolbar.

See Also:

- [About keyword reports](#)
- [Create keyword reports in TEXT format](#)
- [Create keyword reports in Excel format](#)
- [Create ROI Performance Report](#)
- [Customize keyword reports](#)

8.3 Create keyword reports in TEXT format

To create keyword reports in TEXT format, please follow the steps below:

1. Select an Account from the Account list box
2. Perform a keyword look up on a search engine
3. Once the look up is completed, click on the "Reports" menu item from the menu bar or Toolbar and choose the "TEXT Format" item.

You can always generate a keyword report at any time by clicking the "Reports" menu item from the menu bar or Toolbar.

See Also:

- [About keyword reports](#)
- [Create keyword reports in HTML format](#)
- [Create keyword reports in Excel format](#)
- [Create ROI Performance Report](#)
- [Customize keyword reports](#)

8.4 Create keyword reports in Excel format

To create keyword reports in Excel format, please follow the steps below:

1. Select an Account from the Account list box
2. Perform a keyword look up on a search engine
3. Once the look up completed, click the "Reports" menu item from the menu bar or Toolbar and choose the "Excel Format" item.

You can always generate a keyword report at any time by clicking the "Reports" menu item from the menu bar or Toolbar.

See Also:

- [About keyword reports](#)

[Create keyword reports in HTML format](#)

[Create keyword reports in TEXT format](#)

[Create ROI Performance Report](#)

8.5 Create ROI Performance Report

Select Report Tab

PPCBidMax Professional - [Google(AU) - Apex Soft]

Sign-Up Keywords Show Run Report Log MyClientCenter Service Tools Help

Get Acc. Data Refresh Scheduler ROI Builder Help Service Report Period: yesterday

Keywords Campaigns AdGroups **Reports** Account

HTML Excel Chart Get Report Stop Email Report Report History Report Settings Adword Type: ALL

From: Mar 04 2009 To: Apr 05 2009 Keyword Report Create Report Report Status Add to report history

Search **March 2009** Impressions Avg Pos Clicks CTR Cost CPC Conversions Conv. Rate Cost / Coi

23 24 25 26 27 28 1
2 3 4 5 6 7 8
9 10 11 12 13 14 15
16 17 18 19 20 21 22
23 24 25 26 27 28 29
30 31 1 2 3 4 5
Today: 22/04/2009

Select your date range here

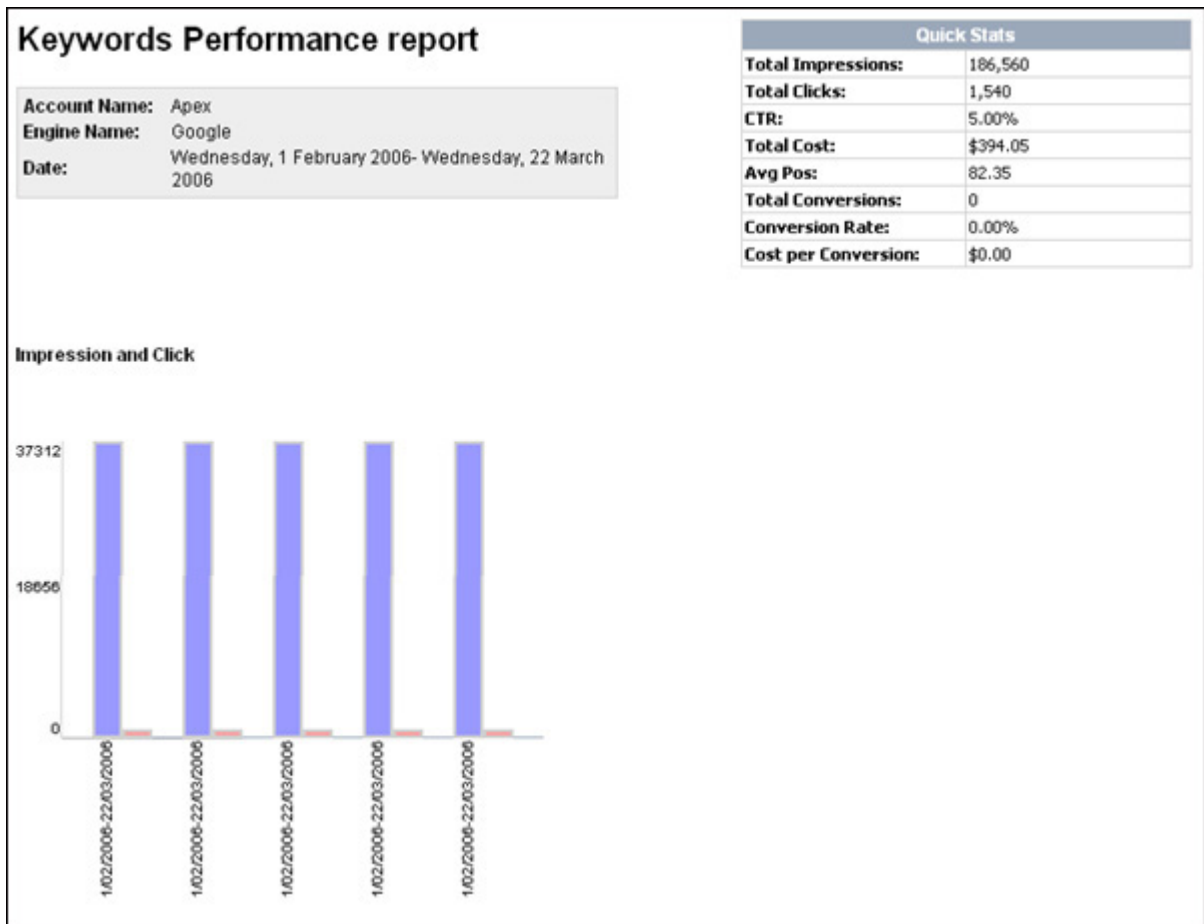
Check this if you want to save report into history

ROI Performance Report helps you to analyse the performance of all your campaign. Let you build a bar chart to review your history trend. After select the date range, click the "Create Report" button to load the data as shown below.

The screenshot displays the PPCBidMax Professional interface. The main window shows a 'Keywords Performance Report' for the account 'Apex - Google' covering the period from July 01, 2009, to July 31, 2009. The report is presented in a table format with columns for Search Term, Impressions, Avg. Pos, Clicks, CTR, Cost, CPC, Conversions, Conv. Rate, Cost / Conv., and Sales Value. A 'Quick Stats' summary is also visible, showing Total Impressions of 154,129, Total Clicks of 390, and a Conversion Rate of 0.00%.

Search Term	Impressions	Avg. Pos	Clicks	CTR	Cost	CPC	Conversions	Conv. Rate	Cost / Conv.	Sales Value
Campaign/AdGroup: Managed Services/Managed Internet Service										
managed internet service	22	1.91	1	4.55%	6.64	6.64				0.00
managed internet services	6	3	0	0.00%	0.00	0.00				0.00
Campaign/AdGroup: Managed Services/Managed Internet T1										
managed t1	3	2	0	0.00%	0.00	0.00				0.00
Campaign/AdGroup: Integrated/Integrated T1										
Total - content targeting	7135	2.9	0	0.00%	0.00	0.00				0.00
integrated access	17	1.59	0	0.00%	0.00	0.00				0.00
integrated t 1	2	3	0	0.00%	0.00	0.00				0.00
integrated t1	23	3.52	0	0.00%	0.00	0.00				0.00
integrated t1 line	5	6.2	0	0.00%	0.00	0.00				0.00
Campaign/AdGroup: Integrated/Dynamic T1										
Total - content targeting	21523	1.33	29	0.13%	82.94	2.86				0.00
dynamic pri	4	1	0	0.00%	0.00	0.00				0.00
dynamic t 1	4	1.5	0	0.00%	0.00	0.00				0.00
dynamic t1	25	2.2	0	0.00%	0.00	0.00				0.00
Campaign/AdGroup: Integrated/Flex T1										
Total - content targeting	41092	1.5	30	0.07%	97.36	3.24				0.00
flex t1	29	2.38	0	0.00%	0.00	0.00				0.00
Campaign/AdGroup: Integrated/Integrated PRI										
Total - content targeting	8017	1.35	3	0.03%	7.56	2.52				0.00
integrated pri	2	1	1	50.00%	2.15	2.15				0.00

Tick the "Add to report history" button and click "Get Report" button if you want to save the data to create the chart later. To have meaningful comparison, please select the date range carefully. eg. select a 1 month date period every time to have a monthly comparison chart like the example shown below.

**See Also:**

[About keyword reports](#)

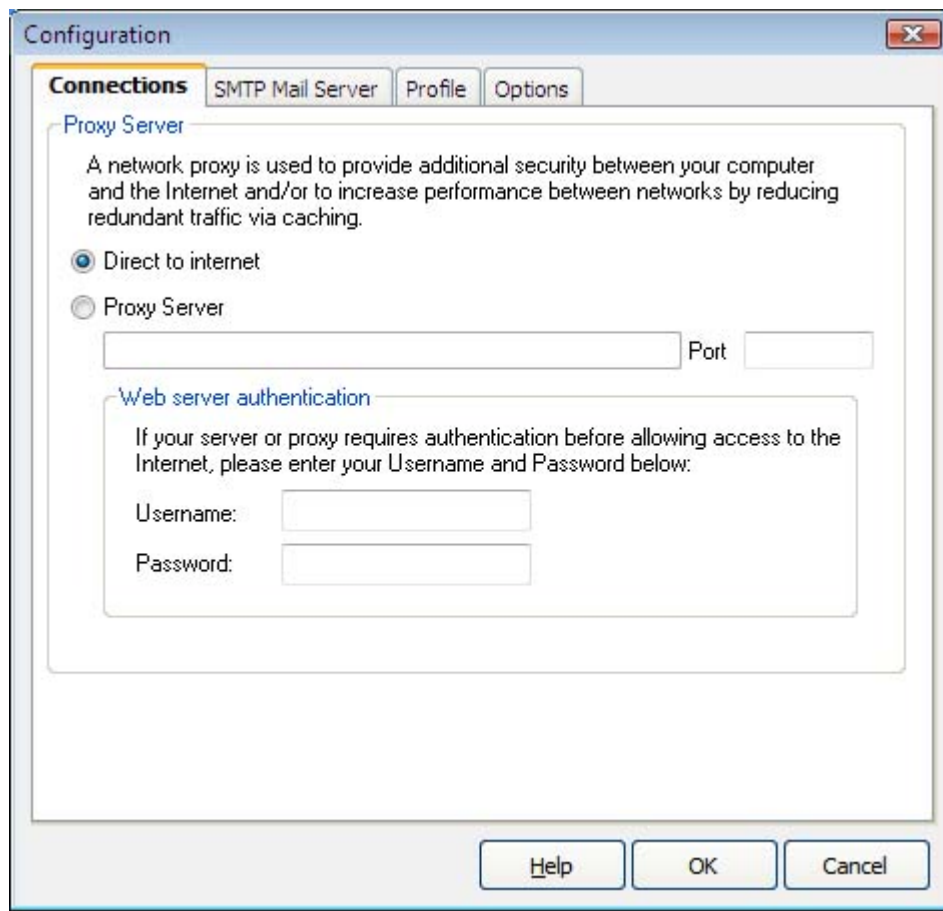
[Create keyword reports in HTML format](#)

[Create keyword reports in TEXT format](#)

[Create keyword reports in Excel format](#)

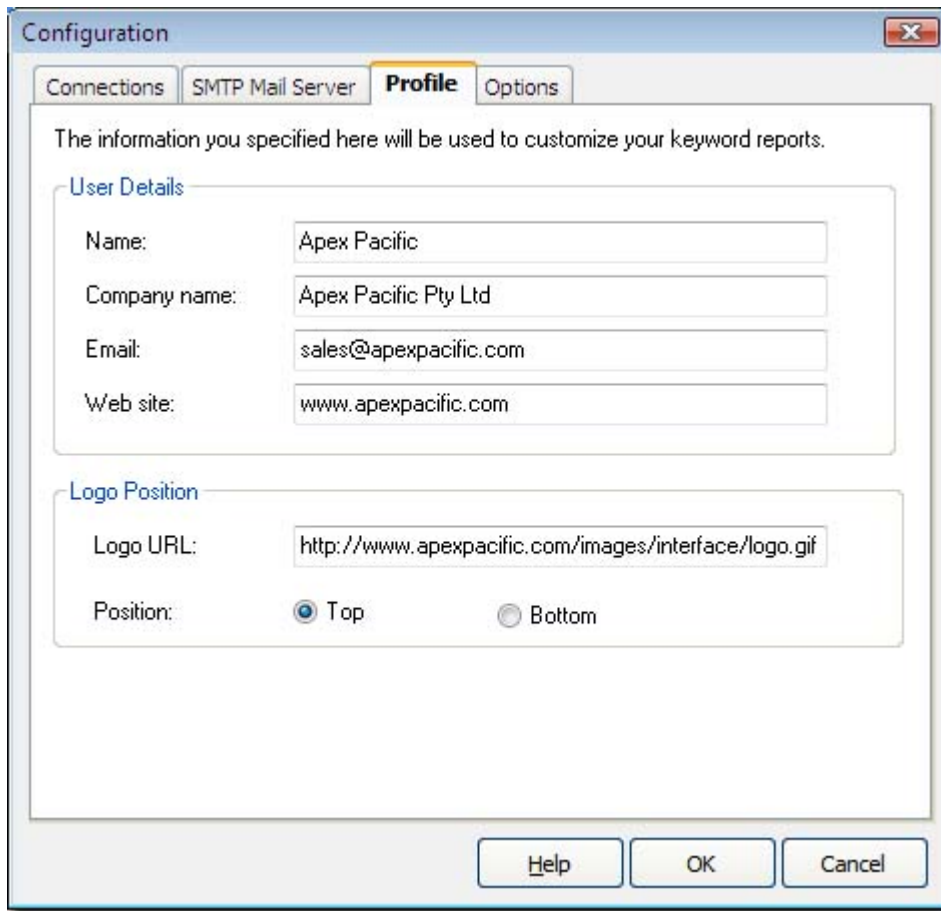
8.6 Send email report

1. Set up SMTP mail server



- Go to the area where illustrated above via "File/Configuration" after you have started the BidMax.
- Enter your SMTP Mail Server settings provided by your internet service provider.
- Enter your login and password if your server requires authentication. Not all SMTP servers require login and password, so be sure to check with the people in charge of this issue first.

2. Customize your Default Profile for your Keyword Reports. This profile will be used if you haven't set your [Account level Report Profile](#).



The screenshot shows a 'Configuration' dialog box with four tabs: 'Connections', 'SMTP Mail Server', 'Profile', and 'Options'. The 'Profile' tab is selected. The main text reads: 'The information you specified here will be used to customize your keyword reports.' Below this, there are two sections: 'User Details' and 'Logo Position'. The 'User Details' section contains four text input fields: 'Name' (Apex Pacific), 'Company name' (Apex Pacific Pty Ltd), 'Email' (sales@apexpacific.com), and 'Web site' (www.apexpacific.com). The 'Logo Position' section contains a 'Logo URL' text input field (http://www.apexpacific.com/images/interface/logo.gif) and a 'Position' section with two radio buttons: 'Top' (selected) and 'Bottom'. At the bottom of the dialog box are three buttons: 'Help', 'OK', and 'Cancel'.

In "Profile" tab, enter your details to customize the keyword report, including your name, company name, email address and website.

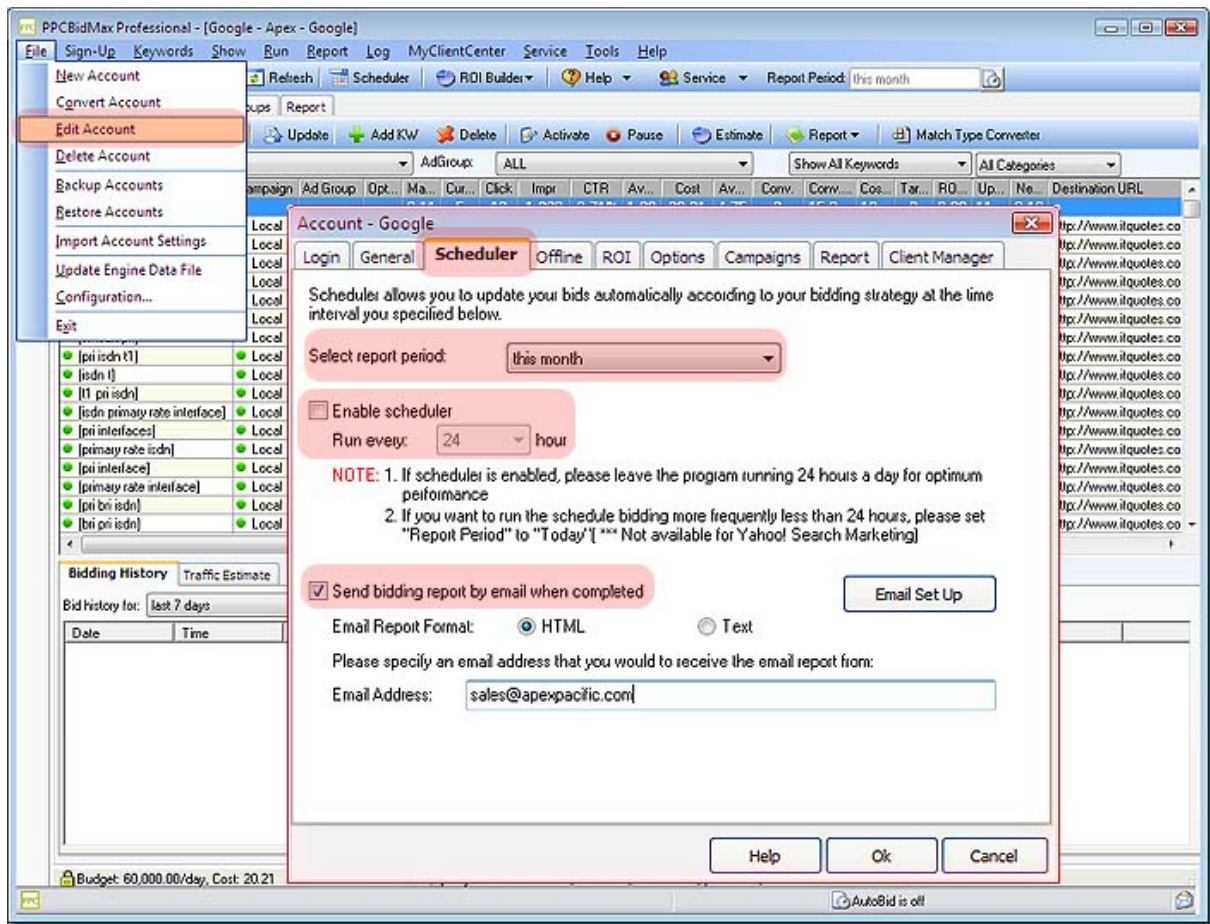
You can also add your company logo into the report. Just copy the URL of the logo image into "Logo URL" box and chose its position by "Top" or "Bottom".

Note: For Enterprise version, you can specify a customized email address for each account. See section 3. For other versions, the email address set in "Profile" tab will also be used as receiver email address.

3. Check the **"Send Keyword report by email when complete"** box under the "[Account/Scheduler](#)" setting window:

"Email Report Format": This option lets you choose the format of your report, HTML or Text.

"Email Address": This option is available for Enterprise edition users only. It allows you to specify a customize email address for each account.



9 Guides on "How to" in BidMax

9.1 Use the Client Manager function.

Client Manager is designed to help you in keeping track of your clients.

Features of Client Manager:

1. Payment Tracking. A simple tool to record the payment made for the account.
2. Note. A simple notepad where you can write anything regarding the account.
3. Account Status. You can set the status for the particular account to either : Active, Suspended and stopped.

Active : Every function will run as normal.

Suspended : The Scheduled Autobidding is disabled. This status is as a reference for the Account

Manager (you). i.e. Due to a late payment, this account is suspended.
 Stopped : The Scheduled Autobidding is disabled. This status is as a reference for the Account
 Manager (you). i.e. The Client decides to cancel the subscription.

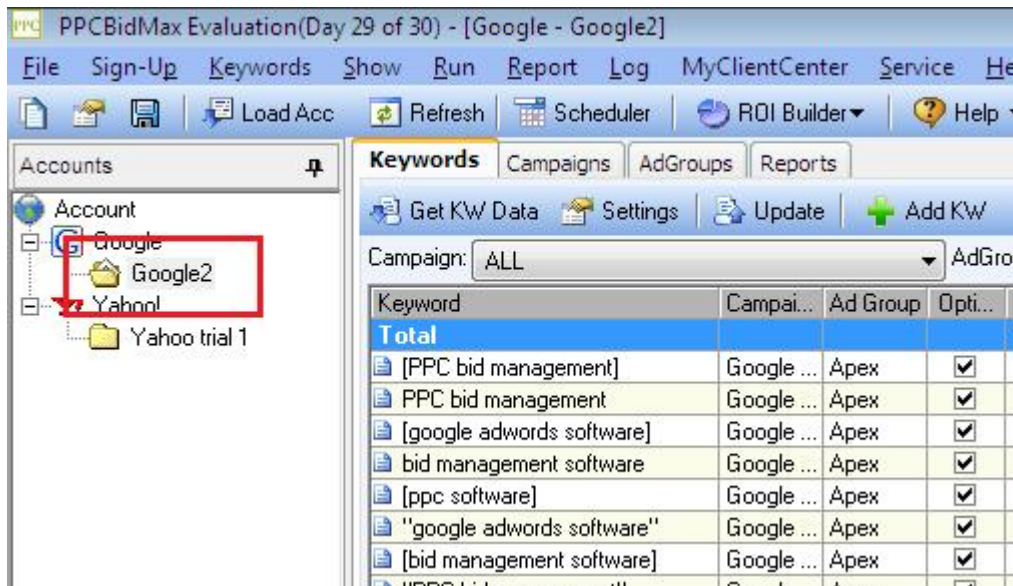
4. [Management Fee \(Performance Report Margin\)](#). Now you can easily apply a certain amount of Margin to the Performance Reports generated by PPC BidMax.

9.2 Apply Margin to the Performance Report

Now you can easily apply a certain amount of Margin to the Performance Reports generated by PPC BidMax. This feature will save you hours and hours of time generating a Customized Performance Report to send to your Clients.

This setting applies to the specified account set up in PPC BidMax. Therefore each account in PPC BidMax can have their own independent setting.

To setup this feature on a particular account, please select the account on the Account browser on the left hand part of the PPC BidMax program.



Go to "File" menu and select "Edit Account".



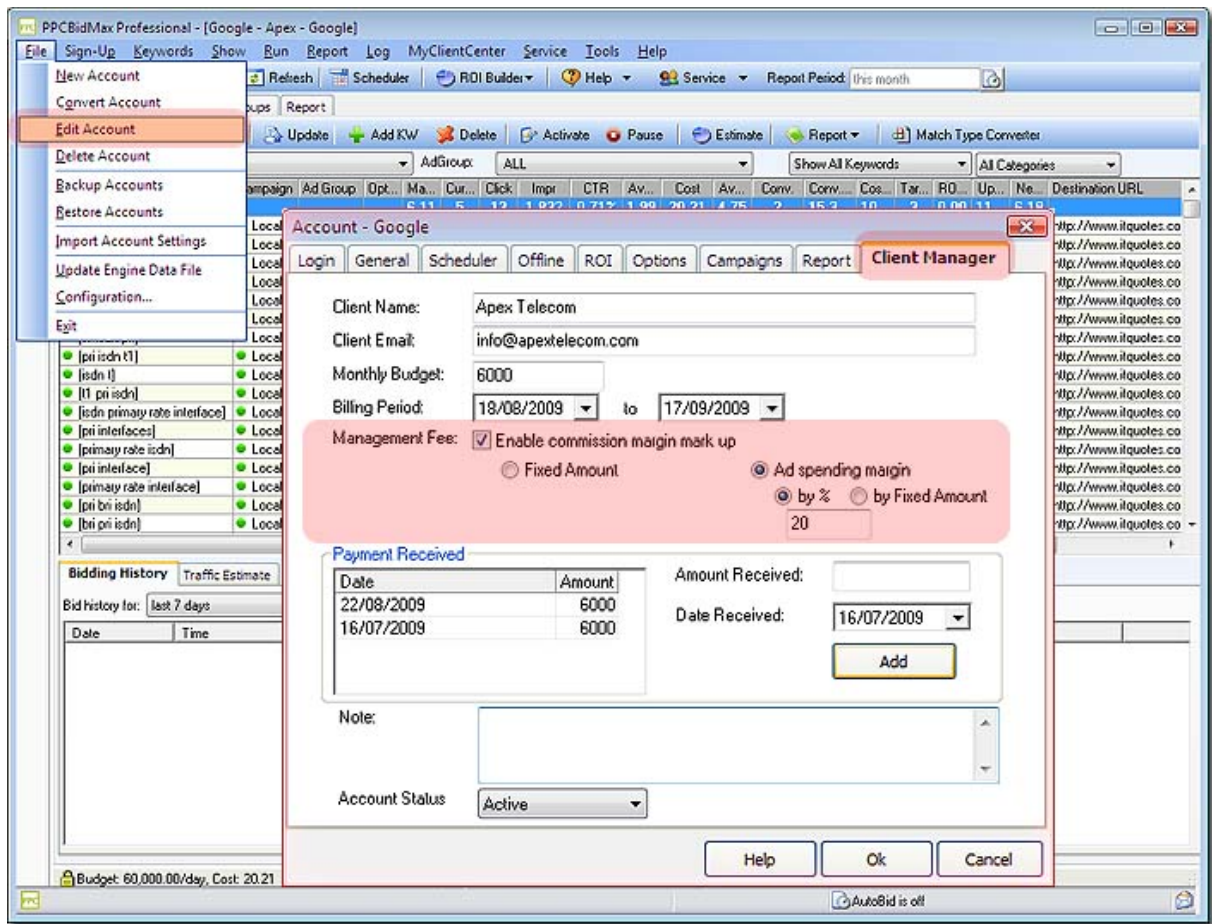
Change the Tab to "Account Manager". Tick the box that says "Enable Management fee by ...". There are 2 options in regards with the management Fee. The first is by "Fixed Amount". This amount will not be integrated into the Performance report and only used for your notes.

The second option, by "Ad Spending Margin" will be applied to the Performance report. The margin will be applied to the CPC (Cost per Click), therefore, this will affect the values derived from it, such as Cost (CPC * clicks), Cost/Conversion and Total.

You can set the margin by either a percentage or a fixed amount.

Example for Percentage margin: If you set the Ad Spending Margin by 10%, it means that if you have a keyword with a CPC of \$1, it will be marked up by 10% to \$1.10.

Example for Fixed amount margin: If you set the Ad Spending Margin by 0.1 (10 cents), it means that if you have a keyword with a CPC of \$1, it will be marked up by 10 cents to \$1.10.

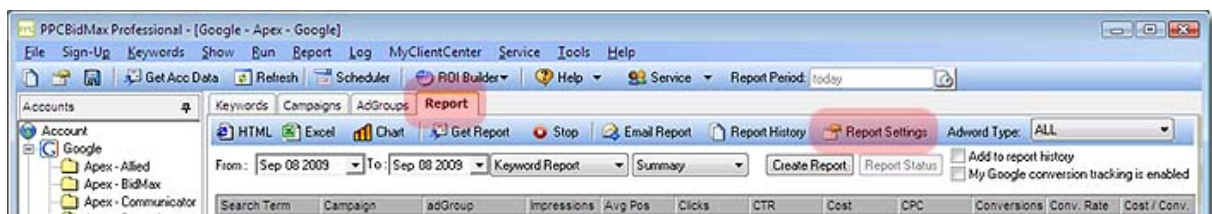


9.3 Customize "Report Column"

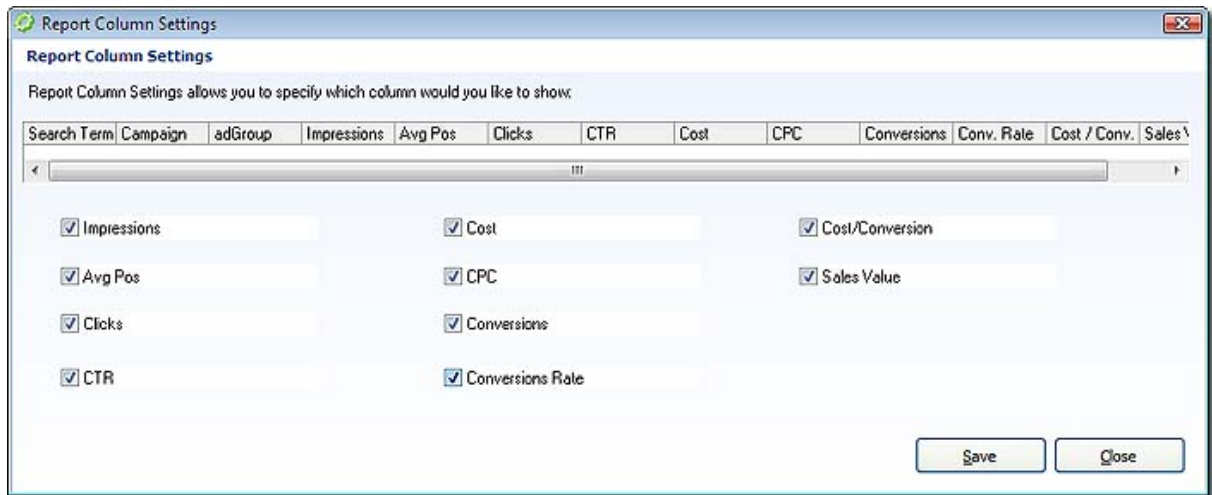
Now you can Customize the Column for the reports you'll generate and send. If you are not using the Google Conversion tracking, Keyword columns such as "Conv. Rate" and "Cost/Conv" is irrelevant there fore you can hide them. Or If you wish to hide other Columns for various reasons.

This setting applies to the specified account set up in PPC BidMax. Therefore each account in PPC BidMax can have their own independent setting.

To Access this feature, please go to the "Reports" tab on the Main working area and click on the "Report Settings".



Under the "Report Settings", you can select the Columns you wish to display on your Performance Report.



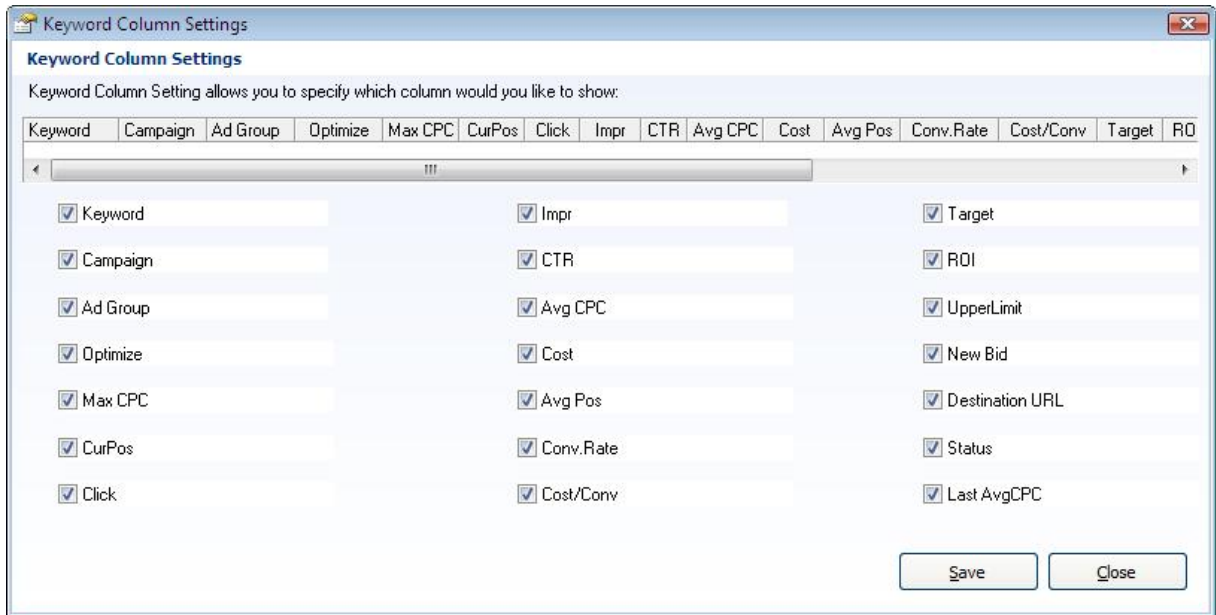
**reminder: this is an account level setting therefore each account can have a different settings.

9.4 Customize "Keyword Column" display

Now you can Customize which Keyword Columns to display in PPC BidMax. If you are not using the Google Conversion tracking, Keyword columns such as "Conv. Rate" and "Cost/Conv" is irrelevant there fore you can hide them and use the screen estate for other things (such as expanding the other column).

This setting applies to all of the accounts set up in PPC BidMax.


To access this feature, Go to "Keywords" menu and select "Column Setting". Tick/Untick the columns you wish to display and hit "Save" to save the changes.



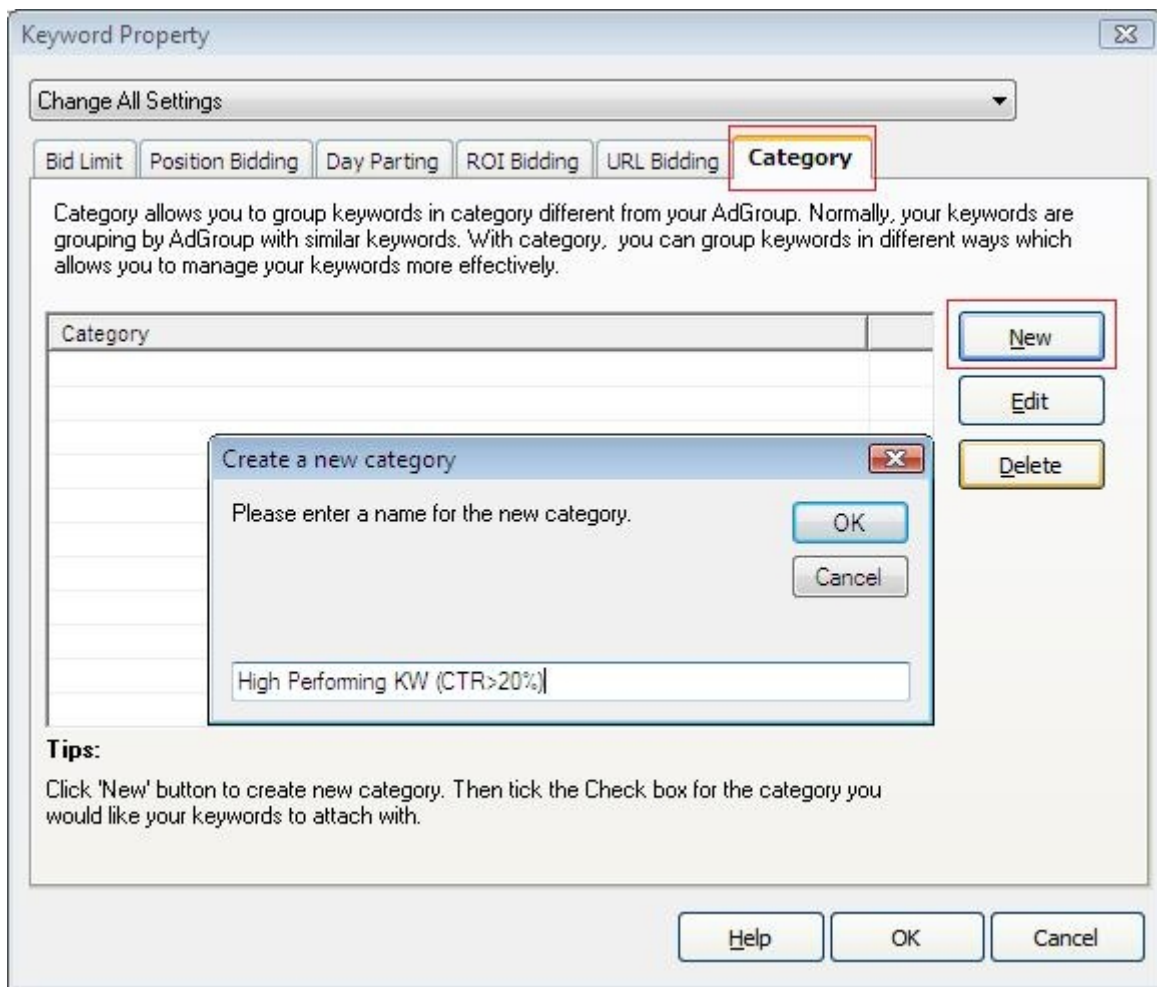
9.5 Use the Custom Keyword Category

The Custom Keyword Category allows you to create your own Category and assign keywords to those categories. This very helpful if you need to categorize your keywords outside the pre-existing categories.

The steps are as follow:

1. Select the keyword you wish to categorize. Double click on that keyword (or you can click the "Settings" button )

2. Change the tab to "Category". To create a new category, click on the "New" button and enter the name for the new category and hit "OK".



3. Check on the box with the name of your new category to assign this Keyword to that category. Once a category has been created, it will show up on other [Keyword Property](#)

4. To display the keywords that has been assigned to a particular Category, click on the Category filter drop down box and select the category you wish to display.



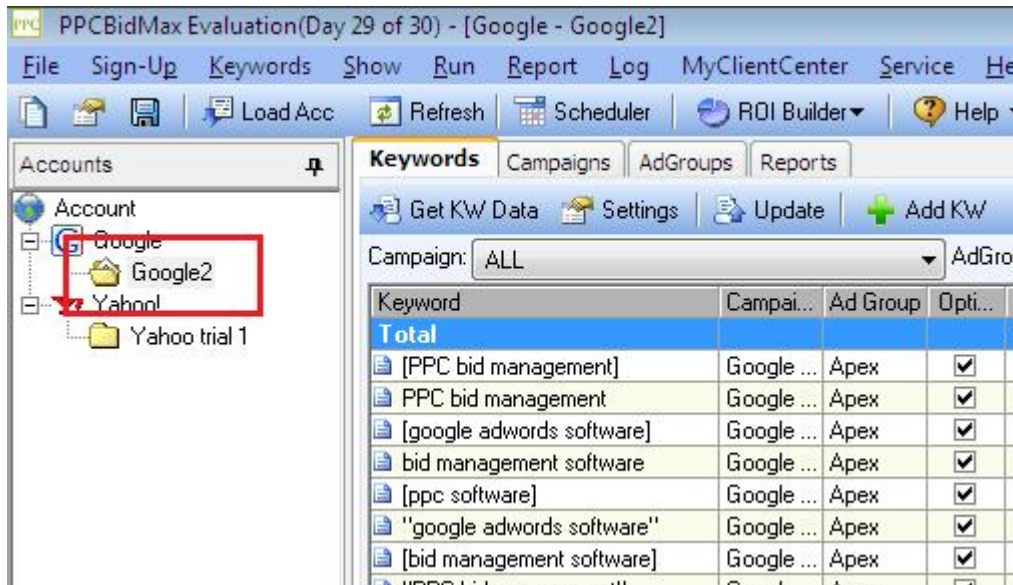
9.6 Schedule the Performance Report

This feature allows you to schedule your Performance Report. You can choose which report generated and sent periodically.

This feature is under the account level. Therefore every account under PPC BidMax can have a unique setting.

To access this feature, please follow the instructions below:

1. Please select the account you wish to setup using the account browser on the left hand part of the PPC BidMax program.

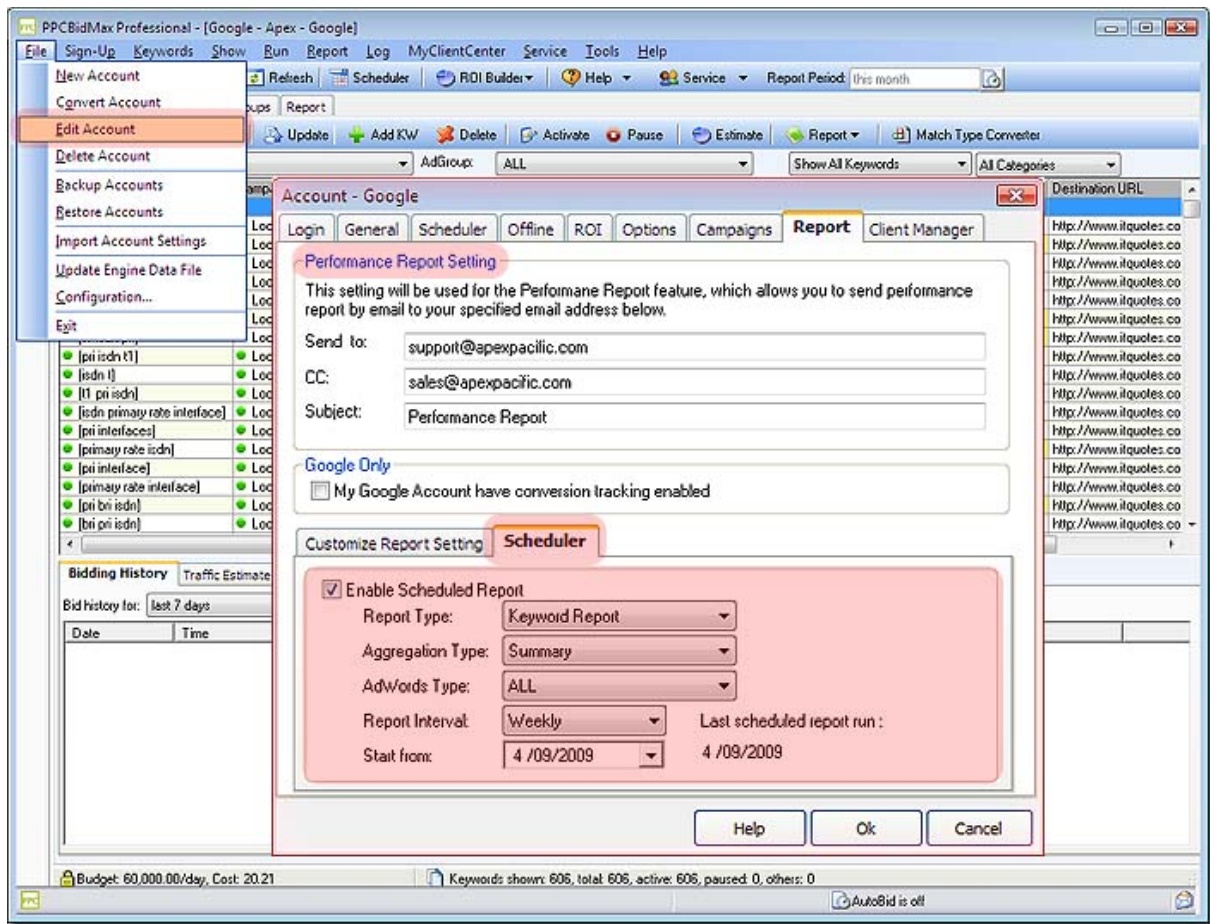


2. Go to "File" menu and select "Edit Account".



3. Change the Tab to "Reports". On the lower half of the windows, change the tab to "Scheduler" and setup the scheduler setting there.
note. if you haven't properly setup your SMTP information, the program will automatically open the

SMTP configuration window. [Click here to learn more.](#)



9.7 Use the Matchtype Keyword Converter

The MatchType Converter is designed to help you in converting your keyword MatchTypes easily.

1. Click on the "Match Type Converter" button on the Keyword toolbar.



2. Select which keywords you wish the matchtype to be converted. Please note that this function is intended for keyword Match type conversion. The original Keyword will be deleted and replaced with

the new Keyword with the selected matchtype.

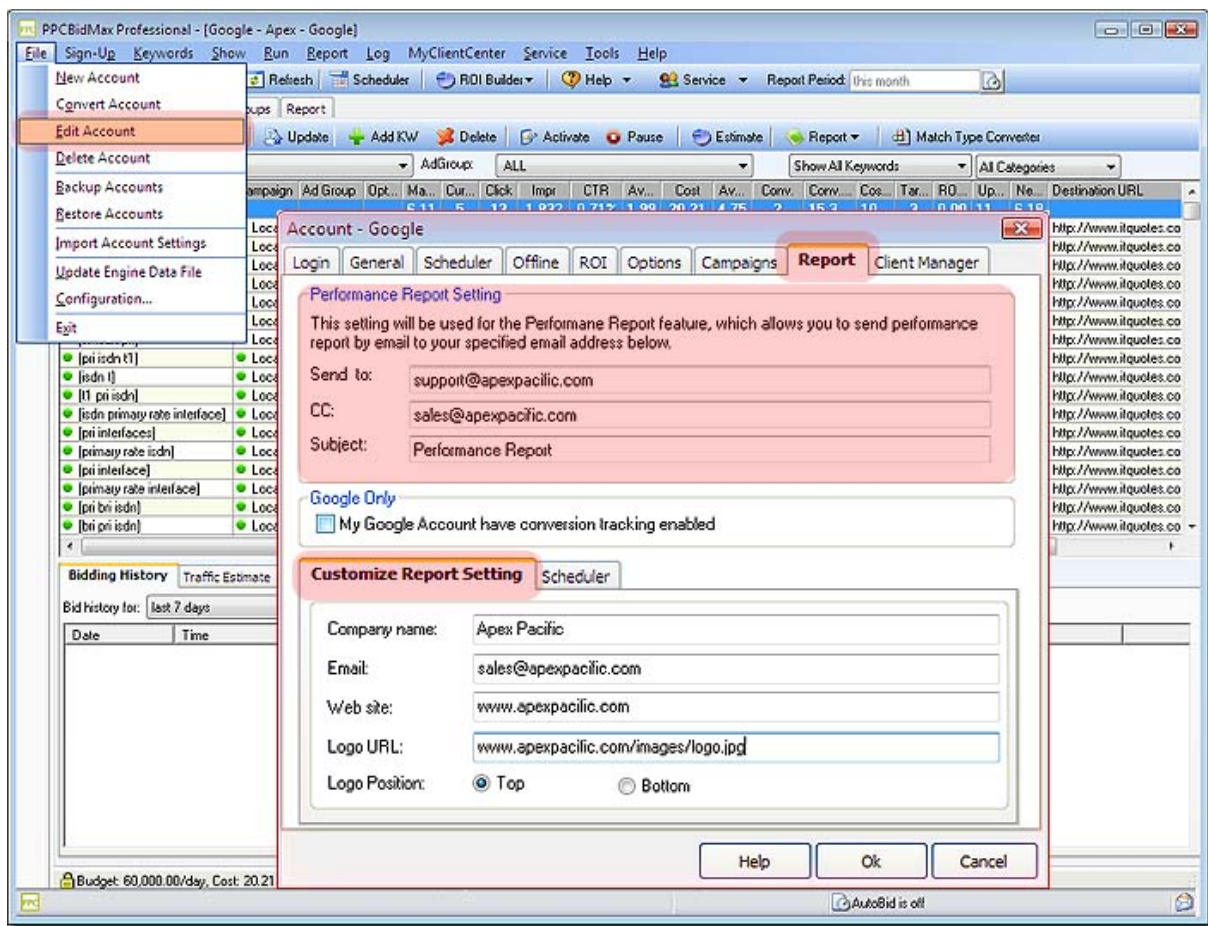
The screenshot shows the PPCBidMax Professional software interface. The main window displays a table of keywords with columns for Campaign, Ad Group, Dpti., Max., Dur., Click, Impr., CTR, Avg CPC, Cost, Avg Pos, Conv., Conv. Rate, Cost/Conv, Target, ROI Bidd., UpperLimit, New Bid, and Destination URL. The 'Match Type Converter' dialog box is open, showing a list of keywords and their current match types. A dropdown menu is visible, allowing selection of a new match type (Broad, Phrase, Exact). The 'Convert' button is highlighted.

3. Hit "Convert" to start the conversion.

9.8 Setup account level Report Profile

You can setup a different report profile for each account in PPC BidMax.

1. Go to "File" menu and select "Edit Account"
2. Change the tab to "Report"



3. Enter the information under "Customize Report Setting".

4. Hit "OK" to save the changes. This information will be used when creating a report for this particular account. (please note that this customized report labelling only available to Professional and Enterprise Edition of PPC BidMax.

9.9 Understand the interface of BidMax

The screen for the BidMax is split into 3 parts. Please refer to the screenshot above for example.

1. **Accounts Panel** panel, which is located on the top left corner of the above screenshot, indicates what engines and which account you are current operating on. It also displays other engines you have created in the BidMax. You can "Autohide" this panel by clicking on "pin" icon on top right corner.
2. **Bid History Panel** panel, which is the top right hand corner box, is used to indicate what keywords and bid setting for the keywords in question for the account selected.
3. **Keyword information Panel** panel, which is located in the bottom right hand corner box, is used to indicate the current bidding information for the keyword selected, relative title and URL information including the competitors.

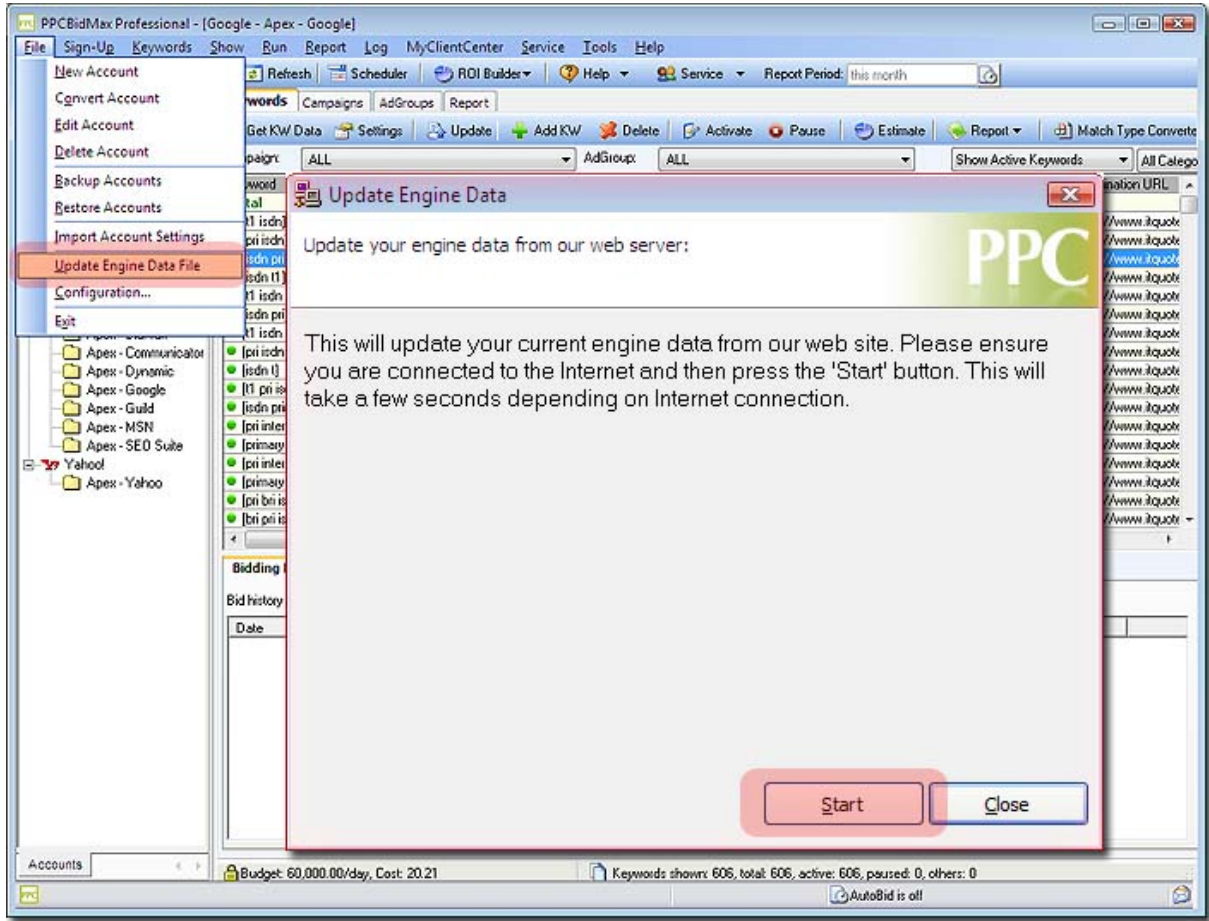
9.10 Update Engine Data file

This feature allows you to download the latest set of engine data files from our web server to your PC. The process normally takes under one minute.

Please update the Engine Data file regularly about once per month to keep your engine data files up to date.

If you are having problems updating the engine data file, or are having problems connecting to our web

server, please check your "Connections" setting on "File / Configuration" window and make sure you have entered the correct "Proxy Server" address/settings if you are connected to the internet through a proxy server, then try again.



See Also:
[Configuration](#)

9.11 Create a new account

An Account contains all of the information about your login details, keywords, URLs and bidding information. You must create an account before entering any keywords or URLs.



To Create a new Account: Click the "Create New Account" button from the toolbar (please refer to the screenshot above), the "Account Wizard" window will pop up. You can also create an "Account" by clicking the "File" menu item from the menu bar and choosing the "New Account" menu item.

Edit Account: Simply double click on an account name from the Account list box, or click the "File/Edit Account" menu item.

Delete Account: You can delete an account by clicking the "File/Delete Account" menu item.

When you click on "New Account" button you will be prompted with " with 3 options:

- [1- Download my PPC data from the search engine to create it in BidMax.](#)
- [2- Convert / Import Campaign\(s\) from another PPC account.](#)
- [3- Create new campaign\(s\) on the Search Engine](#)

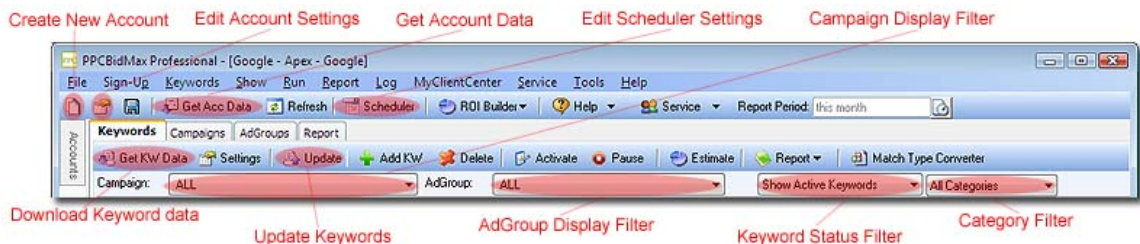
See Also:

[Add or Import Keywords](#)

[Retrieve keywords from your account](#)

[Update](#)

9.12 Retrieve keywords from your account



After you have created your account, if the program did not download your keywords into the program, then you can download the keywords on 3 different level.

1- **"Get Acc Data"**: when you click on this button, BidMax will download all the account details including Campaigns, AdGroups and keywords.

2- **"Get KW Data"**: If you choose the "Campaign" and leave "AdGroup" as "ALL" and click on "Get KW Data", program will download all the keywords for the selected campaign.

3- **"Report"**: You can generate a report for the keywords and their details shown on the screen. There are 3 formats you can generate the reports to, it's HTML, Excel (provided you have Microsoft Excel installed in your system) and text file.

Note: By Default when you create your account, program should download all your account information from search engine into the BidMax.

See Also:[Keyword Property Setting](#)

9.13 Edit Keyword Property Setting

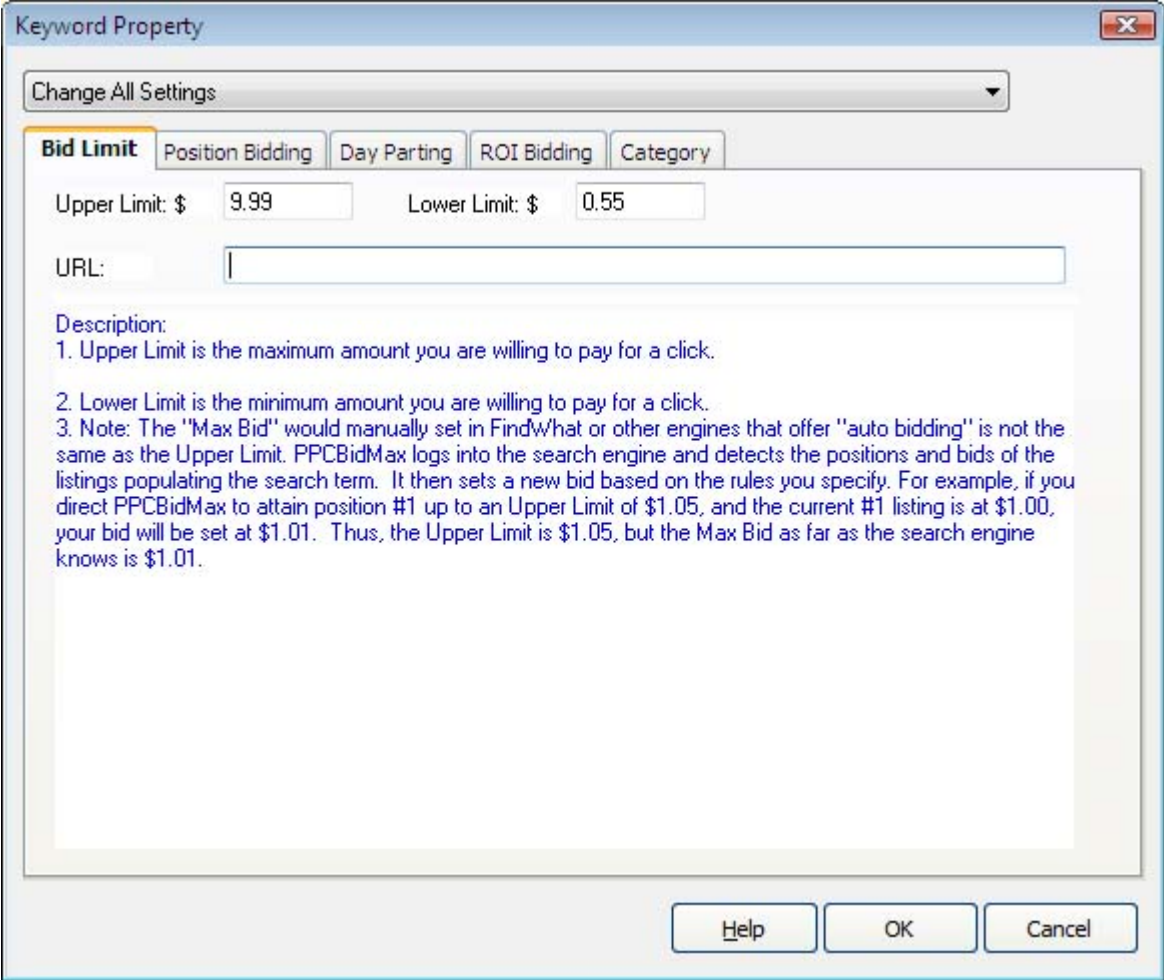
The "Keyword Property" window allows you to specify an individual setting for each keyword.

To set a property for a keyword, simply select the keyword you want to set and click the "Setting" button from the toolbar, or just double click on the keyword you want to set.

Tips:

You can also set multiple keywords at the same time by holding down the "Ctrl" or "Shift" key when selecting the keywords and then clicking on the "Setting" button. You can choose to set individual setting separately.

1. Bid Limit setting



The screenshot shows the "Keyword Property" dialog box with the "Bid Limit" tab selected. The dialog has a title bar with a close button. Below the title bar is a "Change All Settings" dropdown menu. The "Bid Limit" tab is active, and it contains the following fields and text:

- Upper Limit: \$
- Lower Limit: \$
- URL:
- Description:
 1. Upper Limit is the maximum amount you are willing to pay for a click.
 2. Lower Limit is the minimum amount you are willing to pay for a click.
 3. Note: The "Max Bid" would manually set in FindWhat or other engines that offer "auto bidding" is not the same as the Upper Limit. PPCBidMax logs into the search engine and detects the positions and bids of the listings populating the search term. It then sets a new bid based on the rules you specify. For example, if you direct PPCBidMax to attain position #1 up to an Upper Limit of \$1.05, and the current #1 listing is at \$1.00, your bid will be set at \$1.01. Thus, the Upper Limit is \$1.05, but the Max Bid as far as the search engine knows is \$1.01.

At the bottom of the dialog are three buttons: "Help", "OK", and "Cancel".

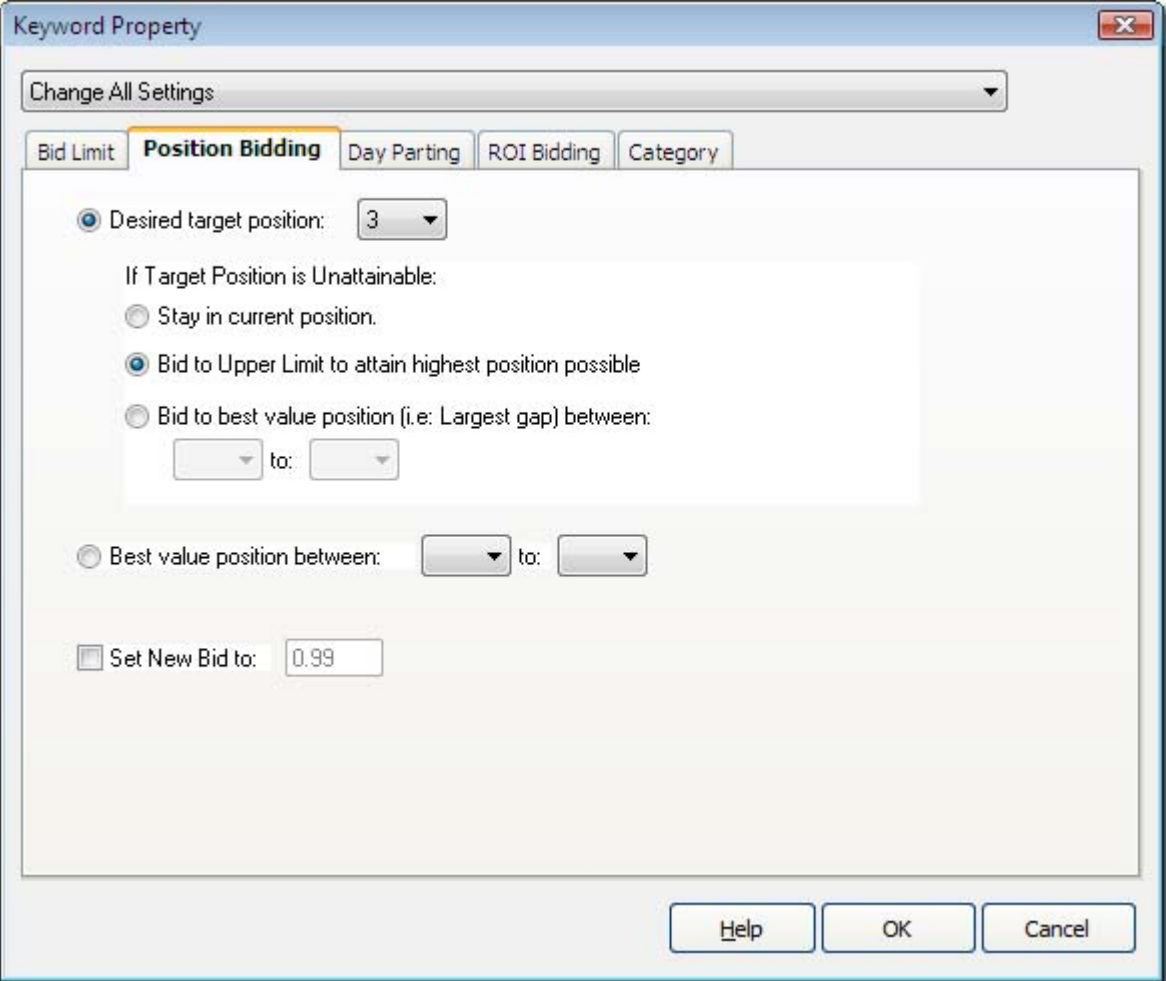
Upper Limit (Maximum Bid): This is the maximum bid price you would like to spend for a keyword. By default, it will use the "Default maximum bid" value under the "Account" Profile settings if this value is not set.

Lower Limit (Minimum Bid): This is the minimum bid price you want to spend for a keyword. By default, it will use the "Default minimum bid" value under the "Account" Profile settings if this value is not set.

Note: The Lower Limit (Minimum Bid) value can not be less than the minimum amount requested by the search engine.

Program will recalculate your bids between Upper Limit and Lower Limit and will not go over or under these values.

2. Bid To Position setting



The screenshot shows a dialog box titled "Keyword Property" with a close button in the top right corner. Below the title bar is a dropdown menu labeled "Change All Settings". There are five tabs: "Bid Limit", "Position Bidding" (which is selected and highlighted in orange), "Day Parting", "ROI Bidding", and "Category".

Under the "Position Bidding" tab, there are several options:

- A radio button is selected for "Desired target position:" followed by a dropdown menu showing the number "3".
- Below this is a section titled "If Target Position is Unattainable:" containing three radio button options:
 - "Stay in current position." (unselected)
 - "Bid to Upper Limit to attain highest position possible" (selected)
 - "Bid to best value position (i.e: Largest gap) between:" followed by two dropdown menus and the word "to:".
- Below that is another radio button option: "Best value position between:" followed by two dropdown menus and the word "to:".
- At the bottom left, there is a checkbox labeled "Set New Bid to:" followed by a text input field containing the value "0.99".

At the bottom right of the dialog box are three buttons: "Help", "OK", and "Cancel".

Desired target position: This is the target position you want to bid.

If the target position can not be achieved due the amount required being higher than the upper limit, then there are the following options available.

Stay in current position: This does exactly what title says. The program will try to keep you in current position.

Bid to Upper Limit to attain highest position possible: In this scenario, the program will bid to your upper limit.

Bid to best value position between: Selecting this setting will allow the program to find the best valued position for you and bid on that position if it fails to bid to the specified target position. For example, if the Target bid is greater than your Upper Bid Limit, then the program will try to find the next available best value position for you and bid to that position. You need to specify the position range between the high bid and low bid. The high bid will be always lower than the "Target Bid".

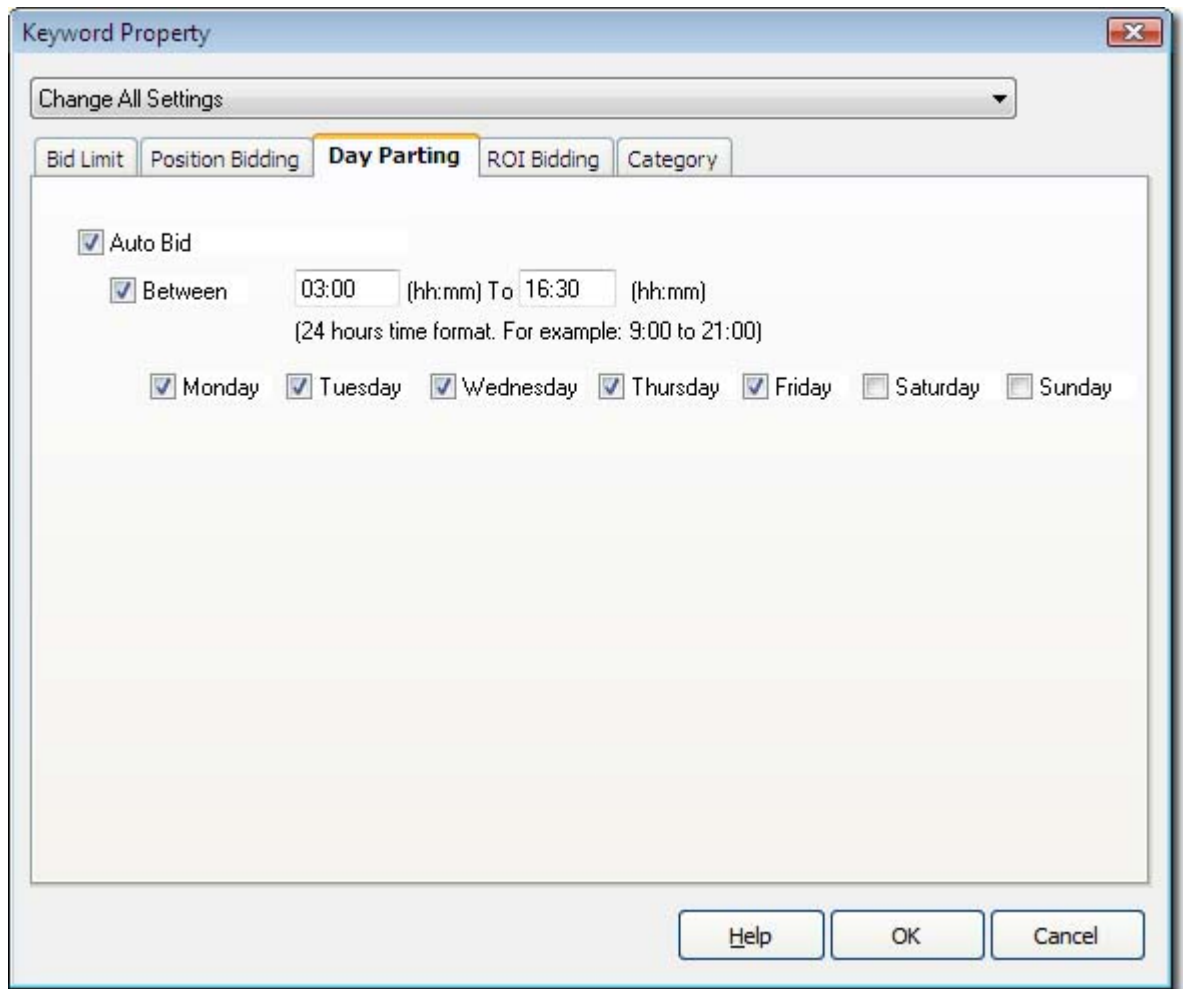
Note: If you choose this option, then your bids might fluctuate between choosen positions untill program finds a good value/position balance.

Best value position between: This allows you to bid on the best value position in the position range you select.

Stay in current position (eliminate bid gaps): This option allows you to maintain your current position but eliminate any bid gaps that may exist.

Set New Bid To: This allows you to set a new bid price for selected multiple keywords at once.

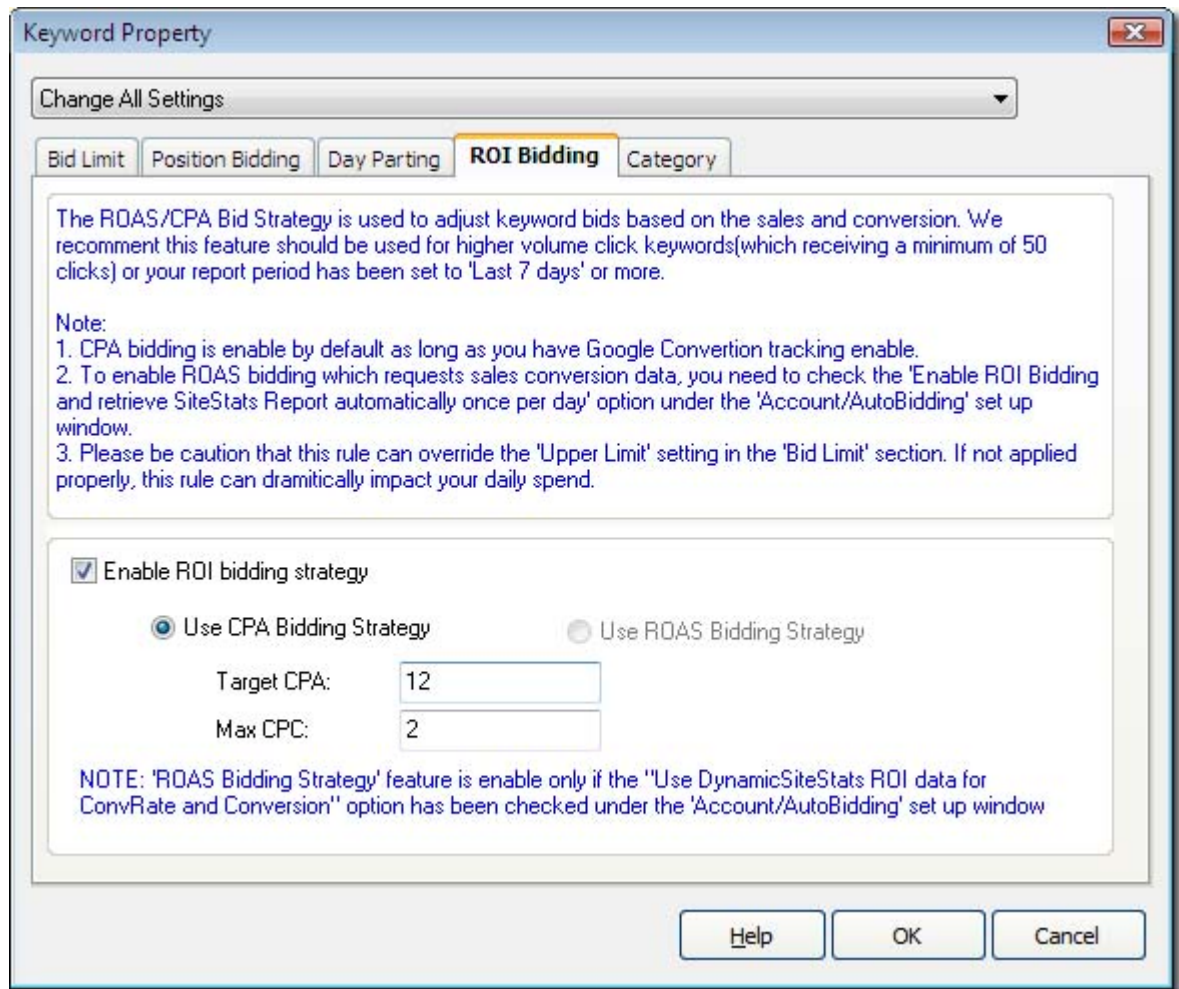
3. Day Parting (Scheduler)



Auto Bid: Checking this box will enable the Auto Bid in schedule mode, otherwise, it will run in manual mode.

Between hh:mm to hh:mm: When you enable the "Update" in schedule mode, you can specify which time range you want to do the Update. For example, you may want to use the "Update" only during the business hours between 9:00 - 18:00

4. ROI Bidding



After getting ROI report from SiteStats, BidMax can help you to set new bid strategy based on the information in the ROI report and your ROAS/CPA target.

1). Select the keyword(s) you want to set ROAS/CPA Bid Strategy and click the "Property" button in toolbar. Activate the "BidStrategy" tab in "Keyword Property" window.

2). Select which strategy you want to use, ROAS or CPA.

If you select "Use ROAS Bid Strategy" option, the program will set new bid based on the "Sales" information in ROI report. If you choose the "Use CPA Bid Strategy" option, the new bid will be calculated based on number of "Clicks" in the report.

3). Enter your target ROAS or CPA value.

For example you enter \$4 for "Target ROAS or CPA", it means that for every \$1 that you spend, you wish to get \$4s back as revenue.

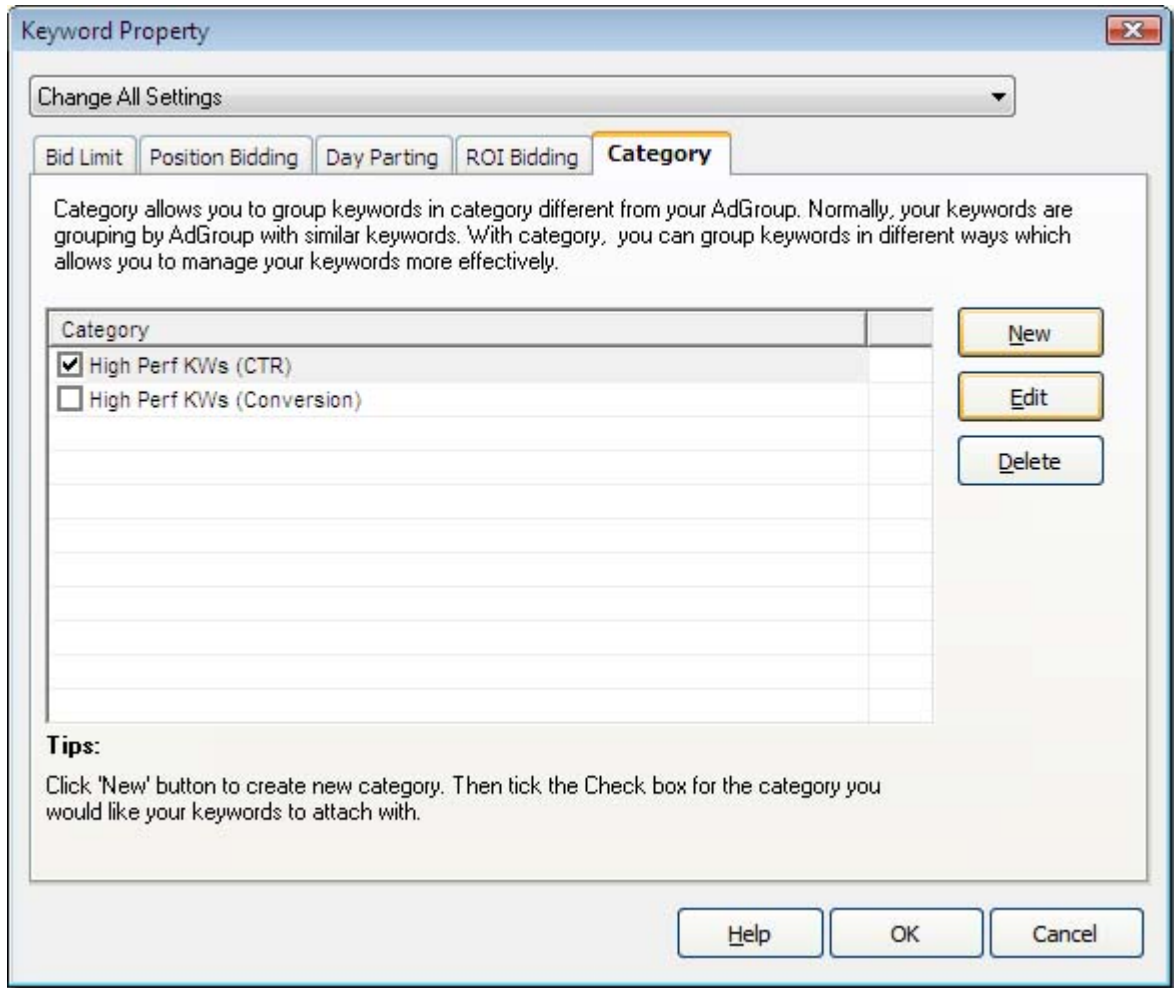
4). Enter the maximum price you want to spend for achieving your target.

For example you set the price as \$2, the program will bid for your keyword never exceeding \$2. It works like an "Upper Limit" for a keyword.

Note: a. To use ROAS/CPA Bid Strategy, you need to set the option "Retrieve SiteStats Report automatically once per day" in SiteStats Report Scheduler.
b. ROAS/CPA Bid Strategy may overwrite the "Upper Limit" you set in "Bid Limit".

c. We highly recommend you to use this feature only to the keywords with high traffic volume, such as those keywords receive more than 100 clicks in certain period.

5. Category



The "category" allows you to create a "Customized" category and assign your keywords to the category you've created. You can filter the keywords based on the categories you've created.

Note: a. To use the Cost per Acquisition (CPA) bidding strategy: as long as the Google Conversion Tracking is enabled, then BidMax can use the Google conversion information for your CPA bidding.

b. To use the Return of Acquisition Spending (ROAS): with this method it does require a tracking system to tack your revenue, you can use Google Web Analytistic or Yahoo! Web Analytistic to do that. If you do have a 3rd party tracking system, then we can also provide you an API to merge the data to PPC BidMax 5.1.

c. ROAS/CPA Bid Strategy may overwrite the "Upper Limit" you set in "Bid Limit".

d. We highly recommend you to use this feature only to the keywords with high traffic volume, such as those keywords receive more than 100 clicks in certain period.

See Also:

[Schedule Update](#)

[What is ROI Builder?](#)

[How to setup ROI Builder?](#)

Get SiteStats Report

Setup SiteStats Report scheduler

9.14 Use Keyword Builder

If you are not sure or don't know what keywords you should bid for, the Keyword Builder is a powerful tool which allows you to retrieve all relevant keywords for the one you chosen. It also shows you how many counts (or searches) each of the keywords have been searched, it is a very useful tool that tells you how important each keyword is.

To start Keyword Builder, click the "Keywords" menu item and choose "Keyword Builder" to open the "Keyword Builder" window. Select a search engine from the drop down engine list box and enter a keyword in the "Keyword" box, then select which country and language you would like to retrieve results and click the "Get" button.

The screenshot shows the PPCBidMax Professional software interface. The main window is titled "Keyword Research" and contains the "Keyword Research Tool". The tool is set to search for "adwords tools" on Google, in English, for the United States. The results are displayed in a table with columns for "Keywords", "CompetitionS...", "AvgSearchVo...", and "LastMonthSe...". The "adwords tools" keyword is selected, and the "Add Keywords" button is highlighted.

Keywords (19)	CompetitionS...	AvgSearchVo...	LastMonthSe...
<input type="checkbox"/> adword tools	4	1,300	1,300
<input type="checkbox"/> google adwords tools	4	1,900	1,900
<input type="checkbox"/> google adwords keywot...	5	12,100	14,800
<input type="checkbox"/> google adwords tool	5	18,100	22,200
<input type="checkbox"/> adwords keyword tool	5	27,100	33,100
<input type="checkbox"/> adwords tools	5	5,400	4,400
<input type="checkbox"/> adwords tool	5	49,500	49,500
<input type="checkbox"/> adword tool	5	8,100	8,100
<input type="checkbox"/> adwords keyword tools	4	880	880
<input type="checkbox"/> best adwords tools	2	22	Not available
<input type="checkbox"/> best adwords tool	2	28	Not available

Once the retrieval process is completed, you can select the keywords you want to bid on and click the "Export" button to export selected keywords to a text file.

You can also delete the keywords you don't want by clicking the "Delete" button.

See Also:

[Add or Import Keywords](#)

[Export Keywords](#)

9.15 Enter a new bid setting manually

In the "Keyword bidding panel" of the main interface, you can enter some bid settings manually for particular keywords.

1. Change your Target Position: click on the "Target" column and enter your desired position directly into the field.
2. Change your Upper Bid Limit: double click on the "Upper Limit" column and enter a new amount.
3. Change Lower Bid Limit: double click on the "Lower Limit" column and enter a new amount.
4. Change Max Bid bid: Double click on the "New Bid" column and enter your new bid amount.
5. Check or Uncheck the "Optimize" box to specify the keywords you want to optimize (Update).

Tips: you can set a new bid amount for multiple selected keywords through the "[Keyword Property](#)" window.

See Also:

[Update](#)

[Keyword Property Setting](#)

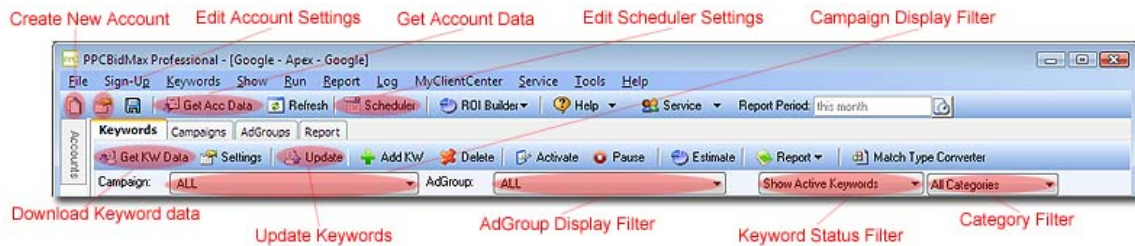
[The user interface](#)

9.16 Update keyword bids automatically

Update is a powerful feature which allows you to update your keyword bids, automatically, by closing your bid gaps or automatically bidding your keyword to your target position.

There are two options for auto bidding

- Update Bids automatically
- Update Bids automatically at Scheduler mode



Update your keyword bids:

-Click the "**Update**" button on the toolbar and the program will update your bids automatically based on the desired position you specified in the "KWProperty" window.

Update Bids automatically in Schedule mode:

You can also set up a scheduler to update your keywords in the background to a desired target position.

For more detailed instruction on how to set up the program to carry out bidding in schedule mode, please refer to

[Schedule the Update](#)

Tips and quick explanation on a few terms.

Setting(button): This allows you to specify a bid setting for individual keywords. For example, you can specify the Upper limit, Lower limit, Target Position, Best Value Position etc. This enables the program to bid to the target position you have specified, or the best position depending on the bid gaps between each position. Please click "[Keyword Property](#)" for more information.

By default, the program will eliminate the bid gaps as always.

Enter a bid amount manually

You can enter a bid amount for a specific keyword manually by Double-Clicking on the keyword and entering a new Bid.

See Also:

[Keyword Property Setting](#)

[Schedule Update](#)

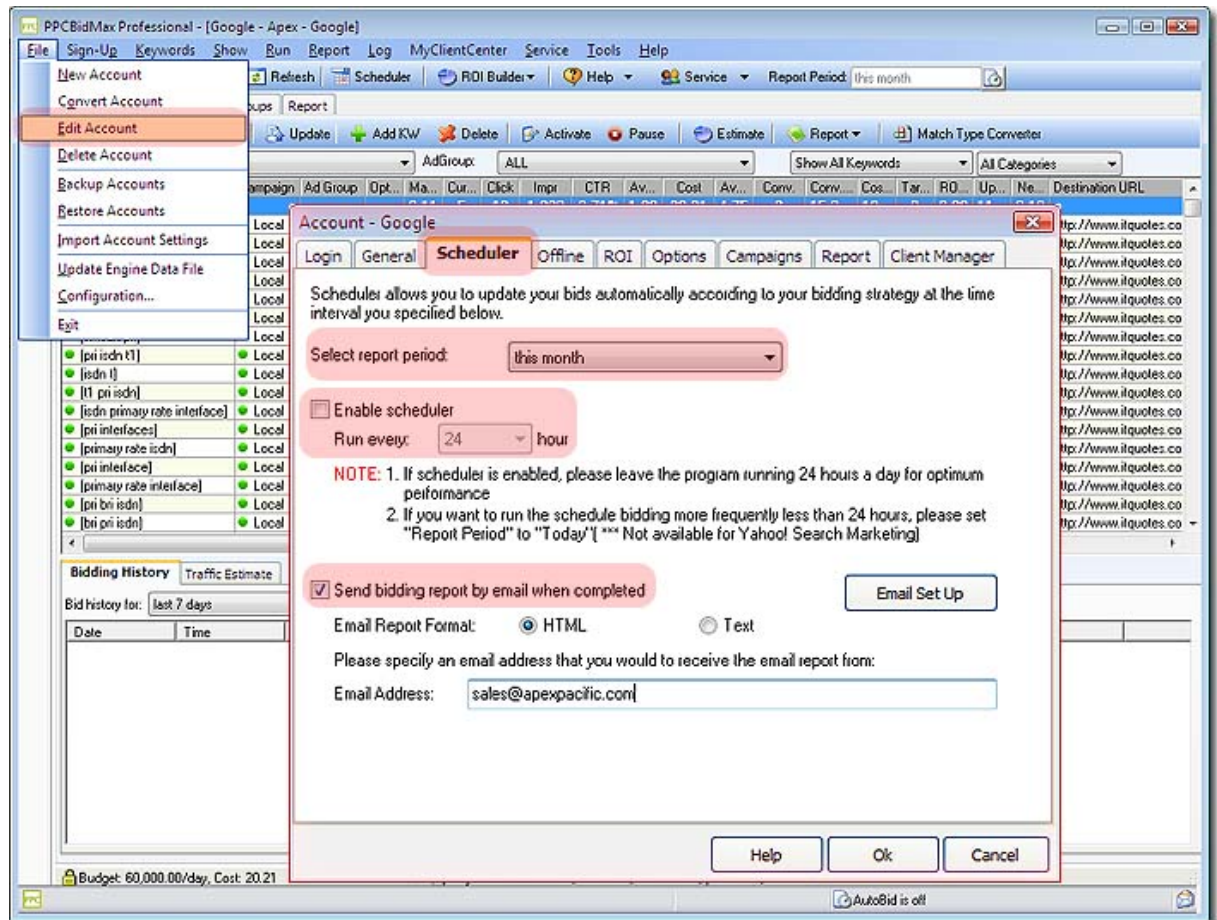
9.17 Schedule the automatic bidding

This allows you to perform the Update function automatically at a regular time basis. You can specify the duration in hours or Days on how frequently you want to perform the update function, and if

configured the program will also send you a keyword report via email automatically when the update is completed.

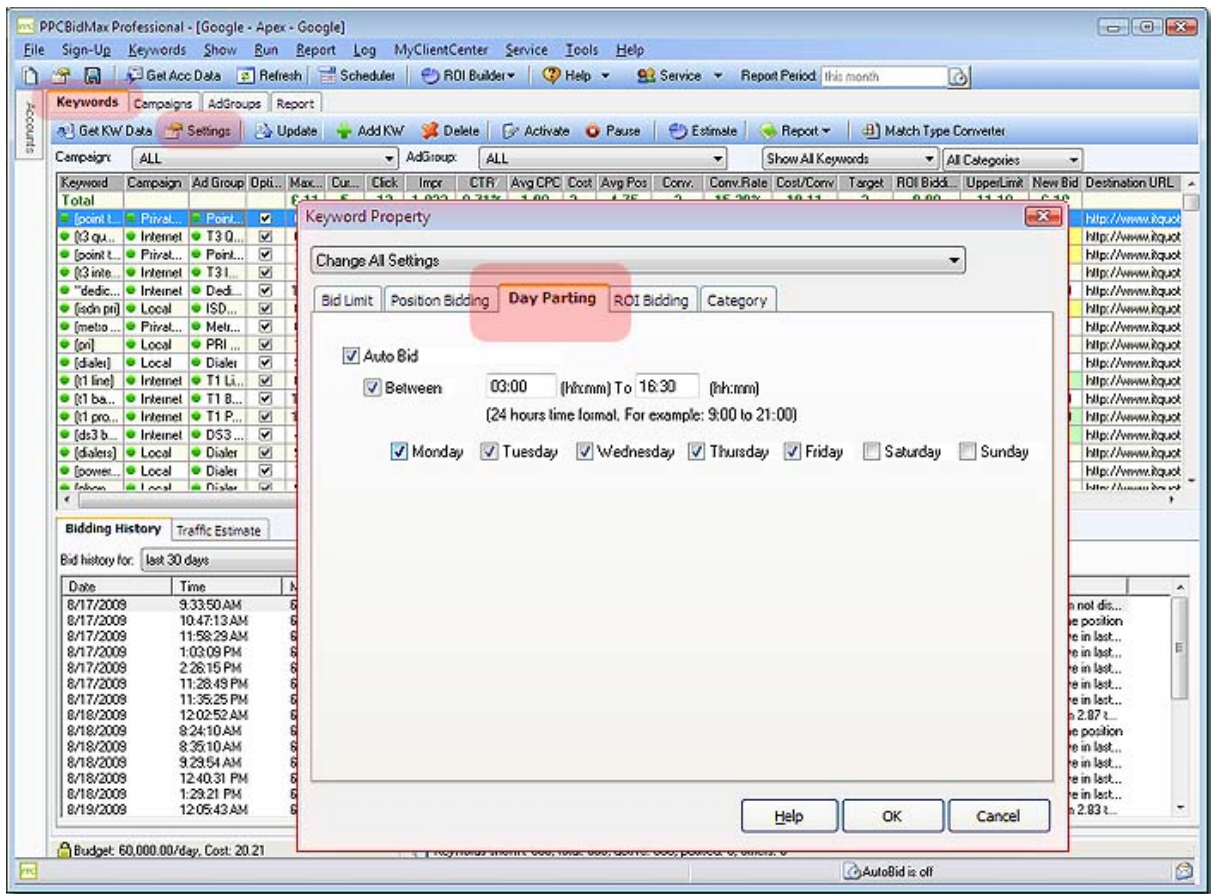
Please follow the steps below:

1. Double click on your specific account from the "**Account**" list to open the "**Account**" profile window, then click the "Scheduler" tab and be sure that the "Enable Scheduler" box is checked, and specify the frequency that you want to run Update.



2. If you would like the report to be sent to you once the update is complete, please check the "**Send keyword report by email when completed**" box. (**Note:** you also need to setup your SMTP mail server and email address under the File/Configuration window. Please see [Configuration](#) for details.)

3. You can also specify when you want to run the Update for each keyword through a time window. Select the keywords you want to set, and click the "Property" button to open the "Keyword Property" window, then click on the "Update" tab, specify the time and date you want to run the auto bid. This feature allows you to run auto bid at a specified period of time. For example, you may want to optimize your position to the top 3 positions from Monday to Friday during the working hour between 9:00 - 19:00.



See Also:

[Update keyword bids automatically](#)

9.18 Customize keyword reports with my company details

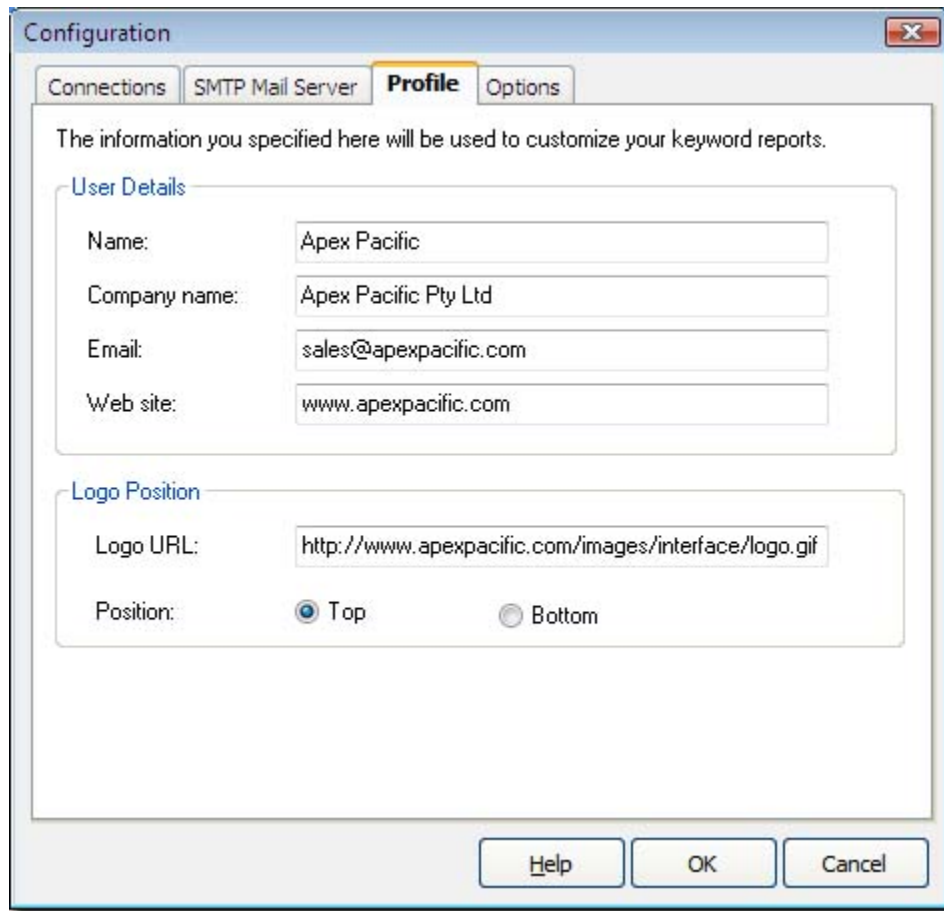
This feature allows you to customize your keyword reports with your company name, logo, & web site URL embedded into the keyword report(s). It is useful if you provide keyword look up services for other organizations / people.

To customize your keyword report(s), simply enter your company details under the "Profile" section of the "Configuration" window.

In "Profile" tab, enter your details to customize the keyword report, including your name, company name, email address and website.

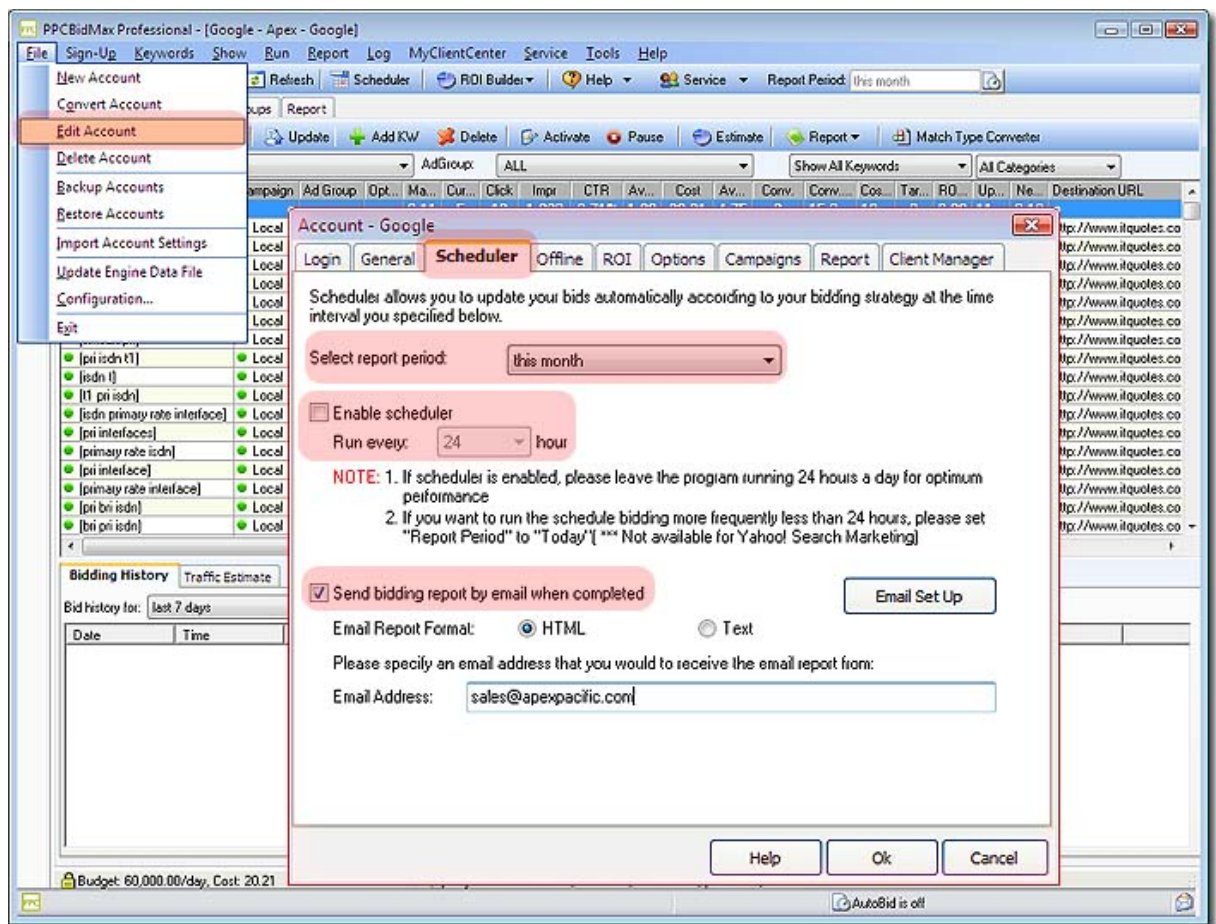
You can also add your company logo into the report. Just copy the URL of the logo image into "Logo URL" box and chose its position by "Top" or "Bottom".

Note: For enterprise version, you can specify a customized email address for each account (See below). For other versions, the email address set in "Profile" tab will be also used as receiver email address.



Then check the "Send Keyword report by email when complete" box under the "[Account/Scheduler](#)" setting window:

1. Choose the Type of the report: This option let you choose whether to send report or not and also what type of the report to send. The above area is accessed in each account's property area.
2. Recipient Email Address: This option is available for Enterprise edition users only. It allows you to specify a customize email address for each account.



Please follow the steps below:

1. Click on the "File" menu item from the menu bar and choose "Configuration".
2. In the "Configuration" window, click the "Profile" tab
3. Enter all the details on the "Profile" tab and click OK.

Note: This feature is only available in the Enterprise Edition.

See Also:

- [About keyword reports](#)
- [Create keyword reports in HTML format](#)
- [Create keyword reports in TEXT format](#)
- [Create keyword reports in Excel format](#)

9.19 Create keyword reports

You can generate keyword reports in HTML, Text and Excel file format once you complete a keyword look up. The keyword report provides you following information about your performance on Pay-per-click search engines:

- .
- Account name
- Name of the Search Engine
- Engine Name
- Total Keywords
- Date
- Keyword
- Max. CPC
- CurPos
- Click
- Impr
- CTR
- Avg. CPC
- Cost
- Avg. Pos
- Conv. Rate
- Cost/Conv
- Target
- New Bid
- URL

See Also:

[Create keyword reports in HTML format](#)

[Create keyword reports in TEXT format](#)

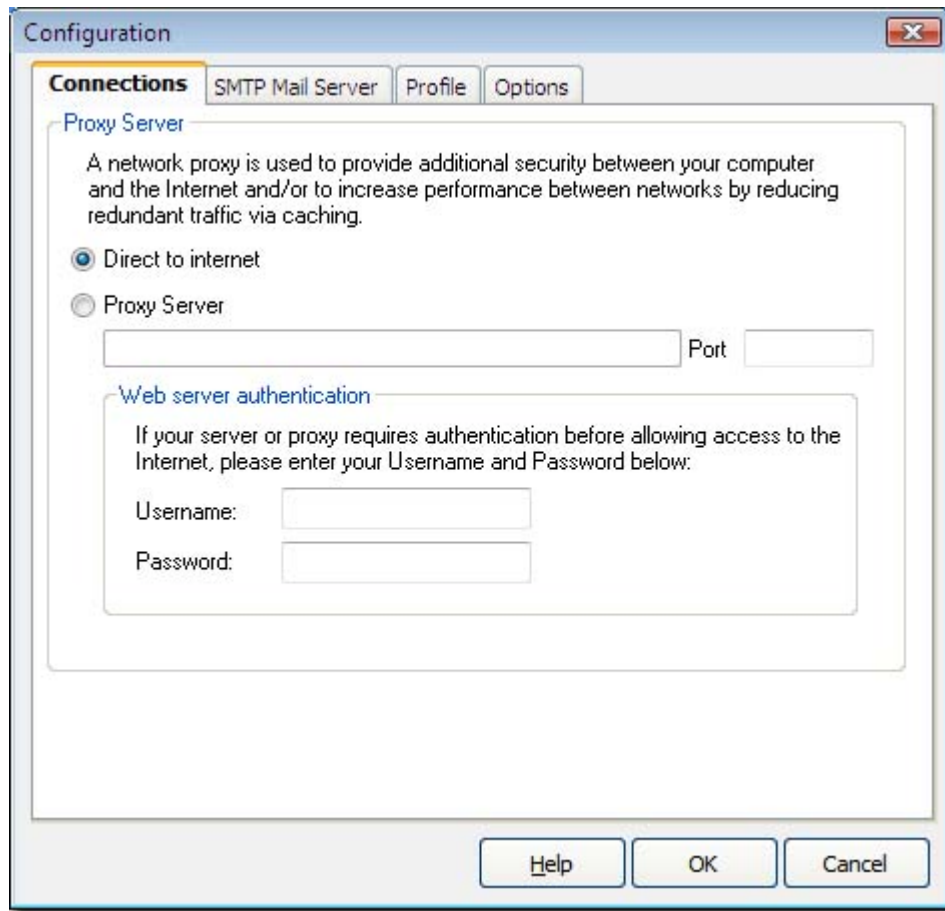
[Create keyword reports in Excel format](#)

[Create ROI Performance Report](#)

[Customize keyword reports](#)

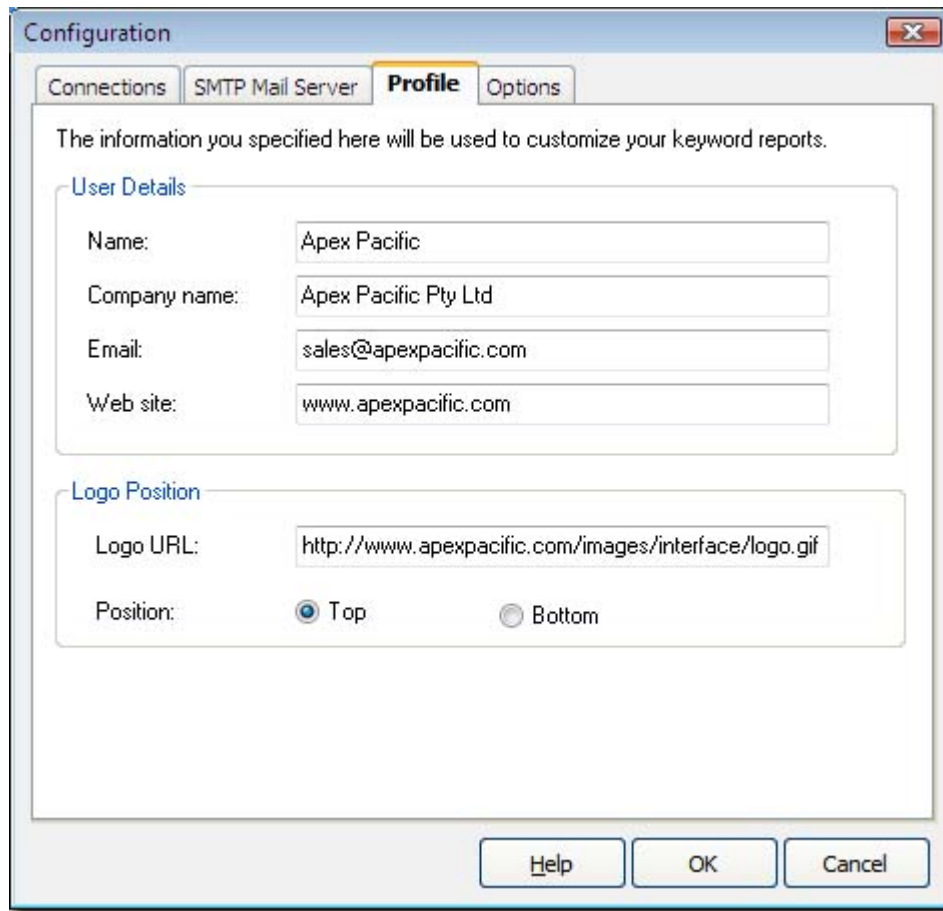
9.20 Send Email Report

1. Set up SMTP mail server



- Go to the area where illustrated above via "File/Configuration" after you have started the BidMax.
- Enter your SMTP Mail Server settings provided by your internet service provider.
- Enter your login and password if your server requires authentication. Not all SMTP servers require login and password, so be sure to check with the people in charge of this issue first.

2. Customize your Default Profile for your Keyword Reports. This profile will be used if you haven't set your [Account level Report Profile](#).



The screenshot shows a 'Configuration' dialog box with four tabs: 'Connections', 'SMTP Mail Server', 'Profile', and 'Options'. The 'Profile' tab is selected and highlighted. Below the tabs, there is a text box containing the instruction: 'The information you specified here will be used to customize your keyword reports.' The dialog is divided into two sections: 'User Details' and 'Logo Position'. The 'User Details' section contains four text input fields: 'Name' (Apex Pacific), 'Company name' (Apex Pacific Pty Ltd), 'Email' (sales@apexpacific.com), and 'Web site' (www.apexpacific.com). The 'Logo Position' section contains a 'Logo URL' text input field (http://www.apexpacific.com/images/interface/logo.gif) and a 'Position' section with two radio buttons: 'Top' (selected) and 'Bottom'. At the bottom of the dialog, there are three buttons: 'Help', 'OK', and 'Cancel'.

In "Profile" tab, enter your details to customize the keyword report, including your name, company name, email address and website.

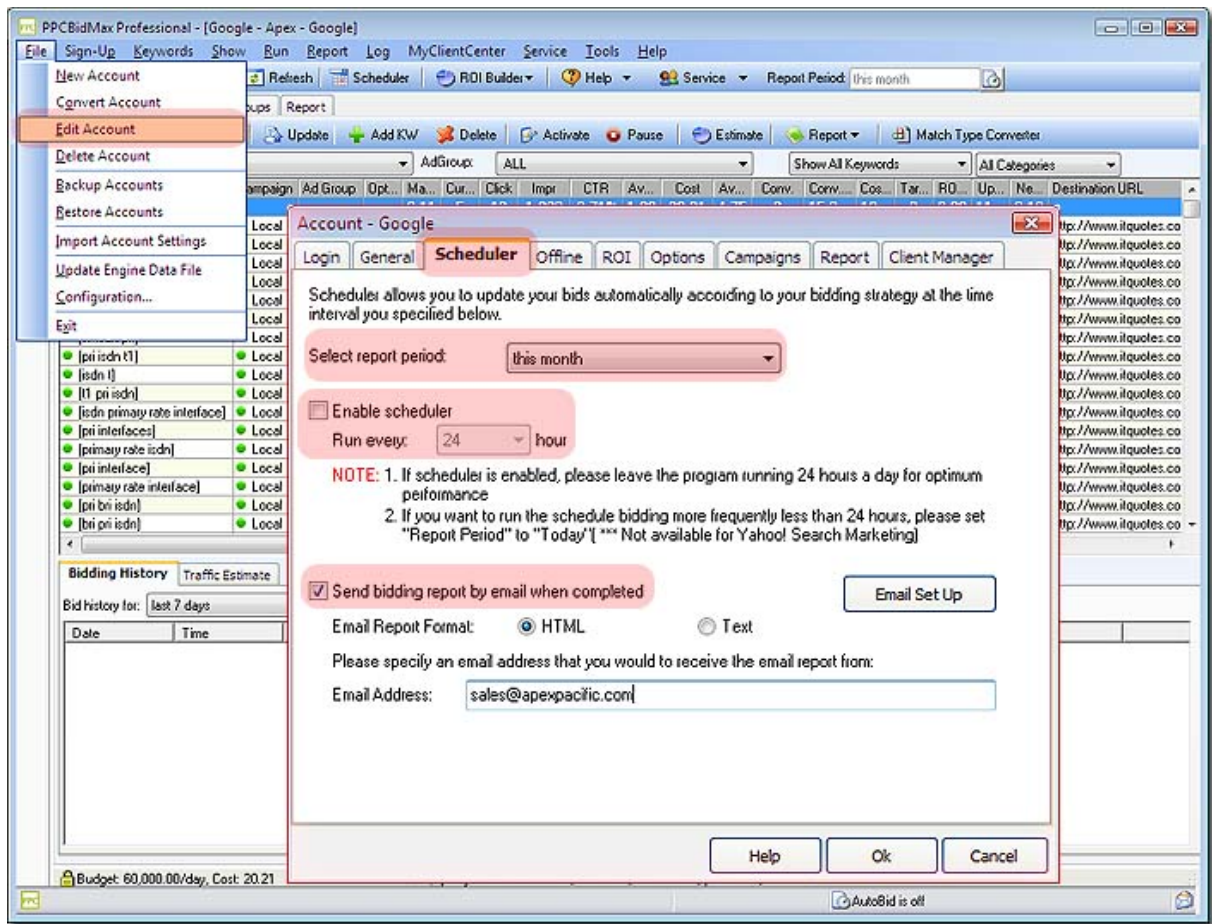
You can also add your company logo into the report. Just copy the URL of the logo image into "Logo URL" box and chose its position by "Top" or "Bottom".

Note: For Enterprise version, you can specify a customized email address for each account. See section 3. For other versions, the email address set in "Profile" tab will also be used as receiver email address.

3. Check the **"Send Keyword report by email when complete"** box under the "[Account/Scheduler](#)" setting window:

"Email Report Format": This option lets you choose the format of your report, HTML or Text.

"Email Address": This option is available for Enterprise edition users only. It allows you to specify a customize email address for each account.



10 Troubleshooting and Frequently Asked Questions

10.1 How to Export keywords to a file?

This feature allows you to export existing keywords to a text file.

Simply click the "Keywords" menu item from the menu bar, then choose "Export Keywords" menu item. Next, specify a file name you want to save as and click the OK button.

The keywords will be saved as one keyword per line.

See Also:

[Add or Import keywords](#)

[Delete Keywords](#)

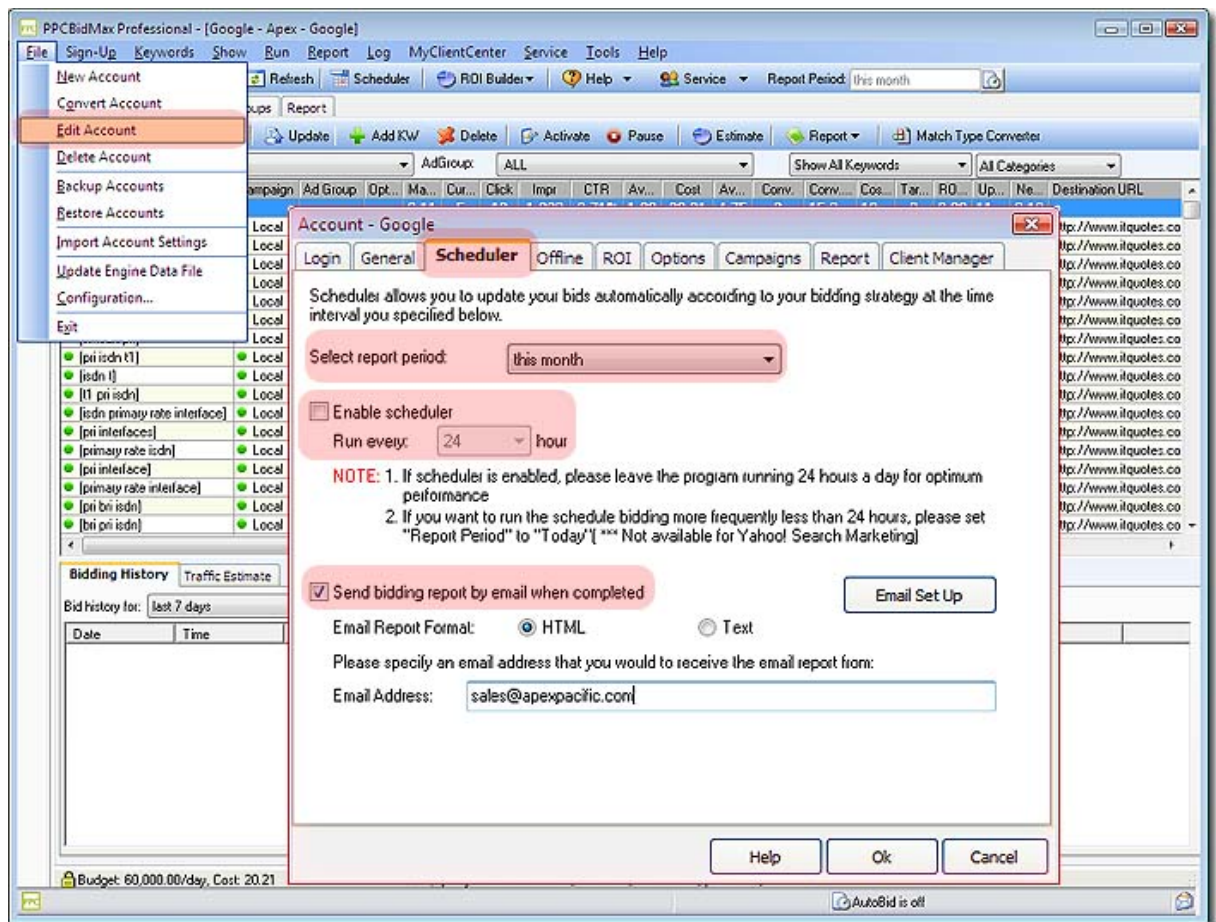
[Keyword Builder](#)

10.2 How can I receive an AutoBid report via email automatically?

This allows you to perform the Update function automatically at a regular time basis. You can specify the duration in hours or Days on how frequently you want to perform the update function, and if configured the program will also send you a keyword report via email automatically when the update is completed.

Please follow the steps below:

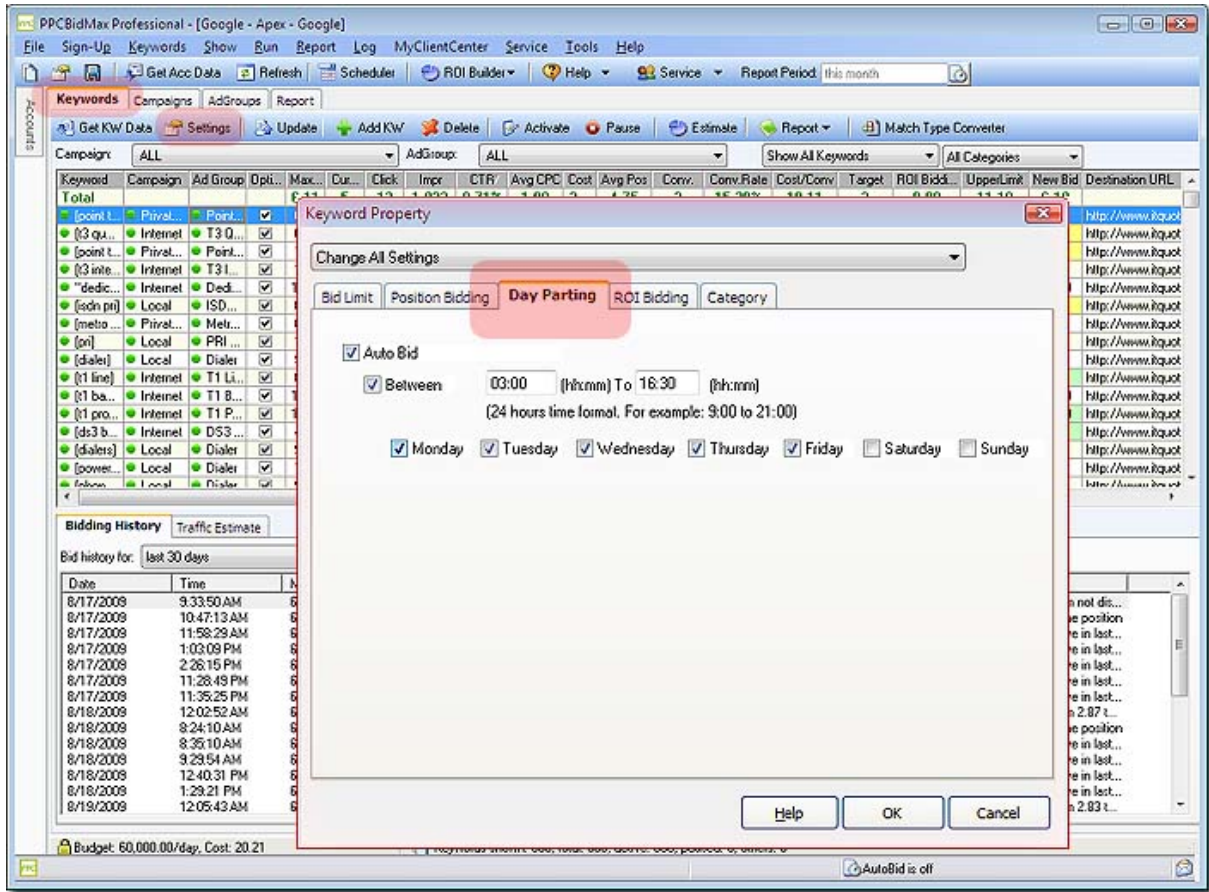
1. Double click on your specific account from the "**Account**" list to open the "**Account**" profile window, then click the "Scheduler" tab and be sure that the "Enable Scheduler" box is checked, and specify the frequency that you want to run Update.



2. If you would like the report to be sent to you once the update is complete, please check the "**Send keyword report by email when completed**" box. (**Note:** you also need to setup your SMTP mail server and email address under the File/Configuration window. Please see [Configuration](#) for details.)

3. You can also specify when you want to run the Update for each keyword through a time window. Select the keywords you want to set, and click the "Property" button to open the "Keyword Property" window, then click on the "Update" tab, specify the time and date you want to run the auto bid. This feature allows you to run auto bid at a specified period of time. For example, you may want to optimize

your position to the top 3 positions from Monday to Friday during the working hour between 9:00 - 19:00.



See Also:

[Update keyword bids automatically](#)

10.3 Can I specify an individual bid setting for each keyword ?

Yes, you can. Simply select the keywords you want to set and click the "Setting" button from the toolbar, or just double click on the keyword you want to make a setting create/modify for.

You can also set multiple keyword properties at the same time by highlighting (hold down the right mouse button and select) the keywords and click the "Setting" button.

For more information, please refer to the "[Keyword Property](#)" section.

See Also:

[Keyword Property Setting](#)

10.4 How do I choose my position setting?

Depending on how much you are willing to spend, you can choose to go for more aggressive bidding or more conservative bidding.

For best results try aiming for positions between 3 to 5, this will always produce more traffic.

You should also consider the usage of "Quota Units" the more frequently you update your bids the more "Quota units" will be used thus you might spend more money on purchasing "Quota units" (For Google AdWords only).

Also for the Yahoo! platform, depending on how many keywords you have in your account, Yahoo assigns "Quota Units" for your account, so if you update your keywords too frequently, you might exhaust your quota and would not be able to update your Yahoo account until next day.

See Also:

[Keyword Property Setting](#)

10.5 I am getting an "Internet connection" error message when doing update/autobid, why?

In most case, this is because you did not setup your internet connection properly. If you are connected to the internet through a "Proxy Server", please make sure to enter your correct "Proxy Server" address in the "Configuration" setup window and try again. If you are not sure whether you are connected to the internet through a "Proxy" or not, please contact your ISP or Network Administrator for help.

10.6 Is there a limit to the number of keywords I can add?

Yes, depending on the edition of your BidMax (Standard, Professional or Enterprise) there are keyword and Account limits for the program.

Please [click here](#) to find out the different editions and limits for the program.

Note: The free trial demo version only allows you to add 20 keywords per search engine.

10.7 Can I customize the keyword report with my company details?

This feature is only available for the Professional and Corporate Edition of PPC BidMax. Please refer to

the
"[Customize Keyword Reports with my company details](#)" section for more information.

10.8 What is the limitation for the evaluation version?

You can only add 20 keywords at a time and 1 account per search engine with the demo version and the program will be expired after 30 days. After the 30 day free trial period is over, the program will be disabled and you must purchase a registration code to unlock the program if you want to continue using it.

Please [click here](#) to find out the different editions and limits for the program.

[Please click here to purchase the program online.](#)

10.9 What is the difference between Standard and Corporate Edition?

Different editions have different keyword limits for how many keywords you can manage.

For example, the Standard Edition only allows you to add up to 500 keywords and you can not customize the Keyword Reports.

The Professional Edition allows you to manage up to 5000 keywords and there is no limitation for the Corporate Edition and you can also customize the Keyword Reports with your company details.

Please [click here](#) to find out the different editions and limits for the program.

10.10 How often should I update the Engine Data File?

We will keep monitoring and updating the Engine Data File frequently and add more "Pay-Per-Click" search engines from time to time. As a general rule, you should update your engine data file once per month.

10.11 I receive a "Registration Code Canceled" error message when register the program, why?

If you are receiving an error message display that "Your registration code has been canceled", this is

because we are using an online authentication system to track each registration code when you use your software each time. Although our server is active over 99% of the time, occasionally it does go down.

If you receive a message informing you that your registration code has been canceled, please follow the instructions below to re-activate your registration code:

1. Connect to the Internet and Open the "Register" window.
2. If you are connected to the internet through a "Proxy Server", please make sure to enter your correct "Proxy Server" address in the "Configuration" setup window.
3. Check your "Register Name" carefully and make sure it is entered correctly as we provided.
4. Click on the "Activate" button and follow the instruction on the screen.
5. Close the program and re-start.

11 Registration & Licensing

11.1 About Apex Pacific

Apex Pacific Pty Ltd is a leading Internet Marketing software company that specializes in developing advanced Internet Web Promotion application solutions. Our company conducts intensive and extensive research and development in the fields of Web promotion mechanisms and advanced intuitive user interfaces for implementation on the Internet.

The "Web Promotion" Software suite of programs contain all of the most powerful #1 "**ALL-IN-ONE**" internet marketing and web promotion tools that you need to explode your business on the internet. We are widely recognized as the world leader in quality

Apex Pacific's ground breaking "Web Submission", is an a multi-award winning "ALL-IN-ONE" professional web promotion tool that automatically submits your web site to 1000+ major search engines with just a few button clicks and provides you the tools to get your web site to be listed at the TOP position of all major search engines.

We at Apex Pacific are especially dedicated to providing smart solutions and applications for the internet marketer. We have extensive experience in building high quality and professional internet marketing tools and applications. With Apex Pacific's guidance, your company will achieve the ultimate Internet marketing approach, and gain the specific Internet solutions to suit its unique corporate needs.

See Also:

[Other web promotion software from Apex Pacific](#)

[Contacting Apex Pacific](#)

11.2 Technical Support

Please check the "[Troubleshooting and FAQ](#)" section before contacting our support.

We continually provide free technical support for all registered clients. You can receive additional information and technical support in the following ways:

WWW

Look for updated information and easy solutions to common problems on our WWW site, at <http://www.apexpacific.com/faq.html>

Email

Send us an e-mail message with full details of your problem to: support@apexpacific.com

With this method, your problem can be better described and it also alleviates time zone problems.

Phone

Phone our support Helpline at (AU) +612 9662 3433. Fax: (AU)+612 9662 3422.

11.3 Order PPC Bid Max

Click on the "Help/Order" menu item from the menu bar and follow the instructions on the "Order" window.

Please click on the "Help/Order" menu item from the menu bar of the program. You will be automatically connected to our on-line order page by clicking on the 'Order Now' button from the "Order Information" screen. Once your payment is approved, an Order Confirmation with your registration code will be sent to you via email within 24 hours.

We accept all major credit cards such as Visa, Master Card and American Express. You can also pay by International Money Order and Bank Cashier Check by printing out the order form and sending your payment to the address listed at the bottom of the order form page.

See Also:

[Why should I register?](#)

[What is Registration?](#)

[About Registration Key](#)

11.4 What is Registration?

This software has a trial version. This means that we have made the software available to you for a free evaluation period. You are entitled to evaluate the software for up to 30 days without obligation to pay. After 30 days, if you decide to keep the software, you must register your copy with us or one of our authorized resellers.

The trial version has some limitations:

1. You can only optimize 20 keywords and 1 account per search engine
2. Nag-screen.
3. You can't use the software after trial period.

See Also:

[Order Keyword Promoter](#)

[What is Registration?](#)

[Why should I register?](#)

11.5 Why should I register?

The trial version has limited functionality. To unlock the full feature set of this product, it must be registered to remove these limitations. For many people, the most pressing reason to register is to get rid of the annoying nag box which pops up at the most inconvenient times.

But besides this, Registration entitles you free technical support and minor upgrades to the software. Registration may also entitle you to discounts on other software releases from our company. We will also send you information bulletins by email to let you know about what's happening with our products.

Furthermore, by registering the software, you provide us with the resources and incentive to support the software with updates and to develop additional quality products in the future.

See Also:

[Order Keyword Promoter](#)

[What is Registration?](#)

[About Registration Key](#)

11.6 Other web promotion products from Apex Pacific

Apex Pacific is your one stop shop for all of your internet marketing promotion needs. The "Web Promotion" Software suite of programs contains all of the most powerful #1 **"ALL-IN-ONE"** internet marketing and web promotion tools that you need to explode your business on the internet. We are widely recognized as the world leader in quality Internet Marketing and Web Promotion software.

[SEO Suite V8.0](#) - Combines all the features of our award winning **search engine submission software, web ranking tools** and **link promoter**, to provide you with a complete and comprehensive **internet marketing program**.

[Mail Communicator V3](#) - The most powerful email marketing tool that sends "personalized" messages to your clients and subscribers. Stay in touch with customers, keep your customers coming back to buy from you again and again.

Please click the "**Help**" menu item from the menu bar and then choose the "**Software on the Web ...**" menu item from more details.

See Also:

[About Apex Pacific](#)

[Contacting Apex Pacific](#)

11.7 Contacting Apex Pacific

Apex Pacific Pty Ltd

Suite 2, Level 1,
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Australia

Phone: +61 2 9662 3433

Fax: +61 2 9662 3422

Email:

Sales/Products Enquiry: sales@apexpacific.com

Support/Customer Service: support@apexpacific.com

Web:

<http://www.apexpacific.com>

11.8 About Registration Key

Entering your Registration Key

After purchasing a key you will be sent an email containing your key and detailed instructions on how to enter it into BidMax.

Simply click the "Help" menu item from the menu bar and choose "Register", enter your registration details, and then click the "Register" button. You will be connected to our online authentication database to verify your registration code.

Invalid Registration Key

If you receive a message informing you that your key is invalid, please take the following steps before contacting Technical Support:

1. Check your Register Name carefully and make sure you have entered the correct Register Name exactly as we have provided in the "Order Confirmation" email.
2. Check and make sure your registration code is entered correctly. The key is case specific and contains no spaces. Please use "Copy" and "Paste" function to enter your registration key.

Your registration code has been cancelled

If you are receiving an error message stating that "Your registration code has been canceled", please understand that this is because we are using an online authentication system to track each registration code when you use your software each time. Although our server is active over 99% of the time, occasionally it does go down. If you receive a message informing you that your registration code has been canceled, please follow the instruction below to re-activate your registration code:

1. Connect to the Internet and Open the "Register" window.
2. If you are connected to the internet through a "Proxy Server", please make sure to enter your correct "Proxy Server" address in the "Configuration" setup window.
3. Check your "Register Name" carefully and make sure it is entered correctly as we have provided.
4. Click on the "Active" button and follow the instructions on the screen.
5. Close the program and re-start.

If this does not work, please contact MordComm or authorized dealer with your Client ID# for help.

See Also:

[Order BidMax](#)

[What is Registration?](#)

[Why should I register?](#)

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