PropellerAds
ADVERTISING NETWORK
AUTO-OPTIMIZATION
BOOTCAMP:
CPA GOAL 2.0
BEGINNER-FRIENDLY!

Our experts

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CPA Goal 2.0

What's the issue?

- People don't know what it is
- Not sure how it works

– Our agenda

- What is **CPA Goal 2.0**
- **How it works:** What's under the hood
- **Case studies** and examples
- **Optimization period** & what does it depend on?
- **How to set a CPA Goal** − a simple step-by-step
- **Best practices** − what to do and what not to do
- **Summary**
- Q&A session

What is CPA Goal 2.0

AUTO-OPTIMIZATION BOOTCAMP: CPA GOAL 2.0

— CPA Goal 2.0

CPA Goal 2.0 is a bidding algorithm that allows you to get the maximum amount of traffic which converts at a specified price

This model:

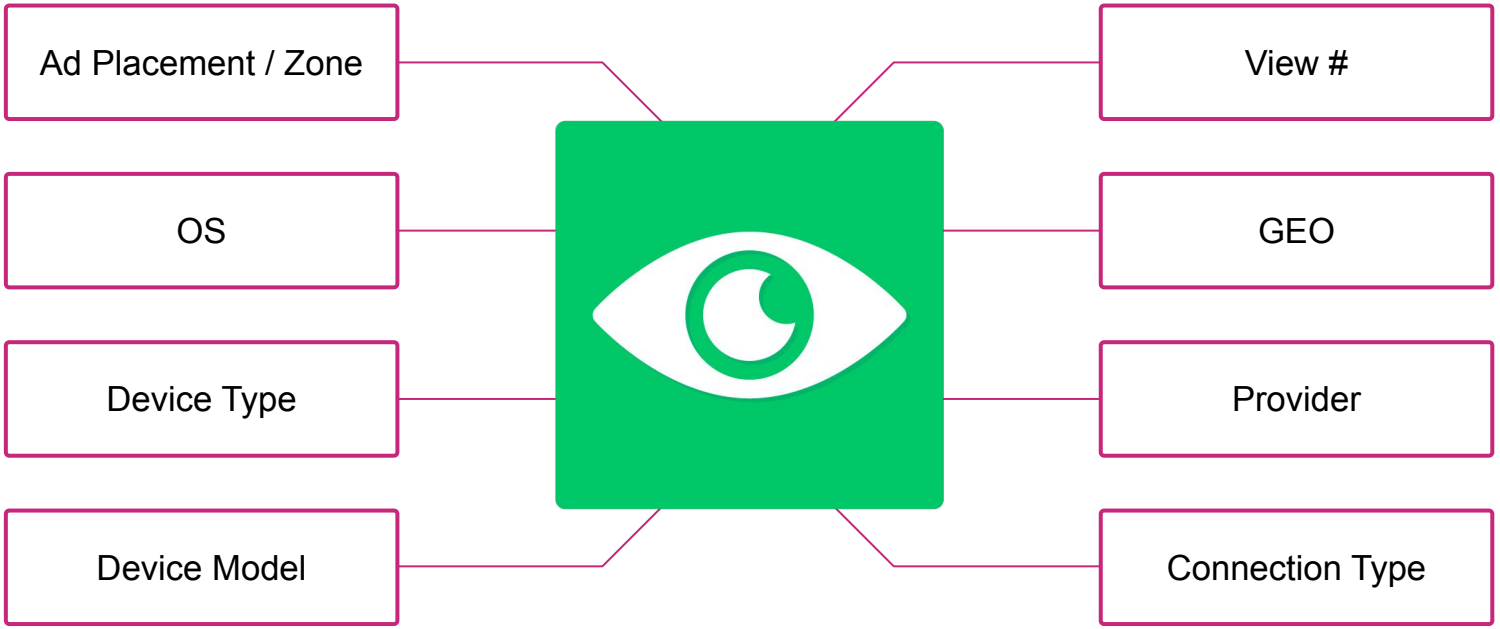
- Provides you the **best performing traffic**
- **Buys out** as much of it as possible
- Is not strictly tied to **conversion price** − acts smart

Why CPA Goal 2.0 is cool

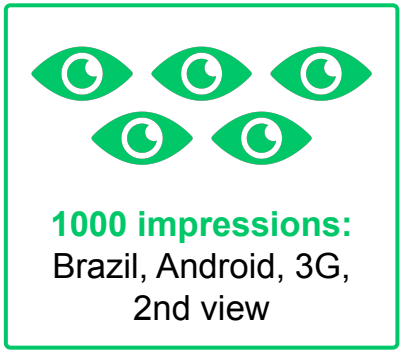
How it works: what's under the hood

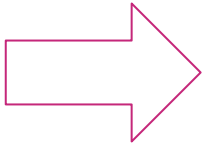
AUTO-OPTIMIZATION BOOTCAMP: CPA GOAL 2.0

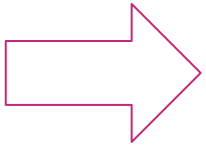
What impacts the impression cost



What is conversion rate

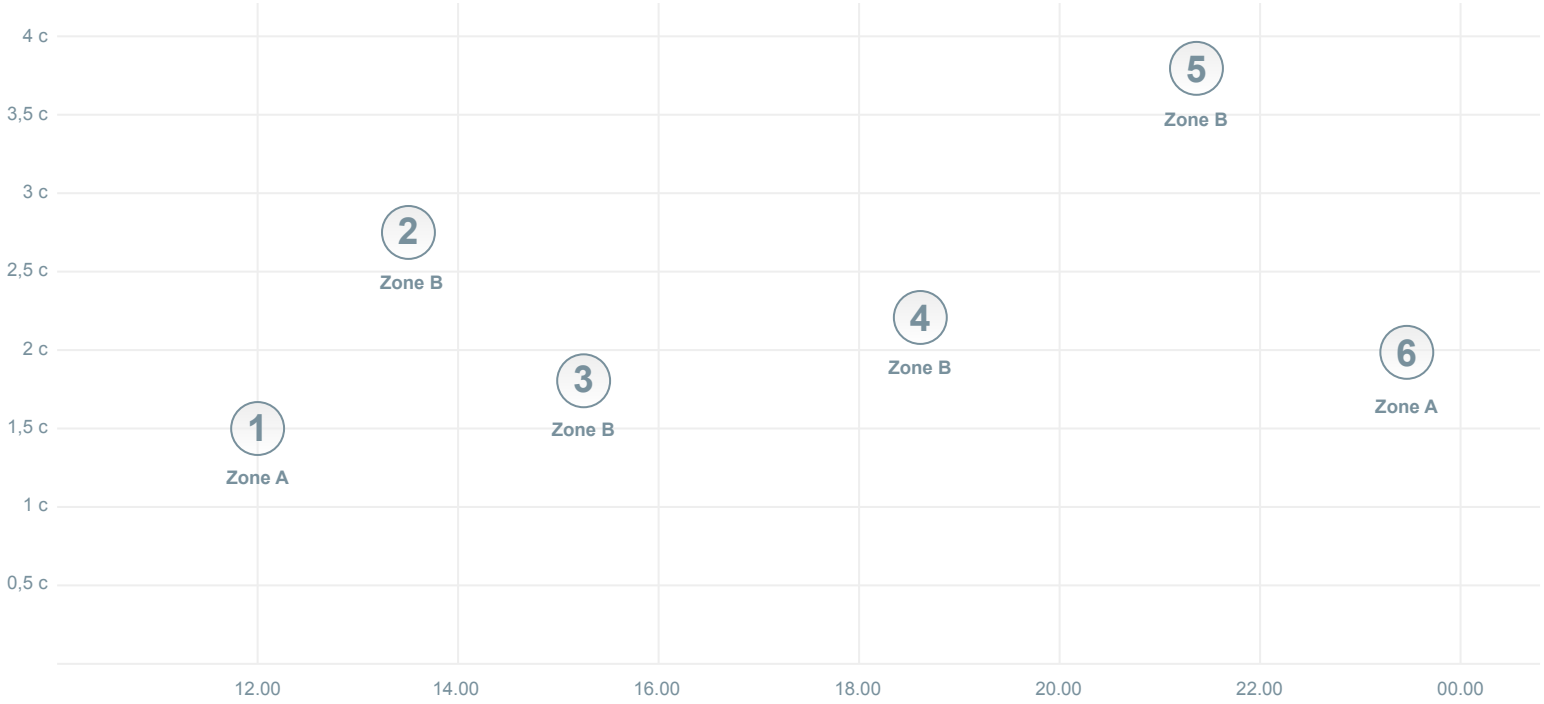






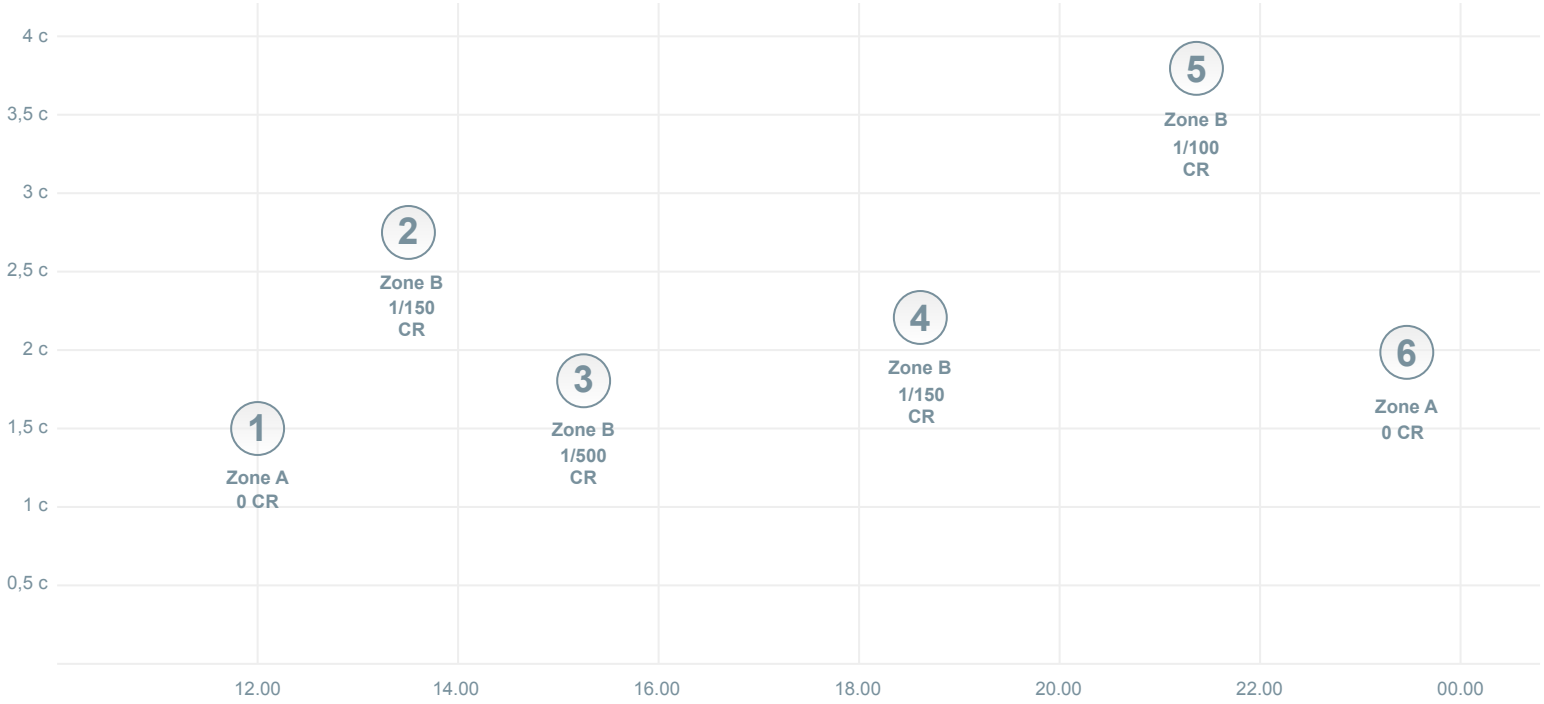
How an auction works

– You got impressions 1-6



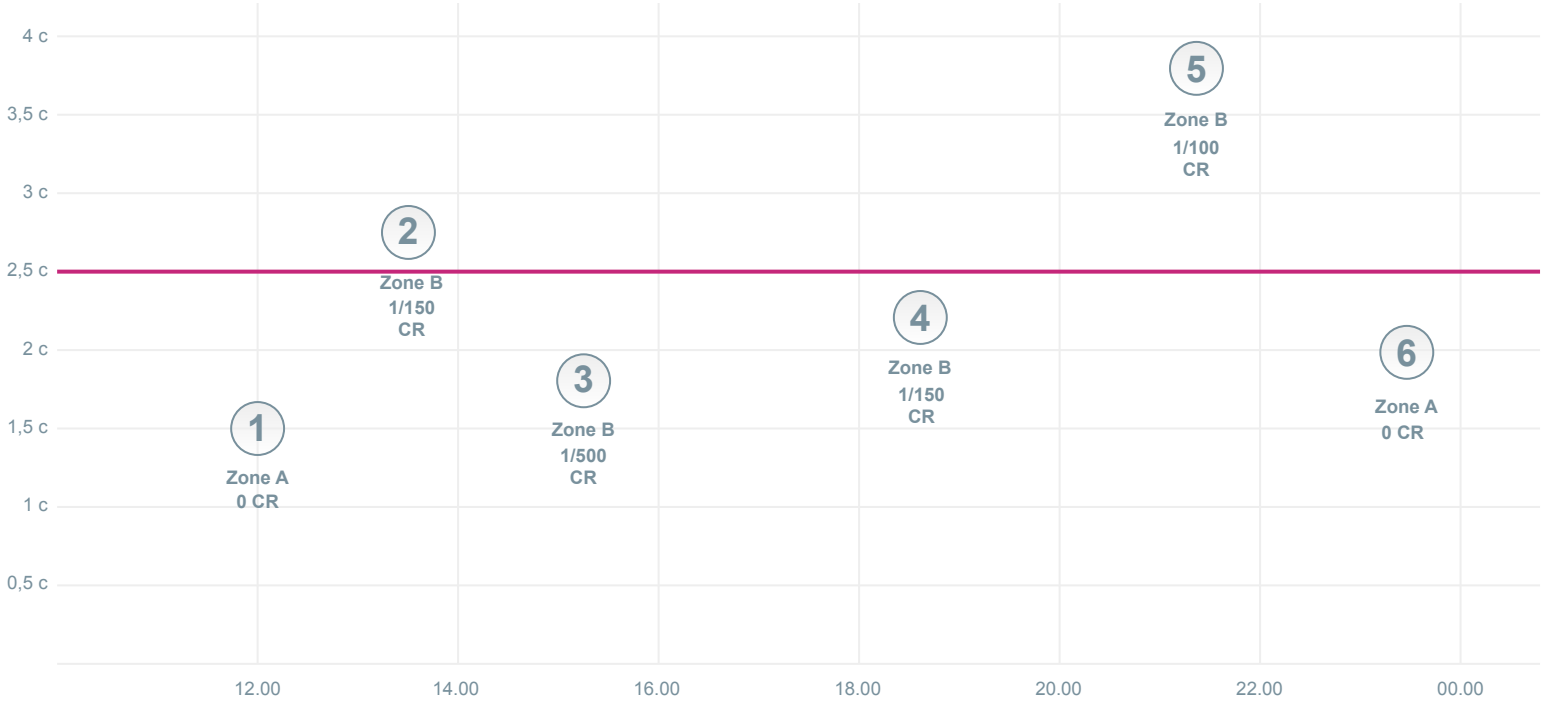
CPAGOAL2.0

Each impression has a different CR



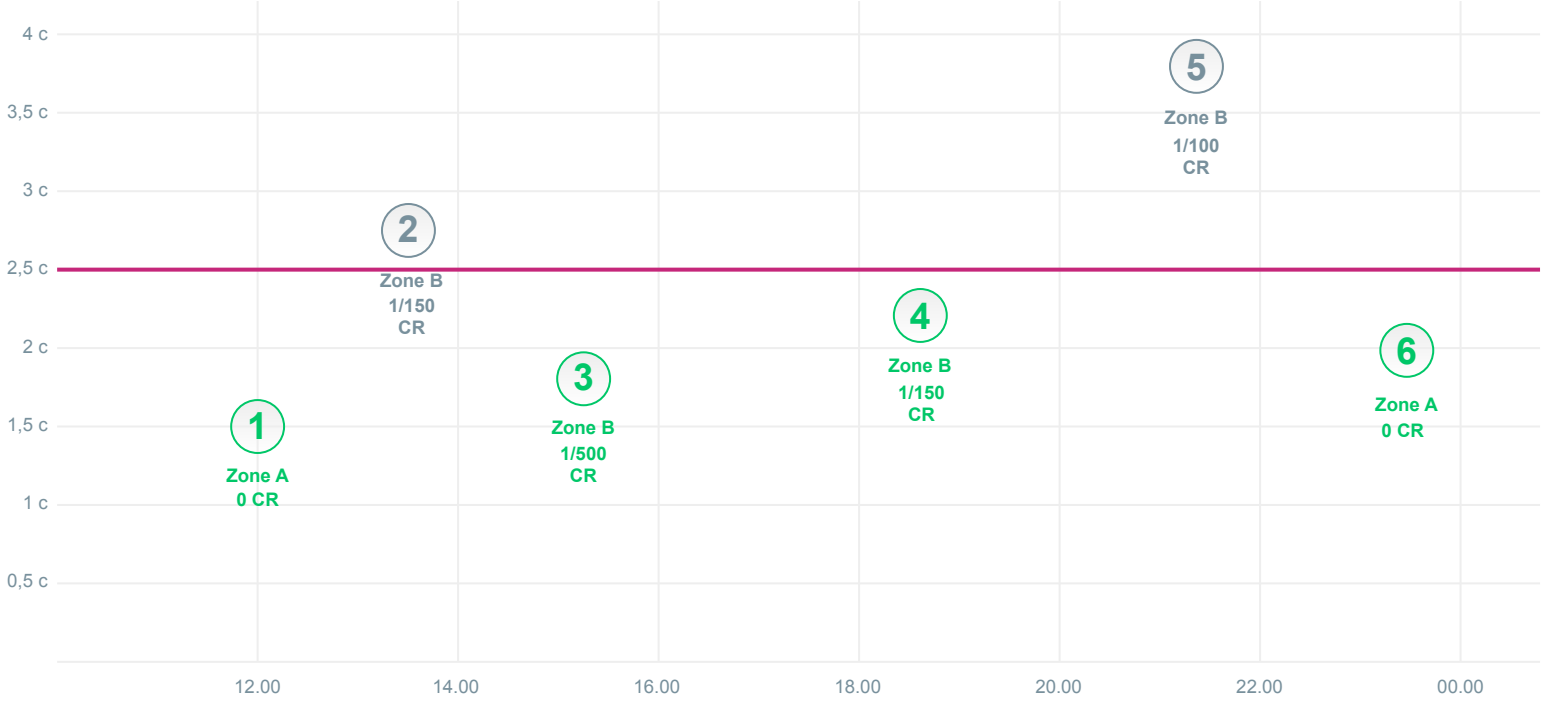
CPA GOAL 2.0

– Your CPM is 2.5 c



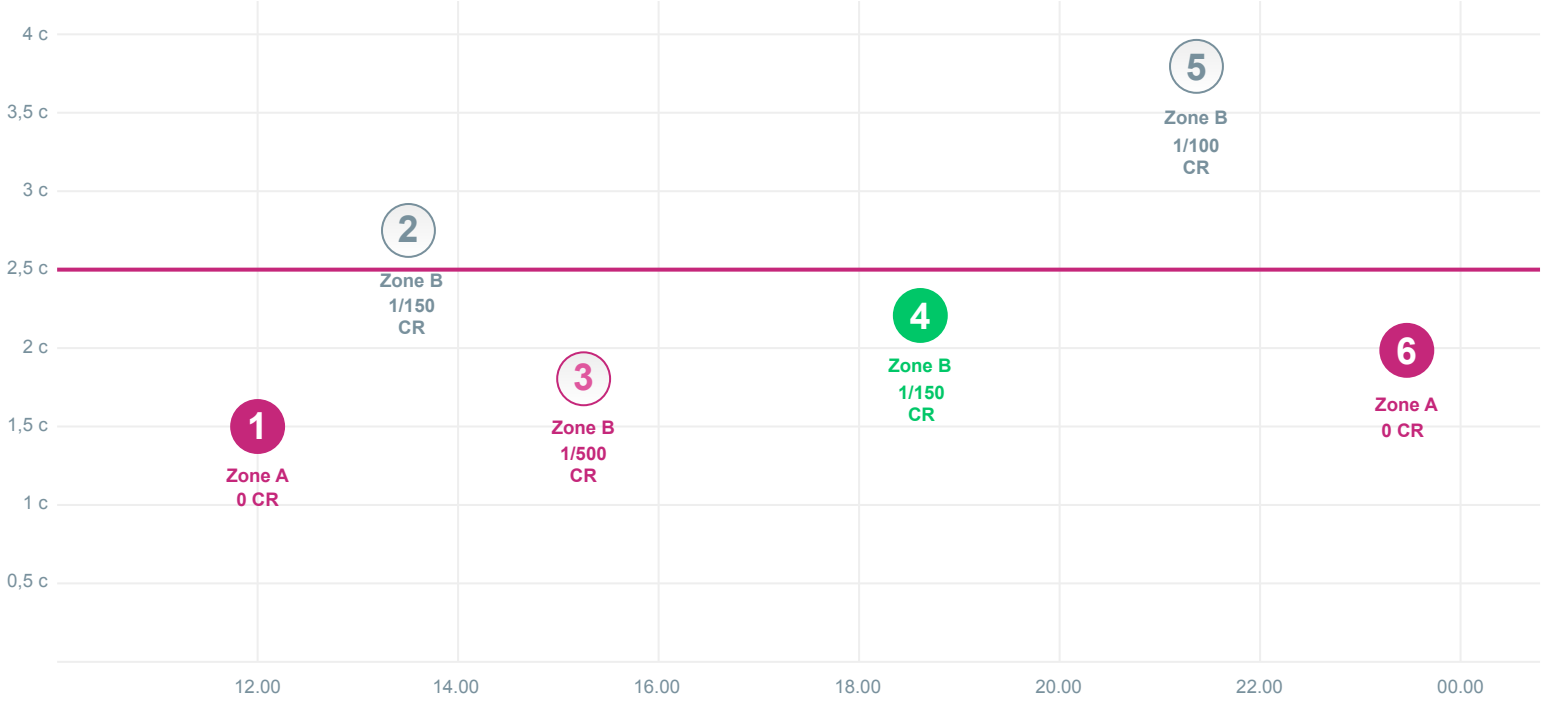
CPA GOAL 2.0

CPM model will buy you impressions 1, 3, 4, 6



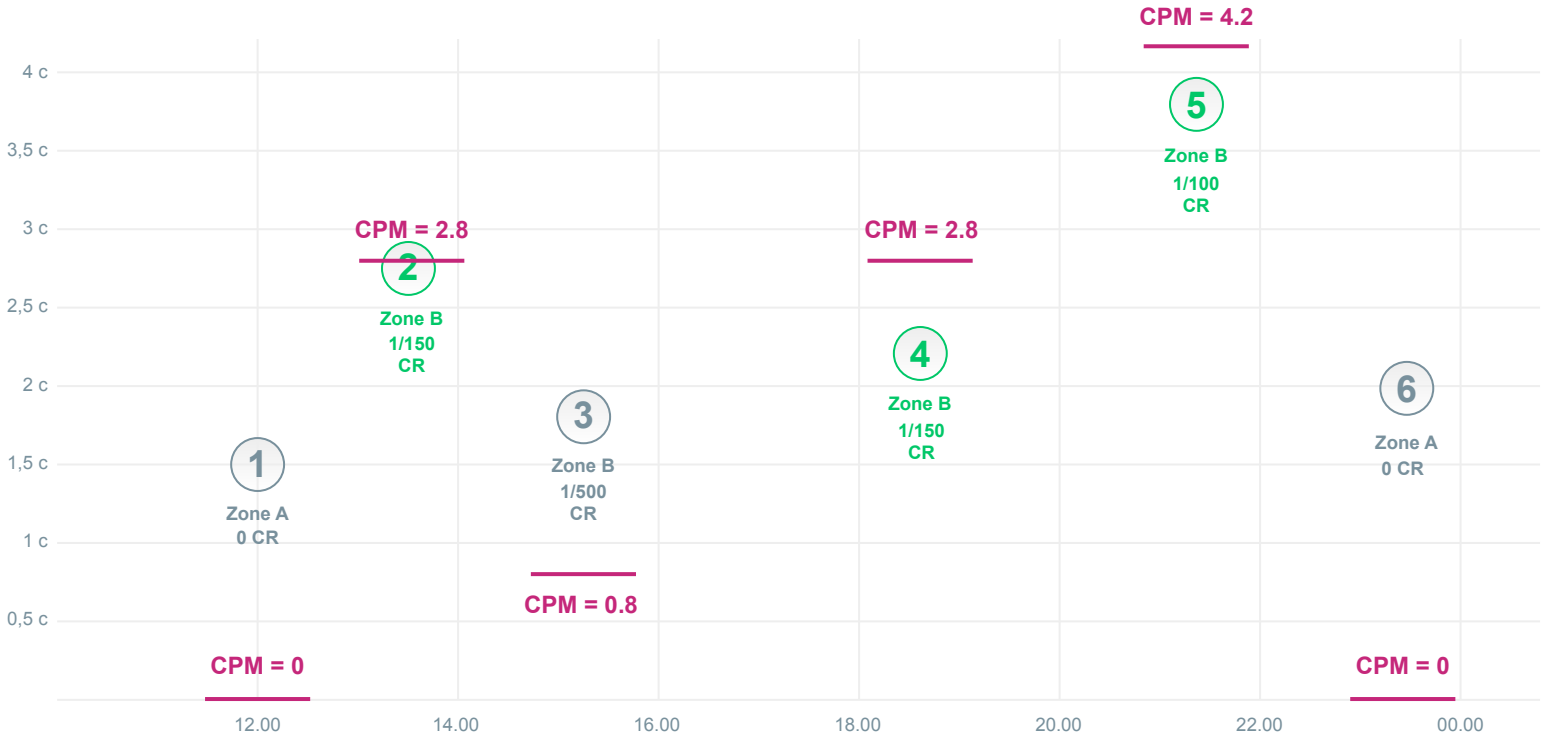
CPA GOAL 2.0

But only impressions 3, 4 have actual value



CPA GOAL 2.0

– CPA Goal 2.0 buys impressions 2, 4, 5



CPA GOAL 2.0

All of those impressions have value and convert

CPA GOAL 2.0

The main issues with manual optimization

- Requires you to set the CPM bid **for each type of impressions** (and there are tons of combinations!)
- You must **manually blacklist all** underperforming zones

Summary: **Impossible**

Case Studies and Examples

AUTO-OPTIMIZATION BOOTCAMP: CPA GOAL 2.0

– Case studies – CPM / SCPM campaign

ID	Zone	Impressions	Conversions	Revenue	CPM	CPR	INFO
	Totals (219):	6 991	16	$69.91	10.00	4.37	
	SL	2 675	9	$26.75	10.00	2.97	
	SL	630	2	$6.30	10.00	3.15	
	SL	617	1	$6.17	10.00	6.17	
	SL	394	0	$3.94	10.00	0.00	
	SL	277	0	$2.77	10.00	0.00	
	SL	181	0	$1.81	10.00	0.00	
	SL	173	1	$1.73	10.00	1.73	
	SL	134	0	$1.34	10.00	0.00	
	SL	125	1	$1.25	10.00	1.25	
	SL	124	0	$1.24	10.00	0.00	
	SL	123	0	$1.23	10.00	0.00	
	SL	113	0	$1.13	10.00	0.00	
	SL	111	0	$1.11	10.00	0.00	

- CPM Rate = 10$
- Much less traffic
- (!) Goal example

– Case studies – CPA Goal 2.0 campaign

- CPA Goal = 1$
- Pay attention to CPM
- This campaign works better than goal

ID	Zone	Impressions	Conversions	Revenue	CPM	CPR	INFO
	Totals (1224):	185 637	3 005	$2 594.24	13.975	0.86	
	SL	52 187	341	$337.44	6.466	0.99	
	SL	18 071	125	$136.32	7.543	1.09	
	SL	10 856	7	$8.24	0.759	1.18	
	SL	8 624	409	$345.01	40.006	0.84	
	SL	8 328	31	$31.00	3.723	1.00	
	SL	5 498	143	$134.29	24.426	0.94	
	SL	4 532	103	$100.40	22.153	0.97	
	SL	4 486	107	$90.52	20.178	0.85	
	SL	4 424	264	$196.53	44.424	0.74	
	SL	4 370	61	$67.81	15.518	1.11	
	SL	3 409	99	$108.34	31.782	1.09	
	SL	3 188	73	$67.35	21.127	0.92	
	SL	3 154	8	$11.08	3.512	1.38	
	SL	2 979	121	$110.28	37.019	0.91	

– Case studies – many factors are taken into account

Browser	Impressions	Conversions	Revenue	CPM	CPR
Totals (15):	185 637	3 005	$2 594.24	13.975	0.86
Google Chrome	155 600	2 680	$2 303.59	14.805	0.86
Samsung Browser	19 541	266	$224.78	11.503	0.85
Facebook Browser	1 067	30	$29.19	27.354	0.97
Apple Safari	4 989	21	$19.96	4.00	0.95

User Activity	Impressions	Conversions	Revenue	CPM	CPR
High	139 689	2 896	$2 449.29	17.534	0.85
Medium	29 662	106	$138.92	4.683	1.31

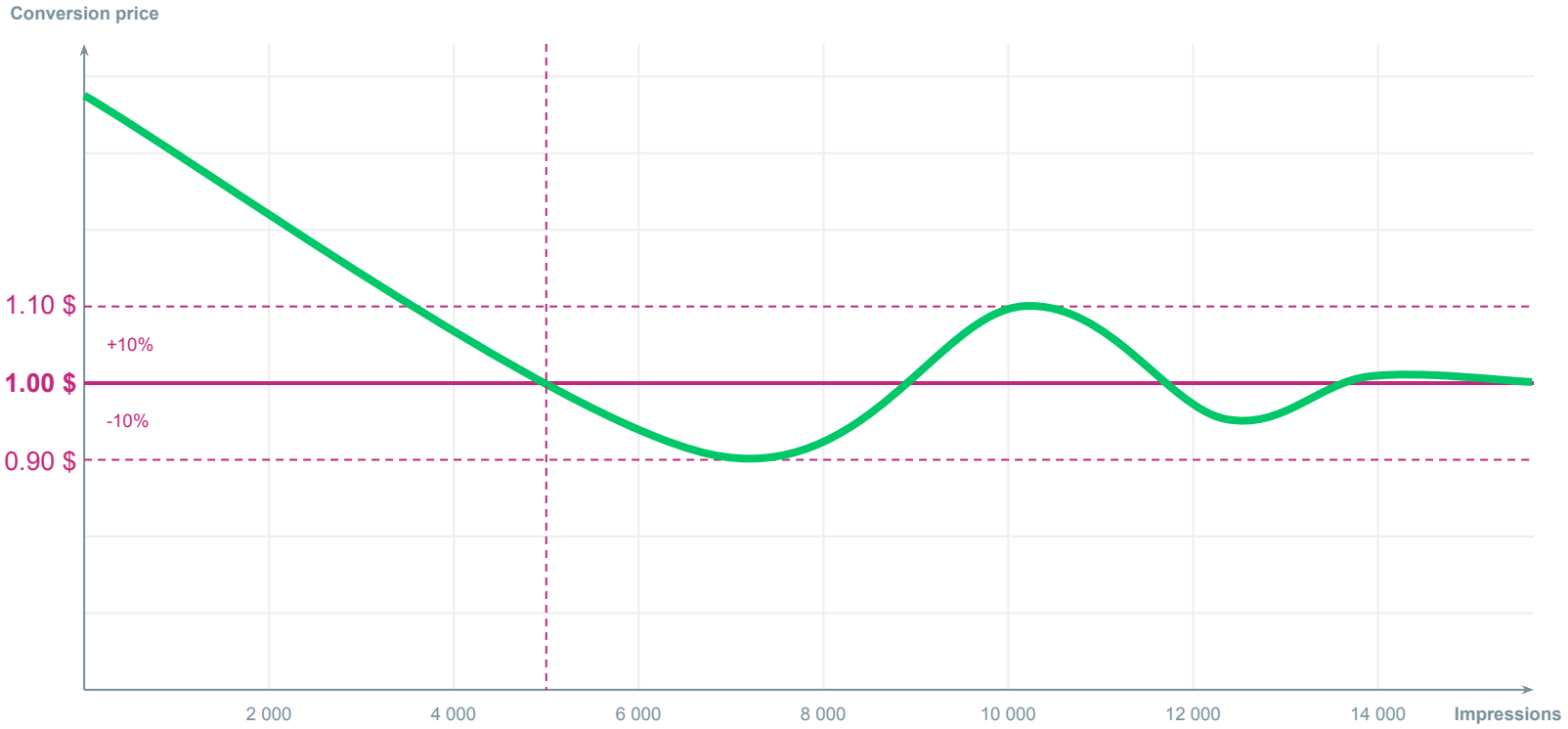
- There are many factors that are optimized – not only zones
- So it's unfeasible to repeat it manually

Optimization Period

Optimization period

1. For the algorithm to work, we need to predict CR for each impression
2. It’s done with the help of the **optimization period**
3. This is what happens:
    a. The model familiarizes itself with YOUR campaign
    b. It analyzes how it converts on each impression (which has multiple parameters!)
    c. It predicts the CR for each impression based on your campaign performance
    d. Sets the bids dynamically based on analytics

Optimization period



Optimization period: how it looks

Campaign ID	Campaign Name	Impressions	Clicks	Visits	Engaged visits	Conversions	CTR	Visits, %	Engaged visits,
[redacted]	[redacted]	6,051	15	0	0	0	0.24%	0%	0%

Stats by: Zones | Creatives | Device Type | Device | Browser | Mobile ISP | Connection | OS Version

Exclude Zones | Traffic type: All

Zone ID	Impressions	Clicks	Visits	Engaged visits	Conversions	CTR	Visits, %	Engaged visits,
[redacted] PropellerAds	873	1	0	0	0	0.11%	–	0%
[redacted] PropellerAds	855	1	0	0	0	0.11%	–	0%
[redacted] PropellerAds	614	3	0	0	0	0.48%	–	0%
[redacted] PropellerAds	531	0	0	0	0	–	–	0%
[redacted] PropellerAds	429	3	0	0	0	0.69%	–	0%
[redacted] PropellerAds	397	0	0	0	0	–	–	0%
[redacted] PropellerAds	186	2	0	0	0	1.07%	–	0%

How to set up CPA Goal

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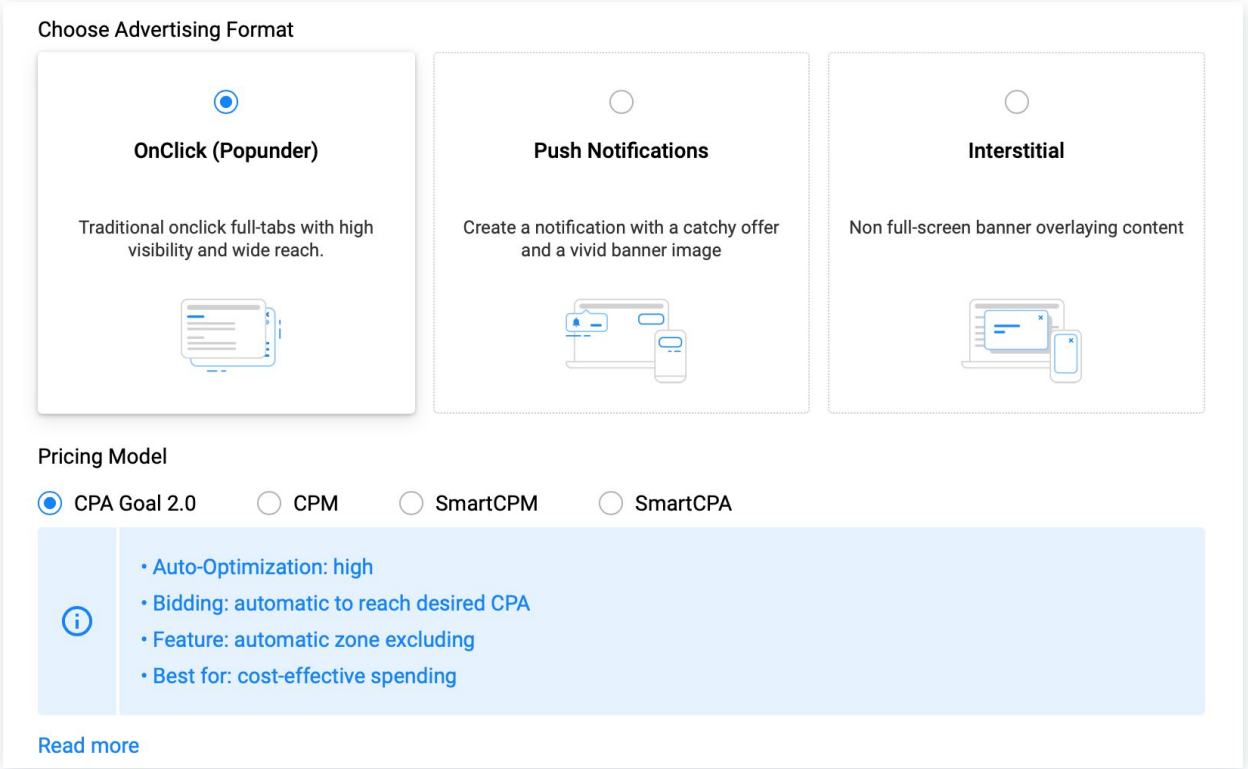
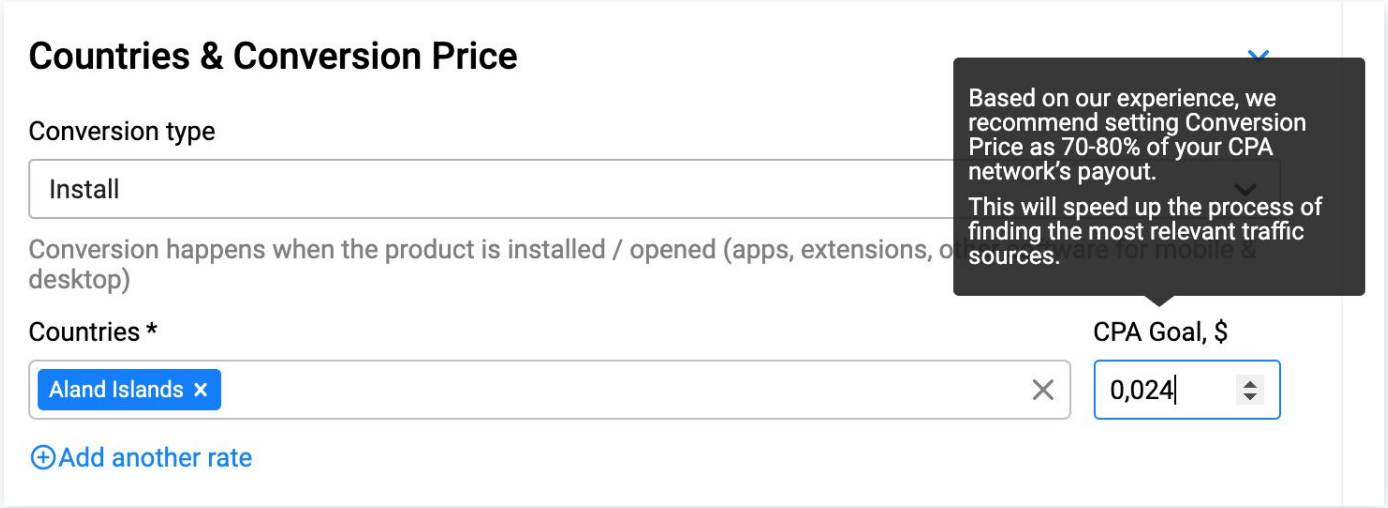
CPA Goal 2.0: Where to find it*

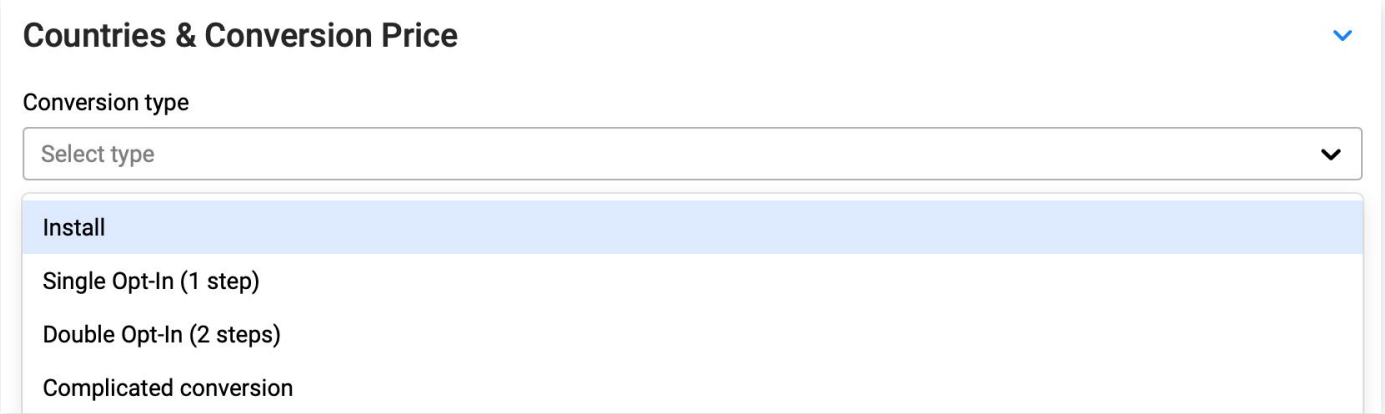


* Available for Popunder / Onclick

Setting the conversion price



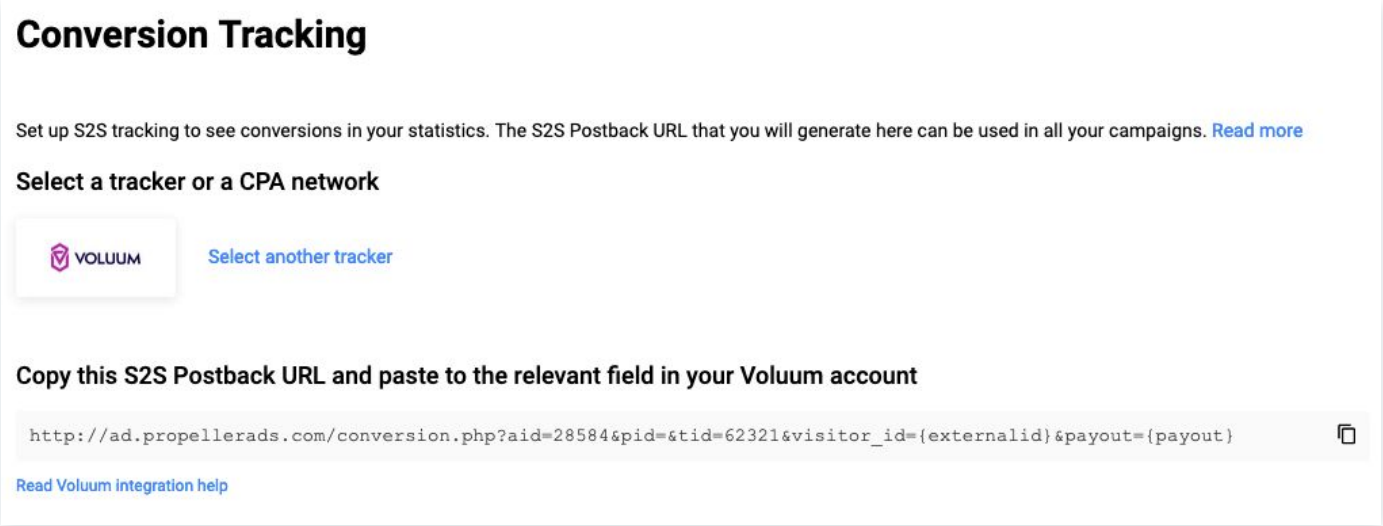
Why do you need to choose Conversion Type?



- Correct conversion type selection helps the algorithm **better optimize** your campaign
- The system will find converting **zones faster**

Important: S2S Tracking

S2S tracking is **crucial,** otherwise our system won't be able to optimize the campaign



Best practices

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How to set a CPA Goal?

How much you're willing to spend (CPA offer payout − % Your revenue)

Start with the maximum amount − this way, you'll get the most accurate test results and max eCPM

If you go **over budget** (can happen) − reduce the CPA Goal by 10-20%

If the over-budget expenses are SO significant that you have to **reduce the rate by 50%,** you might have issues with your campaign: check the targeting, links, tracking, LPs, etc

The **higher the CPA Goal,** the higher the over-budget expenses can get

Which CPA Goal campaigns perform best?

Targeting
a few countries

Min & Max CPA Goal rates shouldn't differ by more than 2 times

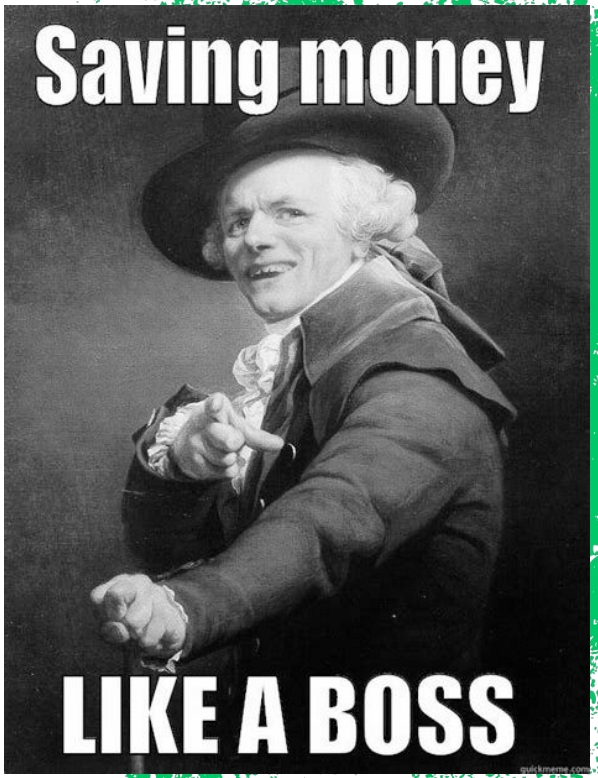
Got white / blacklists? Or exact ISPs? Use it in your targeting

Summary

AUTO-OPTIMIZATION BOOTCAMP: CPA GOAL 2.0

CPA Goal 2.0: key benefits

- **Smart, high-tech, automated** optimization algorithm
- **Simple setup** in the SSP platform
- **Intuitive** and **user-friendly**
- **Enhanced performance** and **ROI** compared to traditional CPM
- Lots of **best practices** to launch CPA Goal 2.0 campaigns



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Thank You for attending!

WEBINAR, JUNE 11, 2020

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