

## Review and Apply Recommendations Activity

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**Business goal:** to maximize sales (conversions) from new customers.

**Research:** conversion shows new customer sales; flexible budget, but need approval; current bidding strategy relies on Target CPA to maximize conversions and use the data in the Conversion column for bidding; business goal and current bidding strategy don't require use of conversion value

Recommendation	Predicted impact	Your decision  A = Apply P = Plan D = Dismiss	Reason	Next steps, if any
Some ad groups do not have ads.	Get ads running by adding ads to each ad group in your campaign.	A	Adding ads to ad groups will repair configuration errors.	
Bid more efficiently with Maximize Conversion Value.	Get more conversion value at a similar ROAS with a value-based bidding strategy.	D	Conversion value isn't required with current bidding strategy	
Bid more efficiently with Maximize Conversions using a target CPA.	Get more conversions at a lower or similar CPA with a fully automated bid strategy.	P	The current strategy relies on Target CPA; if there was a way to maximize conversions while having a similar or lower CPA, this would lead to lower costs overall	Perform A/B test on bidding using target CPA. Monitor bid strategy to ensure we are not going over budget.
Add sitelinks to your ads.	Your ads aren't as prominent as they could be if you use sitelinks.	A	Adding sitelinks will change the information displayed in the ads.	See what sitelinks could be added if any.
Use optimized ad rotation.	Automatically show your best ads at auction time.	A	We want to maximize sales from new customers. This will allow the best ads to show to new customers to lead them on the customer journey	

Raise your budget.	Your ads stopped running on your busiest days. Fixing your limited budget can help.	P	Need approval for budget increase;	Analyze busiest days; maybe try moving limited budget around w/o increasing budget. If necessary, get approval to raise budget.
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