How to optimize Staff India bing ads campaign

After running an ad campaign, **Staff India** need to make some adjustments as necessary to improve the performances. This process is called **Campaign Optimization**.

Some things **Staff India** can do instantly:

**Adding negative keywords:** Negative keyword helps **Staff India** to avoid unrelated keywords. These help to prevent the ad from being displayed when a search query is similar but unrelated to what **Staff India** is advertising.

**Staff India** can add negative keyword to individual ad group or the entire campaign. To add them click the **campaign** name, then click keywords under the view menu, choose negative keywords, then add negative keywords and then click save.

Adding negative keywords are a effective process to help **Staff India** to achieve their campaigns **ROI** goals.

**Audience Targeting:** Audience targeting helps **Staff India** to focus a campaign or ad group on potential customers, meet specific criteria, so that it can increase the chance to see their ads.

**Remarketing paid search:** Remarketing in paid search helps **Staff India** to improve the ROI by optimizing the campaigns for specific audiences who has visited to their website before.

Create a remarketing list to define the audience based on actions people take on **Staff India** website. Then associated the remarketing list with an ad group by adjusting bids, targeting ads and broadening keywords. Before **Staff India** target audiences using remarketing lists, they also need to set up Universal Event Tracking (UET) so that Bing Ads can collect the data from their website. In Bing Ads, **Staff India** can associate it with an ad group and set a bid adjustment in Bing Ads Editor.

**Adding Dynamic text:** Dynamic text allows one to insert specific keywords into **Staff India** ads, send customers to specific landing pages, and insert customized text. There are specific steps to take to start utilizing dynamic text, or dynamic keyword insertion, in **Staff India** search ads.

To add this process, click on campaigns along the top of the page, then click on the ads tab then click create an ad.

Below the ad title, ad text, display url, and destination url, click dynamic text and then select placeholder {Keyword}. **Staff India** can add {Keyword} to multiple places in the ads.

**Reports**

**Search term:** Primarily**,** search term shows one which keywords cause one's ads to display.

**Review Report:** Campaign, keyword, Search term other factors are reviewed in a full analysis.

**Demographic and location report:** It tracks to which demographics (Gender, age group) and location one's ad is reaching.

**Ad schedule report:** It tracks the time when your ads gets clicks which might turn into possible conversions.

**Targeting report:** It tracks to which campaign the ad is reaching.

**Change history report: It** tracks the changes made in your campaign.

**Keyword performance report:** It shows you all of the impressions, clicks, click-through rate, quality score, bid, cost-per-click, position, and conversions for each individual keyword within your campaign. You can find out which keywords are triggering your ads and getting clicks. You can also identify keywords that aren’t performing well to determine if you want to delete them.

An important part of PPC optimization is constantly using the Bing Ads resources designed to help you boost performance. Take advantage of the following Bing Ads features to review and improve your campaigns:

**Accounts summary:** It helps one to review if your budget is depleted.

**Universal Event Tracking:** allows you to tag your site, track customer conversions, and understand how visitors behave on your site.

**Bing ads intelligence:** you use Excel to build keyword lists and gauge how they will perform.

**Bing ads editorial review:** provides style-related alerts and messages that appear while you create ads and choose keywords. It also shows your ad as either “Active” or “Pending”, and gives you options for what to do when your ad is disapproved.

**Conclusion:** PPC campaign optimization is an important piece of **Staff India** overall advertising strategy. Bing Ads provides them with different ways to boost performance, including tools to determine negative keywords, targeting the right audience, and using dynamic text. Reporting tools help them review their ads performance, and other tools help you improve **Staff India** ad campaign.