

BID PER HOUR

In order to help you to optimize your campaigns & your costs, you can now select your bid per hour.

STEP 1 : Create a CPC or a CPM campaign (GEO + DEVICE + CATEGORY)

If you need help to create a CPC or a CPM campaign & to set up your GEO + Device + category please check our tutorial :

[How to create a CPC or CPM campaign ?](#)

If you do not know how to adjust your bid on CPC campaigns, please check out our tutorial :

[How to adjust your bid on CPC campaigns ?](#)

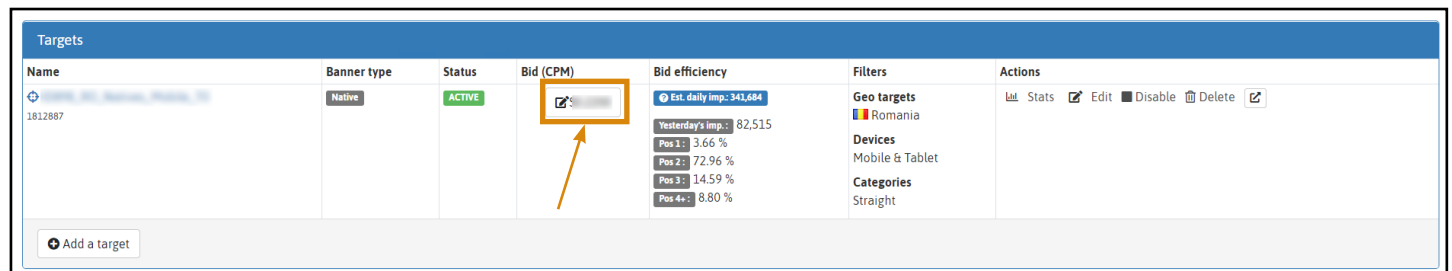
If you do not know how to adjust your bid on CPM campaigns, please check out our tutorial :

[How to adjust your bid on CPM campaigns ?](#)

STEP 2 : Set your bid(s)

You can set your bid as usual, but if you want to set a bid per hour you can do it by :

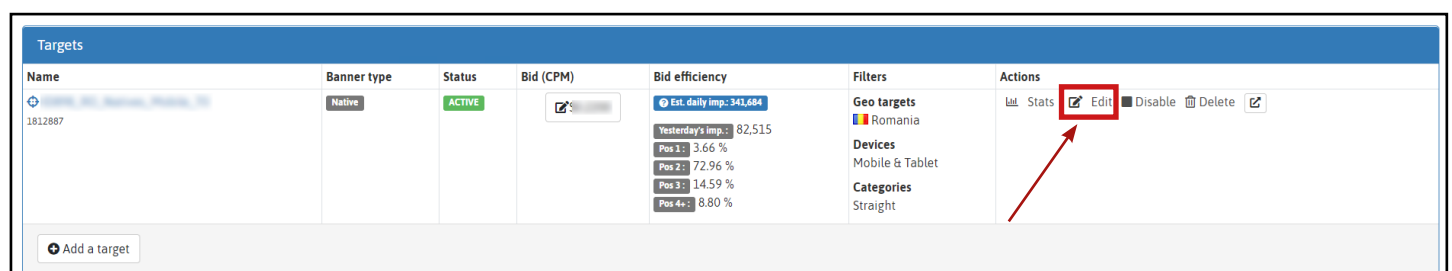
- Clicking as usual on your bid to edit it on the target area of your campaign (ORANGE)



Name	Banner type	Status	Bid (CPM)	Bid efficiency	Filters	Actions
1812887	Native	ACTIVE	<input type="text" value=""/>	Est. daily imp.: 341,684 Yesterday's imp.: 82,515 Pos 1: 3.66 % Pos 2: 72.96 % Pos 3: 14.59 % Pos 4: 8.80 %	Geo targets Romania Devices Mobile & Tablet Categories Straight	<input type="checkbox"/> Stats <input checked="" type="checkbox"/> Edit <input type="checkbox"/> Disable <input type="checkbox"/> Delete <input type="checkbox"/>

OR

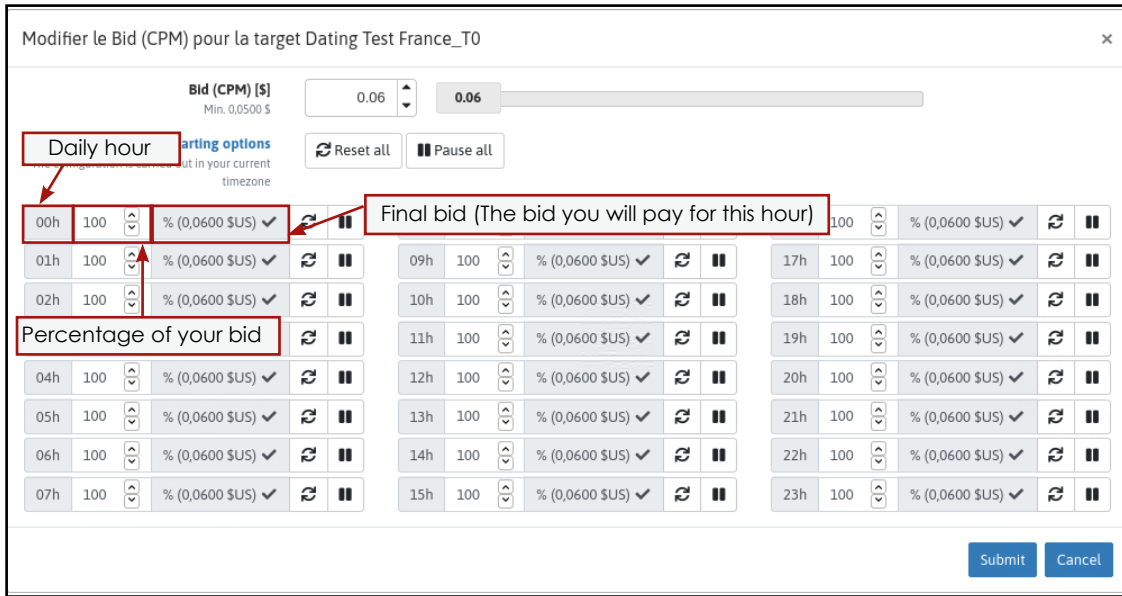
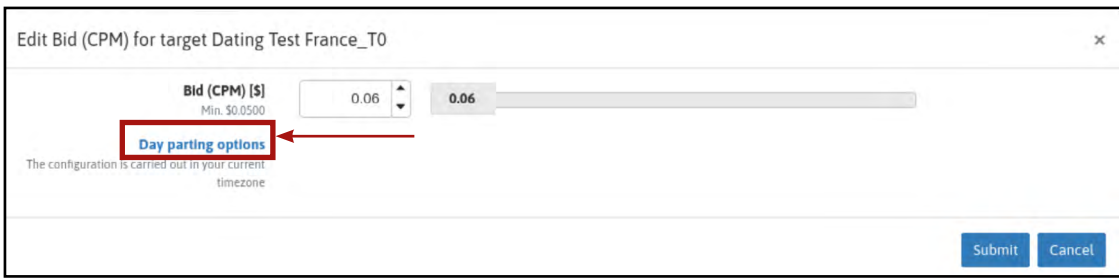
- Clicking on edit target (RED)



Name	Banner type	Status	Bid (CPM)	Bid efficiency	Filters	Actions
1812887	Native	ACTIVE	<input type="text" value=""/>	Est. daily imp.: 341,684 Yesterday's imp.: 82,515 Pos 1: 3.66 % Pos 2: 72.96 % Pos 3: 14.59 % Pos 4: 8.80 %	Geo targets Romania Devices Mobile & Tablet Categories Straight	<input type="checkbox"/> Stats <input checked="" type="checkbox"/> Edit <input type="checkbox"/> Disable <input type="checkbox"/> Delete <input type="checkbox"/>

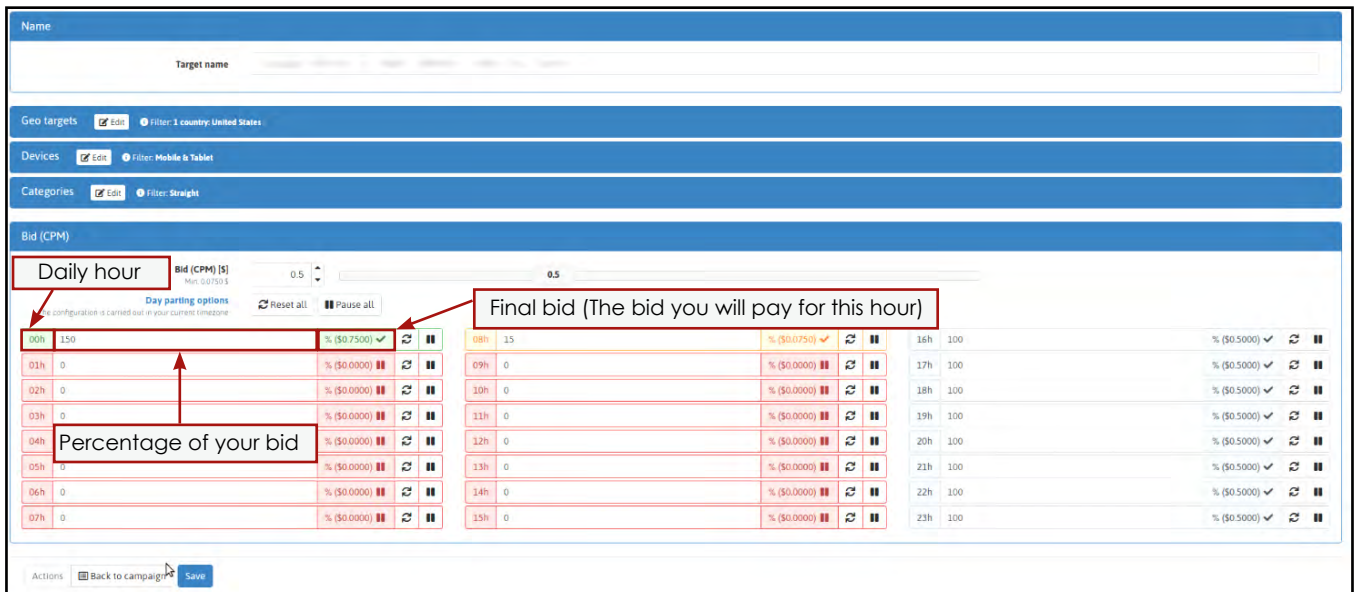
You will see the usual window.

- Click on Day parting options



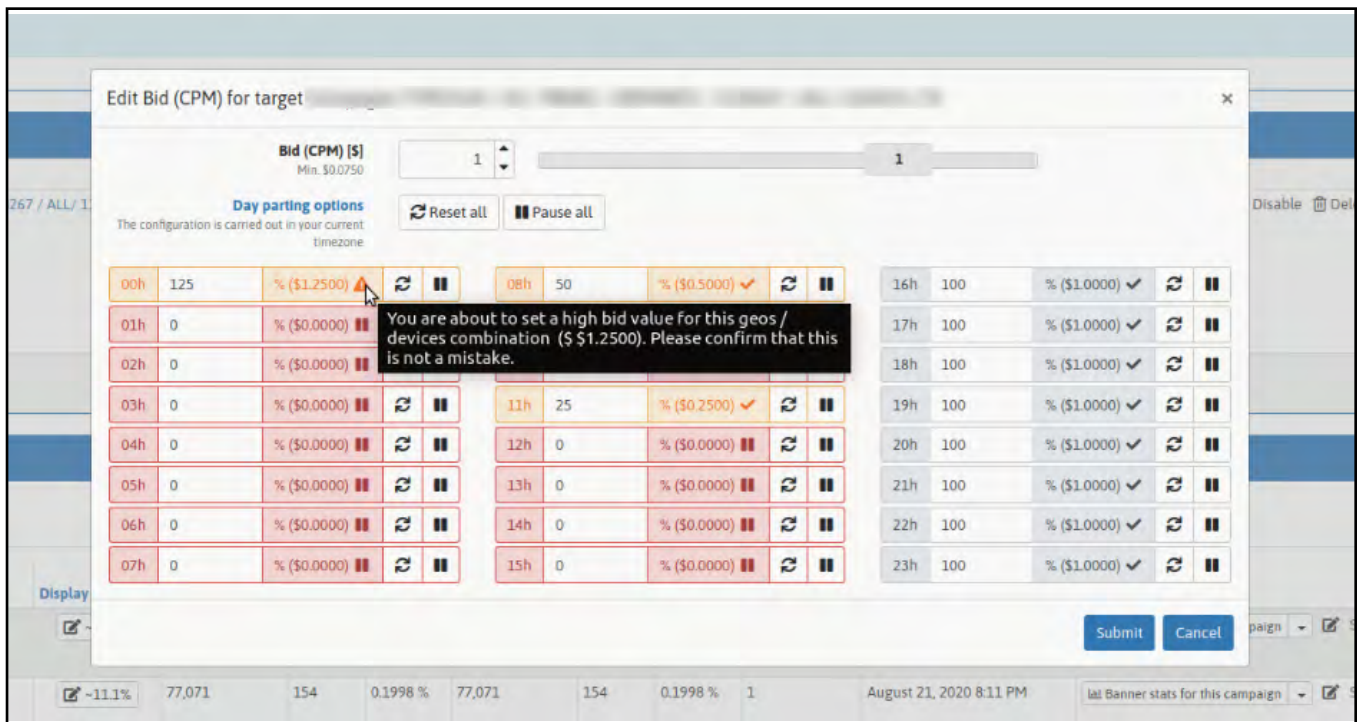
You can now select the bid per hour that you want.

Please note that you change a percentage of the bid that you have chosen; this is not the bid you wish to have. When you have entered the desired percentage, you will see the amount of the bid you will pay on the left hand side. Please see the screenshot below :



You will have this window if you edit the bid from «edit target»

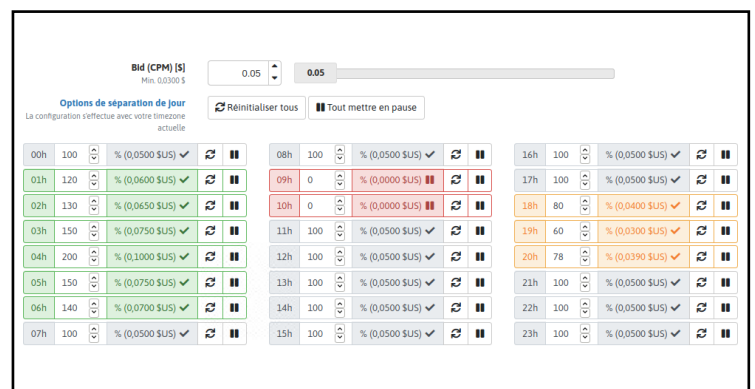
If your bid is too high for the geo, an alert symbol will appear to the right of the bid. See screenshot below :



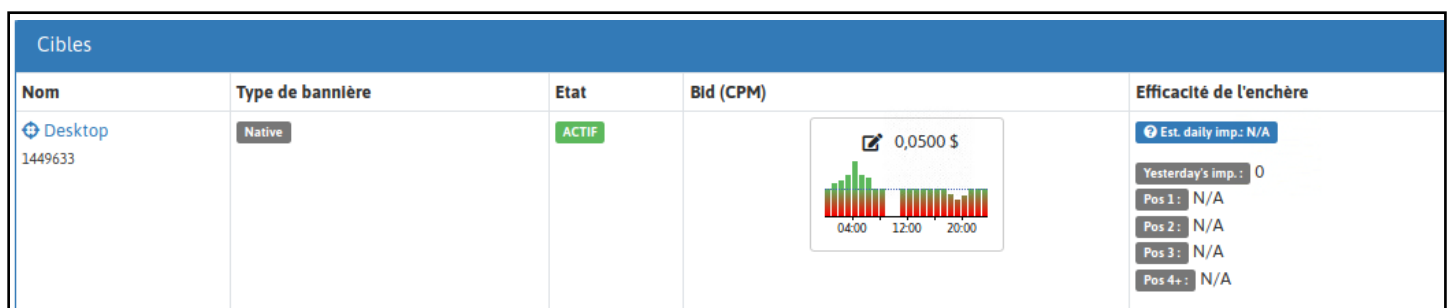
Explanation of different colours :

- Grey : Bid has not been changed
- Green : Bid has been increased
- Yellow / orange : Bid has been decreased
- Red : No bid set

When everything has been correctly set, **click on Save**.



When day parting is set (bid per hour), you will see a graphic similar to the one below on the target area of your campaign.



The dotted blue line is your bid (100% of you bid). Please note that you can edit your bid per hour at any time.

If you have any questions feel free to contact your [account manager](#).