

The image shows a vast field of stars, primarily blue, with several prominent red and green spots. These spots are likely active galactic nuclei or star-forming regions. The text 'Enhanced CPC' is centered in white. The background is a dark, star-filled space.

Enhanced CPC

Enhanced CPC Basics

- Use with max CPC bids to raise (<30%) or lower bids (no limit) based on previous conversion history
- Uses conversion history of website, as well as user attributes such as location, language settings, browser, and operating system
- Per Google: “Enhanced CPC continually monitors and optimizes its performance by keeping a portion of your traffic with your regular (not enhanced) Max CPC bids. If it detects that it's hurting your campaign performance, Enhanced CPC will automatically reduce its impact. The goal is that opting in to Enhanced CPC should have a positive or neutral effect on your campaign's conversion volume and CPA.”

ECPC Benefits

- Can be used in conjunction with managed placements, audiences, topics
- Less likely to expand your Display reach than Conv Opt (also a disadvantage, if that's a goal of yours)
- More cautious & more individualized control

ECPC Disadvantages

- If you don't have a strong and consistent conversion history, it will probably suck at doing its job (though unlike Conv Opt it'll try)
- If your bids aren't already approximately appropriate, it's will be less effective at lowering CPC and CPA.
- ECPC doesn't account for goal CPA (Conv Optimizer does), it's conversion-rate based. If you use it for a campaign with high CPA due to high bidding/low QS, it won't fix that for you.

The Verdict on ECPC

- It's not really Conversion Optimizer's little brother, it's like a third cousin



ECPC Verdict...continued

- Mixed reviews. If it's trying to mitigate its negative impact, it's not doing that great a job (might lower bids/conv too much). But for those who have a well set-up campaign, it can further success
- If all of your conversions haven't come at an approximately equal cost, you run the risk of increasing CPA with this tool
- If you have a client with performance differences by browser per Analytics, this might be a fun option for you to try
- Like Star Trek nerds, it can be smart. But it's more complicated than apple pie and Conversion Optimizer