# HOW TO TAME THE BID

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Whoever faced with the point of view that FB&IG traffic is high quality but expensive? And will it catch your fancy that you can manage the bid, again and again, win the auction and moreover generate the maximum number of installments? Downwards we will unveil a secret, but not let's have a look at the game itself — Hopeless 2.
 We are at Aitarget was puzzled to get all the traffic possible in the US, targeted on the men audience, 18-34 y.o., meanwhile the CPI must not be higher than $0.6, while the FB recommended CPI estimated at $2.14. As a placement, we chose FB&IG News Feed and Audience Network as well. To fix the borders of CPI at our tool http://fb.aitarget.com we established three basic rules, which played the bid according to our limits.
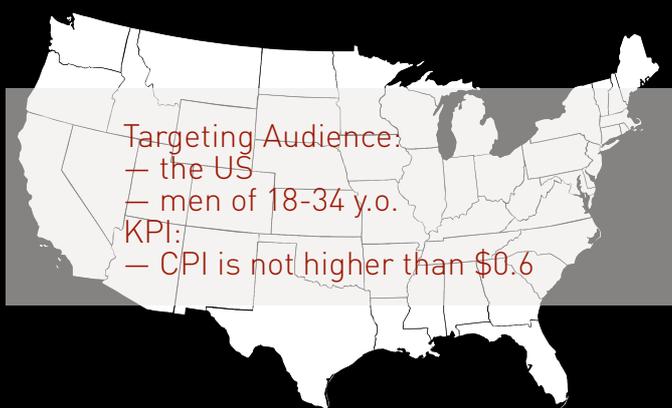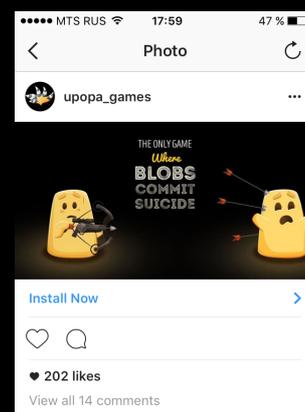
Targeting Audience:
— the US
— men of 18-34 y.o.
KPI:
— CPI is not higher than $0.6

As you can notice from the graph that right the next day after the campaign was launched the CPI went up to the amount of the bid; the other day the CPI demonstrated a two-fold decrease and
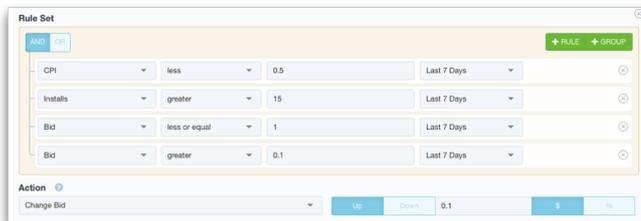
Conclusions

Due to the tool http://fb.aitarget.com one can create the Corridor Strategy for the FB bid and acquire all the traffic possible at the fixed price.
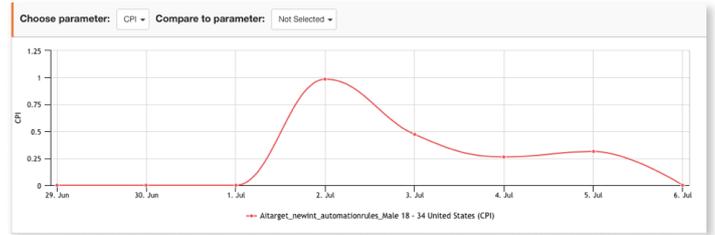
Rule set 1

afterward carried on to plummet. Therefore, if recalculated the CPI over the longer time interval (the ratio of the spend to the number of installments), it turns out that it reached the minimum point of $0.32. Meanwhile, the core

Besides, the tool lets create any strategies for managing the ads, which are based on the KPI of an advertiser - CPA, ROI, ARPU, LTV and others. By this any actions could be accomplished: change the bid/budgets, turn on/off ad sets, etc.

Challenges

In case you target the audience with specific interests with a small reach, this audience could "burn out" pretty soon, that means that the frequency of one ad per one user will increase, and Facebook algorithm will quickly show the ad to all users chosen. Among them will as those who wanted to show interest and go to the AppStore via your ad, as well as who will complain about its irrelevance.
That's why an advertiser has to think through the strategy of targeting broadening at those non-overlapping audiences with which one can work the same way and also return to the previous audience as an attitude towards ads could be changed over time.
Here is a help instruction to create a campaign in AITarget.

Rule set 2

source of installments has become Instagram.

Rule set 3