

Main labels used by Blue Winston in Google AdWords

Blue Winston uses two main types of labels to know what to control!

1. BW alias Blue Winston
2. BWBID alias Blue Winston Bid Strategy

If the object has set a specific label, Blue Winston check and change the following parameters object

Object	Label	Parameter, which BW sets
AdGroup	BW	Status, BidMicroAmount (maxCPC), CriterionUserLists (Audiences)
Keyword	BW	Status, Param1, Param2, DestinationURL, MatchType
Keyword	BWBID	BidMicroAmount (maxCPC), BidSource
TextAd	BW	Headline, Description 1, Description 2, URL, FinalURL, PreferredMobileDevice

Important: If the product is no longer in XML then its AdGroup is set to PAUSED. Even if has no more label BW under AdGroup - so no more controlled by Blue Winston (No BW label).

Quick help / FAQs - how to change “things” in AdWords account:

1. How can I change CPC for keyword in AdWords?

If you are using in campaign “Focus on conversion > BlueWinston CPC” then you have to **remove “BWBID”** label from chosen keyword and you will be able to change amount of maxCPC. Without label “BWBID” artificial intelligence by BlueWinston will not rewrite your new CPC values.

2. How can I pause keyword in AdWords?

Status of keywords is controlled by BlueWinston when keyword has “BW” label. After removing this label - you will be able to pause your keyword right from AdWords UI and BlueWinston will not enable it again. Important: Never delete keywords from campaigns. If you do so. It is necessary to put deleted keywords also into negative keywords under campaign so Blue Winston will never create that kind of keyword again.

3. Is it possible to create manually keywords in AdWords in BW campaign?

Yes. Do it in classic way right in AdWords. If you would like to control and set automatically CPC bids by Blue Winston. Add “BWBID” label to them.

4. Is it possible to pause Ads in AdWords in BW campaign?

No problem. If you would like to pause an Ad. Just do it. Nowadays no label is controlling status of TextAds under AdGroups.

Other labels used by Blue Winston

Important: Blue Winston use other labels, to mark certain condition. These Labels should not be changed/deleted, because then there may be incorrect data updates in the AdWords account.

Object	Label	Parameter, which BW sets
Keyword	bw_bidpaused	Keyword is paused because of bad results - too much spending and other parameters which are monitored by Blue Winston. This keywords will never be turned on!
Keyword	bw_searchterm	Means that this keyword was created from search term.
Campaign	bw_conversionoptimizer	Campaign has chosen "Focus on conversion > AdWords Conversion Optimizer" from bidding strategies list. If this campaign has less than 30 or 50 conversions it is automatically set to Maximize clicks until reaches enough conversions.
Campaign	bw_bidmanagement	Campaign has chosen "Focus on conversion > BlueWinston PPC" - so Blue Winston Bid Management by Artificial Intelligence. In real is campaign set as MANUAL_CPC so Blue Winston can change bids for each keyword during optimization.
Campaign	bw_enhancedcpcmanual	Campaign is set as "Focus on clicks > Manually set bids" but with Enhanced CPC function. Blue Winston sets calculated bids for each keywords.
Campaign	bw_enhancedcpcadwords	Campaign is set as "Focus on clicks > AdWords will set my bids automatically" with Enhanced CPC function. Each bids are set by AdWords!