

# Non-Performer Rules

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## Settings For All Non-Performer Rules:

- Run daily at 3 am
- Look back over lifetime of ad spend
- Email only if there are changes or errors

### 1. Pause Ad - Non-Performer

- a. Cost > 2x CPA Goal
- b. Conversions < 1

### 2. Pause Ad Group - Non-Performer

- a. Cost > 4x CPA Goal
- b. Conversions < 1

### 3. Pause Campaign - Non-Performer

- a. Cost > 6x CPA Goal
- b. Conversions < 1

### 4. Pause Placement - Non-Performer

- a. Cost > 1.5x CPA Goal
- b. Conversions < 1

## 5. Exclude Audience - Non-Performer

- a. Cost > 4x CPA Goal
- b. Conversions < 1

## 6. Exclude Age Range - Non-Performer

- a. Cost > 4x CPA Goal
- b. Conversions < 1

## 7. Exclude Gender - Non-Performer

- a. Cost > 4x CPA Goal
- b. Conversions < 1

## 8. Exclude Placement - Non-Performer

- a. Cost > 1.5x CPA Goal
- b. Conversions < 1

## 9. Exclude Income Range - Non-Performer

- a. Cost > 4x CPA Goal
- b. Conversions < 1

# On-Going Maintenance Rules

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## Settings For All Maintenance Rules:

- Run daily at 3am
- Look back over last 7 days of spend
- Email only if there are changes or errors

### 1. Pause Ad - Ongoing Maintenance

- a. Cost > 3x CPA
- b. Cost/Conversion > 1.5x CPA Goal

### 2. Pause Ad Group - Ongoing Maintenance

- a. Cost > 6x CPA
- b. Cost/Conversion > 1.5x CPA Goal

### 3. Pause Campaign - Ongoing Maintenance

- a. Cost > 9x CPA
- b. Cost/Conversion > 1.5x CPA Goal

### 4. Pause Placement - Ongoing Maintenance

- a. Cost > 1.5x CPA
- b. Cost/Conversion > 1x CPA Goal

## 5. Exclude Audience - Ongoing Maintenance

- a. Cost > 3x CPA
- b. Cost/Conversion > 1.5x CPA Goal

## 6. Exclude Age Range - Ongoing Maintenance

- a. Cost > 3x CPA
- b. Cost/Conversion > 1.5x CPA Goal

## 7. Exclude Gender - Ongoing Maintenance

- a. Cost > 3x CPA
- b. Cost/Conversion > 1.5x CPA Goal

## 8. Exclude Parental Status - Ongoing Maintenance

- a. Cost > 3x CPA
- b. Cost/Conversion > 1.5x CPA Goal

## 9. Exclude Income Range - Ongoing Maintenance

- a. Cost > 3x CPA
- b. Cost/Conversion > 1.5x CPA Goal