



FIRE & FORGET™

Maximus Live

FIRE & FORGET™

- ✓ Scale a campaign
- ✓ Control losses
- ✓ Maintain traffic
- ✓ Manage budgets
- ✓ Manage site bids
- ✓ Save time



FIRE & FORGET™

OPTIMIZATIONS

- Stop Amount
- Slow Amount
- Day Parting
- Desired Click Pacing
- Acceptable Profit
- Site Acceptable Profit
- Budget Increase
- Budget Reset



STOP AMOUNT

ⓘ Stop Amount
\$ 250.00

- Set Stop Amount
- Will pause the campaign
- Will restart if no longer at Stop Amount
- Will restart the next day



SLOW AMOUNT

② Lowest Bid

\$ 0.100

② Slow Amount

\$ 100.00



- Set Lowest Bid
- Set Slow Amount
- Will set campaign CPC to Lowest Bid
- Will remove site bids



DAY PARTING

- Set days of week and time of day
- Ability to pause
- Ability to set a CPC
- If setting a CPC site bids are removed
- If setting a CPC the ability to restore the CPC once day part is over

DAY PARTING

MANAGE DAY PARTING SETTINGS

Days	Start Time	End Time	CPC	Actions
No Active Day Parting Settings. Please press `Add Day Parting Setting` to add one.				
ADD DAY PARTING SETTING				

Add Day Parting Setting

All Weekdays Weekend

Mon Tue Wed Thu Fri Sat Sun

From: 12:00am To: 11:59pm

CPC 0.05

Pause the campaign during this day part

[CLOSE](#) [SAVE](#)

Restore CPC

Restore CPC to match the the campaign CPC once Day Parting is no longer in effect



SAMPLE SIZE

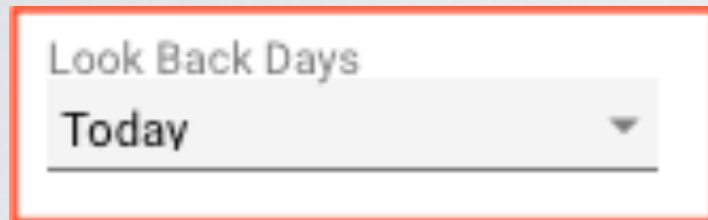
② Sample Size

500

- Uses sample sizes of clicks to determine how a campaign is doing
- Set the amount of clicks
- The Sample Size must be met over the Look Back Days for Desired Click Pacing and Acceptable Profit to run



LOOK BACK DAYS



A screenshot of a web form element. It features a label 'Look Back Days' above a dropdown menu. The dropdown menu is currently displaying the option 'Today'. The entire form element is enclosed in a red rectangular border.

- Look Back Days allow you to choose a time period to take sample data from
- Choose between 1 day, 7 days, 30 days, or All Time
- As long as Sample Size has been met in this time frame, Maximus will use data from all of the Look Back Days to make Acceptable Profit optimizations



ACCEPTABLE PROFIT

② Acceptable Profit
15.00 %

- Adjust the campaign CPC to maintain a media buyer define margin
- EPC is used to determine the appropriate CPC



ACCEPTABLE PROFIT EXAMPLES

Sample Size: 500

Acceptable Profit: 20%

Current Clicks: 600

Current EPC: \$0.60

**[Maximus will set the
campaign CPC to \$0.48]**



ACCEPTABLE PROFIT EXAMPLES

Sample Size: 500

Acceptable Profit: 20%

Current Clicks: 250

Current EPC: \$0.60

**[Maximus will do nothing because
the campaign has not met the
Sample Size]**



DESIRED CLICK PACING

② Desired Click Pacing

50 clicks in 15 minutes

- Make sure a campaign is receiving the desired traffic
- Set the desired amount of clicks for every X amount of minutes
- CPC is increased by 10% until the campaign receives enough traffic or Highest Bid is reached



LOWEST + HIGHEST BID

② Lowest Bid
\$ 0.05

② Highest Bid
\$ 0.70

- Campaign CPC adjustments are made for various reasons
- Lowest + Highest Bid lets media buyers set a range they would like the campaign CPC to stay within
- Maximus will never set a CPC outside this range (except for day parting)



SITE ACCEPTABLE PROFIT

CAMPAIGNS **SITES** DAY PARTING

② Acceptable Profit
15.00 %

② Sample Size
50

② Lowest Bid
\$ 0.050

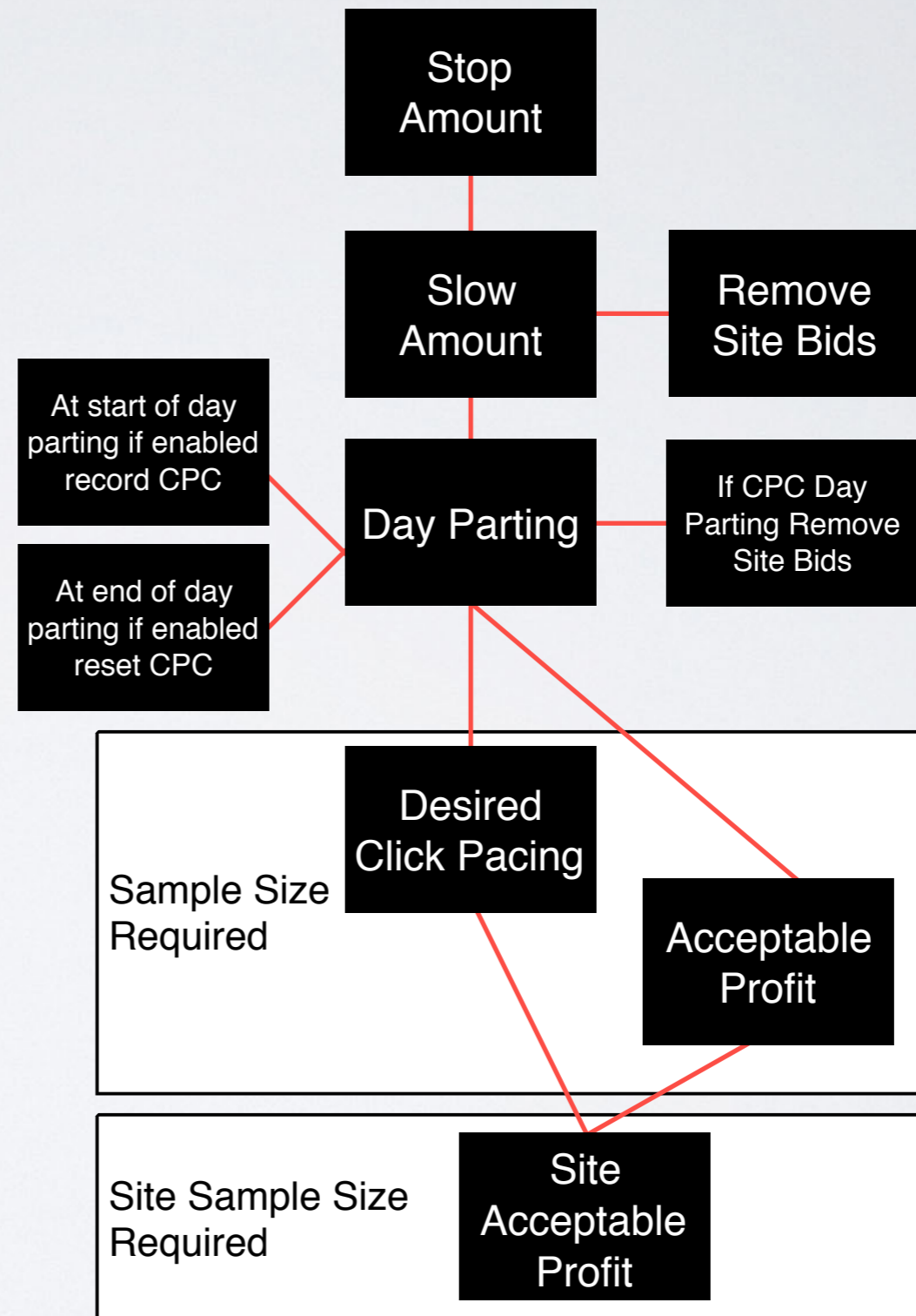
② Highest Bid
\$ 3.000

- Will adjust the site CPC to maintain the Acceptable Profit for the sites
- Will stay within Lowest Bid and Highest Bid for sites
- Will adhere to network restrictions

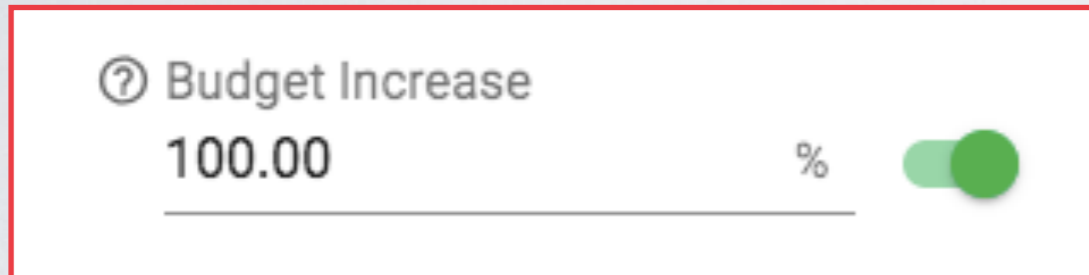


FIRE & FORGET™ FLOW

- ✓ Stop Amount
- ✓ Slow Amount
- ✓ Day Parting
- ✓ Desired Click Pacing
- ✓ Acceptable Profit
- ✓ Site Acceptable Profit



BUDGET INCREASE



- Increase the budget by a percentage of the current budget
- Only increase the budget if a campaign is meeting the Acceptable Profit
- Will only increase the budget if 50% of the budget has been spent



BUDGET INCREASE EXAMPLE

Daily Budget \$5000

Budget Increase Percent: 25%

Acceptable Profit: 10%

Current Spend: \$3000

Current Margin For Today: 12%

**[Maximus will increase
the budget to \$6250]**



BUDGET INCREASE EXAMPLE

Daily Budget \$5000

Budget Increase Percent: 25%

Acceptable Profit: 10%

Current Spend: \$2000

Current Margin For Today: 12%

**[Maximus will do nothing
because 50% of the budget has
not been spent]**



BUDGET INCREASE EXAMPLE

Daily Budget \$5000

Budget Increase Percent: 25%

Acceptable Profit: 20%

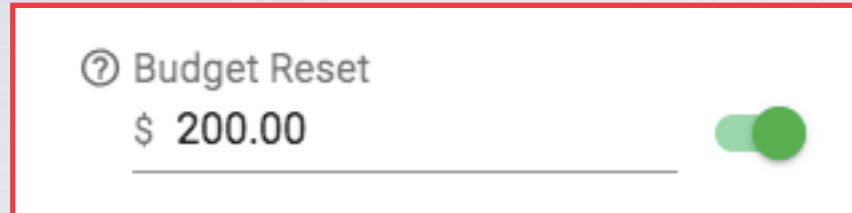
Current Spend: \$3000

Current Margin For Today: 12%

[Maximus will nothing because the margin for today is below the required margin for increasing the budget]



BUDGET RESET



- Will reset the budget at 1:30 AM to the amount set



FAQ

Do other companies offer day parting?

Maximus is unique in offering set CPC during day parting, restoring your CPC to the value it was before day parting began, and using presets to store these settings to apply to other campaigns with ease.

FAQ

Is Maximus involved in compliance with networks?

Networks deal with compliance, and then rejections are received by Maximus. Maximus does not interject itself in the compliance process.

FAQ

How are Acceptable Profit and Site Acceptable Profit related?

Campaign Fire & Forget™ Optimizations will run first, and then site optimizations will run afterwards.

This is because many networks require site bids to be based on a percentage multiplier of the campaign CPC, so Acceptable Profit must run before Site Acceptable Profit.

FAQ

What is the amount of time you would test a campaign before allowing Fire & Forget™ to take over?

This depends more on the media buyer's strategy than Maximus itself. You can disable Fire & Forget™ for a period of time after creating a campaign and then enable it when you feel comfortable with the data it has gathered.

Media Buyers have different techniques to get traffic, with Maximus used as a tool to get that traffic.

FAQ

Is there a way to set different Desired Click Pacing per network?

At this time you need to adjust Desired Click Pacing per campaign.

FAQ

What is the practice when you have a few days of bad data, such as conversions not tracking?

Our support team tries to monitor as many campaigns as possible looking for abnormalities like large amounts of spend with no conversions or revenue. We then alert you.

If you find issues like this please contact us.

We can bulk upload conversions to fix any discrepancies.

FAQ

If you have any recommendations we are always open to hearing your suggestions.

Send an email to

features@maximusx.com

HELP & LIVE SUPPORT

https://help.maximus.live/

The screenshot shows the Maximus Help & Live Support website. At the top left is the Maximus logo. On the top right are links for "Back to Home" and "Contact". A search bar with the placeholder text "Help me with..." is centered below the header. Below the search bar, there are "TOP ARTICLES" and a list of featured articles: "Welcome to Maximus Support", "Fire & Forget™ Optimization", and "Fire & Forget™ Video Webinar".

On the left side, there is a navigation menu with the following items:

- > Getting Started
- > Navigating Maximus
- > Fire and Forget™
- > Features
- > How To
- > Network Guides
- > Frequently Asked Questions
- > Tips
- > Release Notes

The main content area displays a grid of nine article cards:

- Getting Started**: Here are some documents to help you get started with your Maximus account. 2 articles by 2 authors.
- Navigating Maximus**: Explore the settings of Maximus. 7 articles by 3 authors.
- Fire and Forget™**: Fire and Forget™ Flowchart and Optimization Descriptions. 14 articles by 2 authors.
- Features**: Understand how Maximus works a little more with these feature descriptions. 13 articles by 3 authors.
- How To**: Learn how to add and optimize your campaign using Maximus. 11 articles by 1 author.
- Network Guides**: Network Targeting and network features and notes. 7 articles by 2 authors.
- Frequently Asked Questions**: Something got you stuck? Check out our FAQ, if your questions still need answering, feel free to contact us via LiveChat for swift assistance. 7 articles by 1 author.
- Tips**: Here are a few tips but together by our team to help get the best out of Maximus. 1 article by 1 author.
- Release Notes**: Keep up with our latest release notes of new features. 2 articles by 1 author.

In the bottom right corner, there is a "Need help? We are here!" chat prompt with a "START CHAT" button and a chat icon.

FAQ

Frequently Asked Questions