

Bid Adjustments

Epic	
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Goals

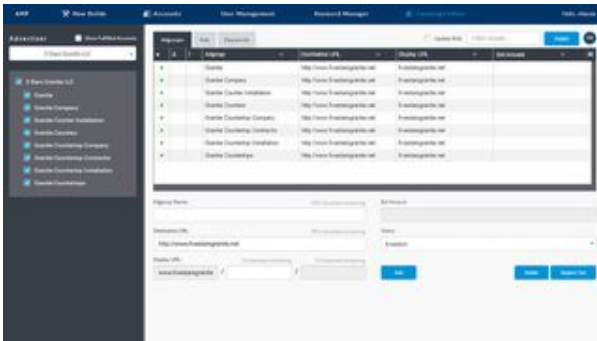
User will be able to make a bid adjustment in AMP.

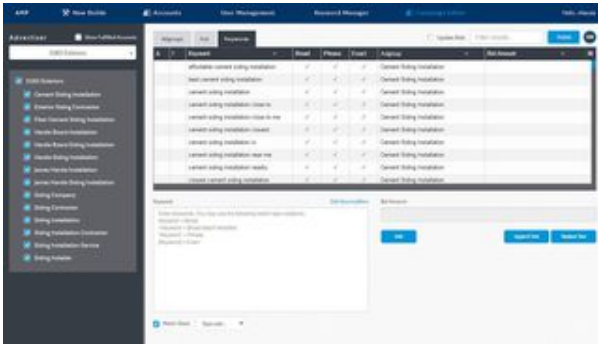
Rules

- We will treat content and bids are separate concerns.
 - Content updates are applied when the "Update Bids" checkbox is not checked.
 - Bid updates are applied when the "Update Bids" checkbox is checked.
 - Bid updates and content updates cannot be made at the same time
 - Bid updates can only be applied in dollar amounts (we are not supporting percentages at this time).
 - Target bid should be set initialized to true if it is not already.
 - Bids cannot be updated when content is new.
 - The "Update Bids" checkbox should be unchecked by default.
 - The "Update Bids" checkbox should be reset to be unchecked when the user changes Advertisers or Campaigns (for multi-campaign).
- Adgroup level changes will cascade to all Keywords. Keyword level changes will only apply to Keywords.
 - If a user makes a Keyword level change, and then goes and makes an Adgroup level change afterward, all Keyword level changes will be overwritten by the Adgroup level change. This is the same behavior as Adgroup and Ad level changes currently.
- Grid will not show the user the current bid on the search engines. The bid will only show in the grid when the user wants to apply a bid update (Update Bids checkbox is checked).

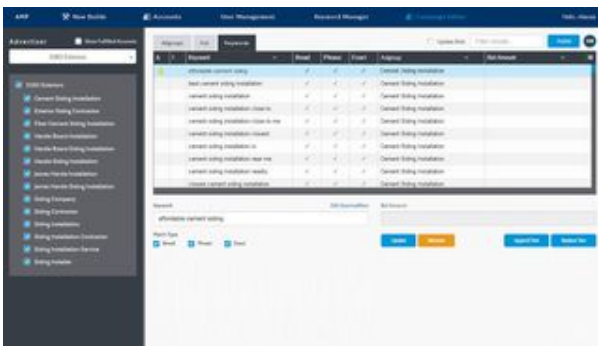
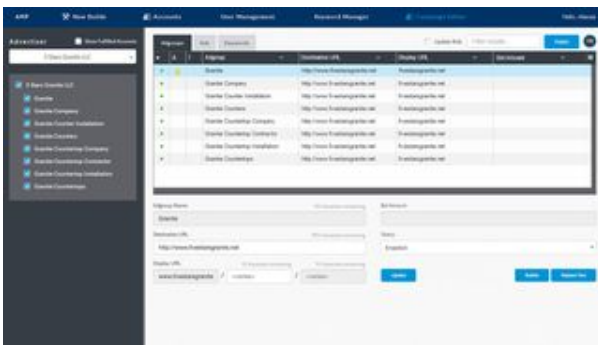
User Scenarios

- Create new content for an Adgroup or Keyword
 - When a user creates a new Adgroup or Keyword the "Update Bids" checkbox is unchecked, and the "Bid Amount" field is disabled.
 - The content fields are enabled, and the user can only create new content and Publish.

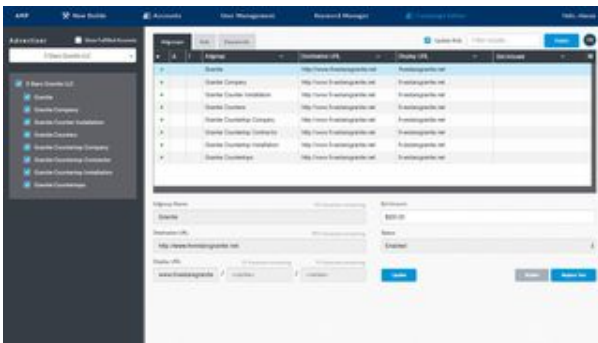


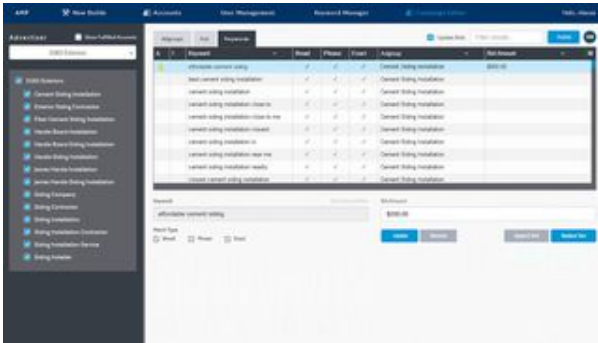
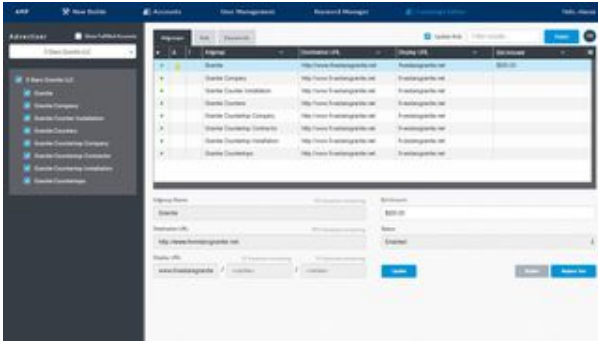
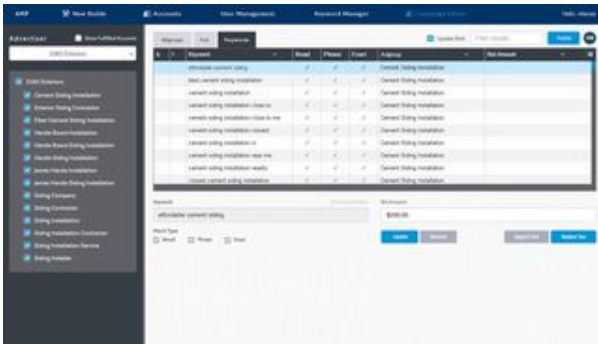


- Update content for an Adgroup or Keyword
 - When a user updates content for an Adgroup or Keyword the "Bid Amount" field is disabled, and "Update Bids" checkbox is unchecked.
 - The content fields are enabled, and the user can only update content and Publish.

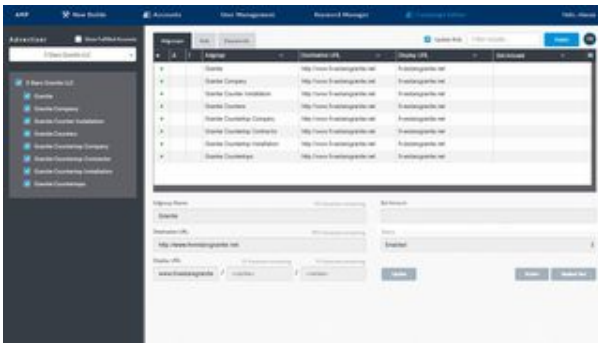


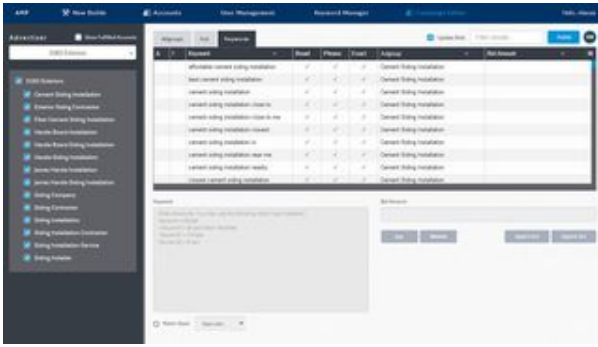
- Update bid for an Adgroup or Keyword
 - When a user updates the bid for an Adgroup or Keyword the "Bid Amount" field is enabled, and "Update Bids" checkbox is checked.
 - The content fields are disabled, and the user can only update the bid and Publish.
 - For Adgroups the Builder button is disabled
 - For Keywords the Edit Geomodifiers link and Append Text button are disabled



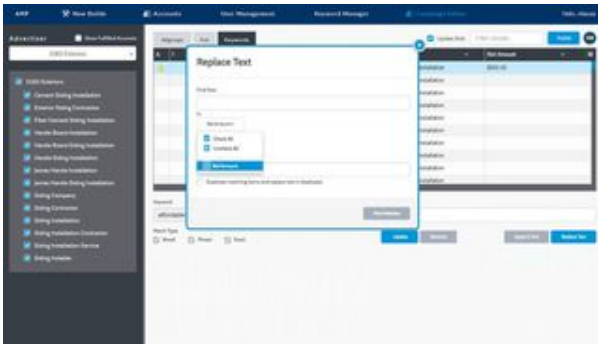
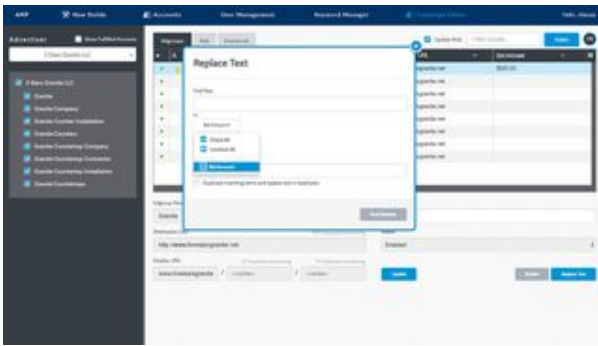


- The user must select an Adgroup or Keyword in the grid to apply a bid, if neither is selected all buttons should be disabled.

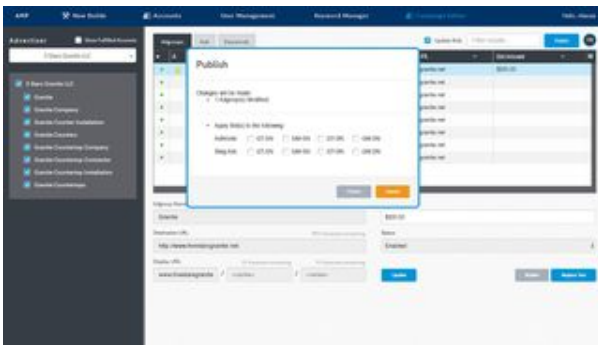


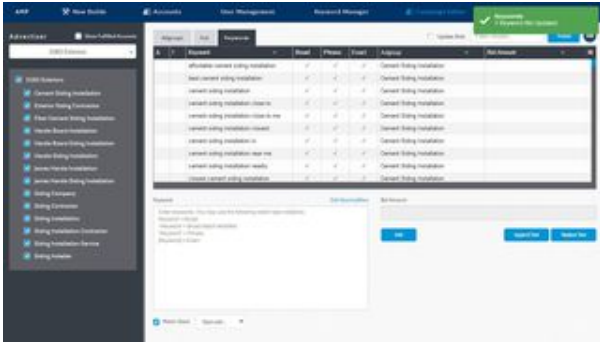
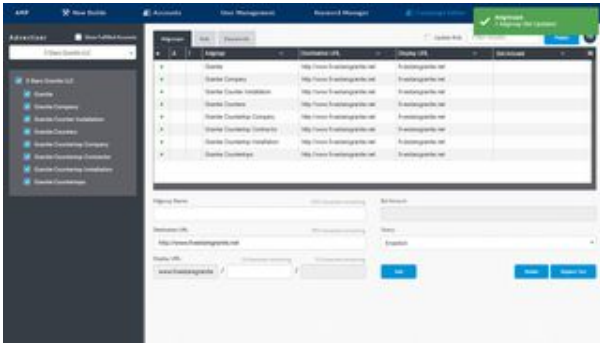
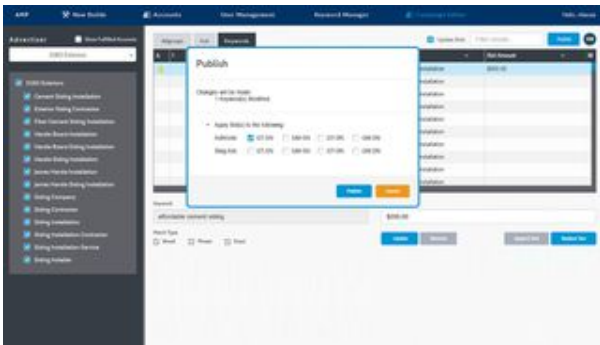
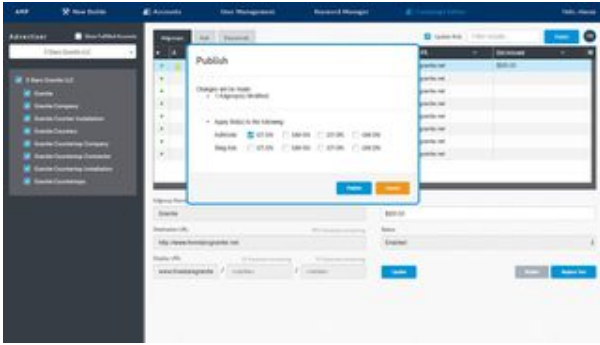
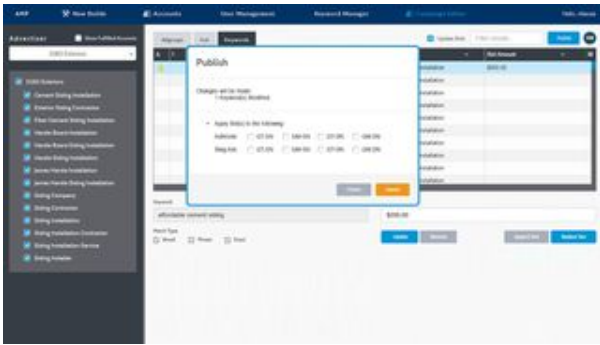


- Replace Text on Bid Amount for an Adgroup or Keyword
 - When the "Update Bids" checkbox is checked and a user clicks the Replace text button, the only selection available in the drop down is Bid Amount (this is similar to how the Keyword replace text currently works).

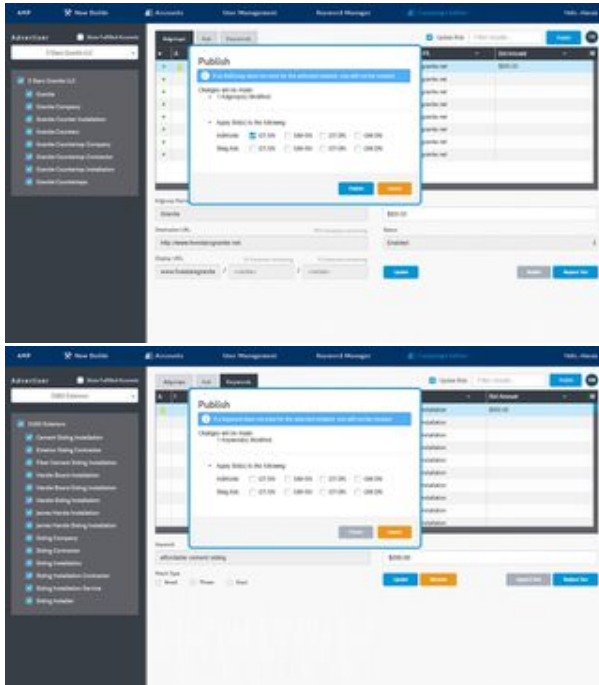


- Select where to apply a bid for an Adgroup or Keyword
 - When the user clicks "Publish" to apply a bid for an Adgroup or Keyword a modal will open. The user will be able to select which Channel/Targeting/Network to apply the bid to.
 - The modal will include the number of bids to be applied.
 - The modal will include the checkbox selections for Channel/Targeting/Network.
 - The modal will include a "Publish" and a "Cancel" button. The user must select where to apply the bid for the "Publish" button to be enabled.
 - The user will see a toast message with the number of bids applied.











- Static message in the publish modal for when a keyword does not exist in a selected network.
 - Message should appear in the AdGroup modal and Keyword Modal.



Attachments

File	Modified ▲
>  Bid-Adjustment-Keywords-Update-Content.jpg	Aug 02, 2016 by Nicole Fasula
>  Bid-Ajusement-AdGroups-Update-Content.jpg	Aug 03, 2016 by Nicole Fasula
>  Bid-Adjustment-Keywords-Update-Bid-Toast.jpg	Aug 03, 2016 by Nicole Fasula
>  Bid-Ajusement-AdGroups-Update-Bid-Toast.jpg	Aug 03, 2016 by Nicole Fasula
>  Bid-Ajusement-AdGroups-Update-Bid.jpg	Sep 28, 2016 by Nicole Fasula
>  Bid-Ajusement-AdGroups-Publish-Bid.jpg	Sep 28, 2016 by Nicole Fasula
>  Bid-Ajusement-AdGroups-Replace-Text.jpg	Sep 28, 2016 by Nicole Fasula
>  Bid-Adjustment-Keywords_validation_01.jpg	Sep 29, 2016 by Quinn Kahus-Saccio
>  Bid-Adjustment-Keywords_validation_02.jpg	Oct 17, 2016 by Quinn Kahus-Saccio
>  Bid-Adjustment-Keywords-Update-Bid-No-KW-Selected.jpg	Oct 18, 2016 by Nicole Fasula
>  Bid-Ajusement-AdGroups-Update-Bid-No-Adgroup-Selected.jpg	Oct 18, 2016 by Nicole Fasula
>  Bid-Adjustment-Keywords-Update-Bid.jpg	Oct 18, 2016 by Nicole Fasula
>  Bid-Adjustment-Keywords-Publish-Bid.jpg	Oct 18, 2016 by Nicole Fasula
>  Bid-Adjustment-Keywords-Replace-Text.jpg	Oct 18, 2016 by Nicole Fasula

- ›  Bid-Ajustment-AdGroups-Selected-Modal.jpg Oct 18, 2016 by Nicole Fasula
- ›  Bid-Ajustment-AdGroups-Not-Selected-Modal.jpg Oct 18, 2016 by Nicole Fasula
- ›  Bid-Adjustment-Keywords-Selected-Modal.jpg Oct 18, 2016 by Nicole Fasula
- ›  Bid-Adjustment-Keywords-Not-Selected-Modal.jpg Oct 18, 2016 by Nicole Fasula
- ›  Bid-Adjustment-Keywords.jpg Oct 21, 2016 by Nicole Fasula
- ›  Bid-Ajustment-AdGroups.jpg Oct 21, 2016 by Nicole Fasula

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