

# Otimização de custo por visita à loja (CPSV)

yahoo!



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Estamos apresentando um novo tipo de meta CPSV (custo por visita à loja) para os tipos de canais display, vídeo e native de terceiros. Quando os anunciantes selecionam o tipo de meta CPSV e adicionam a conversão off-line em visitas à loja, isso aciona a Otimização de visitas à loja.

## Fluxo operacional

Adicionando CPSV durante a criação da linha (UI)

The screenshot displays the DSP interface for configuring a campaign. The main content area is divided into several sections:

- Schedule:** Includes a toggle for 'Single' and a 'Schedule Summary' button. A 'Match Schedule Dates with campaign' toggle is also present.
- Status Table:** A table with columns: Status, Start Date, End Date, Budget Type, Total Budget, Spend, (Overspend) / Underspend, and Daily Budget. One row is shown with Status 'Ended', Start Date '10/18/2022', End Date '10/31/2022', Budget Type 'US Dollar (USD)', Total Budget '\$10.00', Spend '--', (Overspend) / Underspend '\$10.00', and Daily Budget 'Auto Allocated'.
- Billing:** Includes 'Billing Method' (oCPM), 'Margin Type' (Total Budget), and 'Profit Margin' (50%).
- Goal, Bidding and Pacing:** A section where 'Goal Type' is set to 'CPSV' (highlighted with a red box), 'Target CPSV Price' is '\$0.1000', 'Max CPM Price' is '\$0.100', 'Estimated bid price' is '\$0.046', and 'Budget Pacing' is 'Even'. A red arrow points to the 'Bid Shading' checkbox, which is checked.
- Offline Conversions:** A table with columns: Rule Category, Select Rule, Value, Click Window, and View Window. Two rows are shown: 'Store Visit' with rule 'ft', Value '\$0.10', Click Window '7 Day(s)', and View Window '7 Day(s)'; and 'Store Visit' with rule 'Select Rule', Value '\$0.00', Click Window '7 Day(s)', and View Window '7 Day(s)'.

The right sidebar contains a 'Forecasting' section with a line chart showing 'Impression' and 'Unique Devices' over time. The chart includes data for 'WINNABLE IMPS' (10.4B), 'UNIQUE DEVICES' (550.1M), 'UNIQUE PEOPLE' (239.4M), 'UNIQUE HOUSEHOLDS' (19.3M), and 'VIEWABLE IMPS'. A 'MAXIMUM BID' of \$0.10 is also indicated.