Google Ads Campaign Types and Bidding Strategies

Source: Why Your Google Ads Are Failing (And How to Fix Them in 2026)

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> Overview of Google Ads campaign types, keyword examples, bidding approaches, and goals for each campaign structure.

Google Ads Campaign Types and Bidding Strategies

Campaign Type	Keyword Examples	Bidding Approach	Goal
Brand	[Your brand name]	Manual CPC (protect brand)	Defend brand, capture intent
High intent	"buy", "hire", "quote", "near me"	Target CPA	Direct conversions
Research intent	"best", "compare", "reviews"	Lower bids, Maximise Clicks	Awareness + remarketing list building
Competitor	Competitor brand names	Manual CPC	Conquest traffic
Remarketing	Past website visitors	Target ROAS	Re-engage warm audiences

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https://pixelibri.com.au/google-ads-failing-how-fix/