

# The Hyderabad Auction Story (Meta Ads Bidding)

Learn Meta Ads bidding strategies through the lens of a Charminar night market  
— bangles, bargaining, and budgets!

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# The Market Analogy

Imagine you're in **Charminar night market** 🏙️ You want to buy bangles. Many sellers. Many buyers. Everyone shouting prices.

That market =

**Meta Ad Auction**

You =

**Advertiser**

Money you offer =

**Bid Strategy**

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## Strategy 1

# 🌟 Highest Volume (Default Hero)

### The Market Scene

You walk into the market and say:

👉 "Anna, na budget lo ekkuva bangles ivvu!"

You don't care about price per bangle. You just want **maximum items**.



# That's Highest Volume.

## What this means:

→ **Maximum Results**

Meta tries to get **maximum results**  
(leads, clicks, etc.)

→ **Full Budget Spend**

It spends your budget fully

→ **Cost Not Priority**

Doesn't worry too much about cost  
per result

📄 👍 Best for beginners and scaling.

📄 🧠 Memory line: **"Quantity first, price later"**

## Cost Per Result Goal (Smart Negotiator)



### The Market Scene

Now next day, you go smarter.

You say:

👉 "Anna, okka bangle ₹50 kannu ivvaku."

Now seller tries to give more bangles, but **around your price**.

That's **Cost Per Result Goal**.

# What this means: Cost Per Result Goal

## Set Your Target

You tell Meta: "I want leads around ₹X"

## Balanced Approach

Meta balances **cost + volume**

## Flexible but Guided

Not super strict, but tries to stay near your target

📄 👉 Best when you already know your numbers.

📄 🧠 Memory line: **"Control price, still get volume"**

## Strategy 3

# 🚫 Bid Cap (Strict Father Mode)

### The Market Scene

Now imagine your dad comes with you 😊

He says:

👉 "₹50 ante ₹50. Oka paisa kuda ekkuva kaadu!"

If no one agrees... you go home empty-handed.

That's **Bid Cap**.



# What this means: Bid Cap

|  |   |  |
|--|---|--|
| <b>Maximum Bid Limit</b><br>You set <b>maximum bid limit</b> | <b>Hard Stop</b><br>Meta will <b>NOT</b> cross it | <b>Risk of Zero Results</b><br>You may get <b>very few or zero results</b> |
|--|---|--|

📌 👉 Best for advanced users only.

📌 🧠 Memory line: "**Strict limit, risky game**"

# Quick Recall Trick (Exam Hack)

Think like this:



Highest Volume

"Fill my bag"



Cost Goal

"Keep price in control"



Bid Cap

"Don't cross limit at all"

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# Final Scene

Same market. Same sellers. Only difference = **how you talk money**

1

Talk Loosely

👉 More results

2

Talk Balanced

👉 Controlled results

3

Talk Strict

👉 Limited results

Hope you understood bidding strategies now 🙌

3

Bid Strategies

Highest Volume, Cost Goal, Bid Cap

1

Market Analogy

Charminar night market made it simple

∞

Better Ads Ahead

Now go run smarter Meta campaigns!

📄 🧠 **Final Memory:** Loose talk = more volume · Balanced talk = controlled cost · Strict talk = risky but precise

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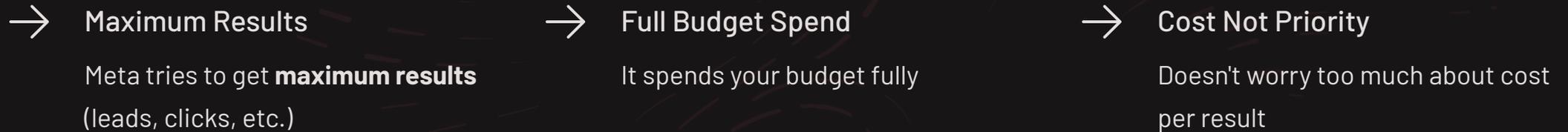
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