

# Shadow Campaign

A shadow campaign is a duplicate of your main Google Ads campaign, but Tapper automatically lowers its CPC, helping reduce your CAC and wasted spend.



what are the benefits of a shadow campaign?...

## Why use a shadow campaign?

Some users click multiple times without converting, driving up your costs. Tapper automatically identifies these patterns and sends repeat or low-intent users to a shadow campaign with reduced CPC bids. That means less wasted budget and more spend focused on real buyers.

## How does it reduce CAC?

By routing repeated or low-value clicks into a cheaper shadow campaign, Tapper helps you pay less for each interaction, lowering your cost per click and overall customer acquisition cost (CAC) without losing reach.

## Do I need to set it up manually?

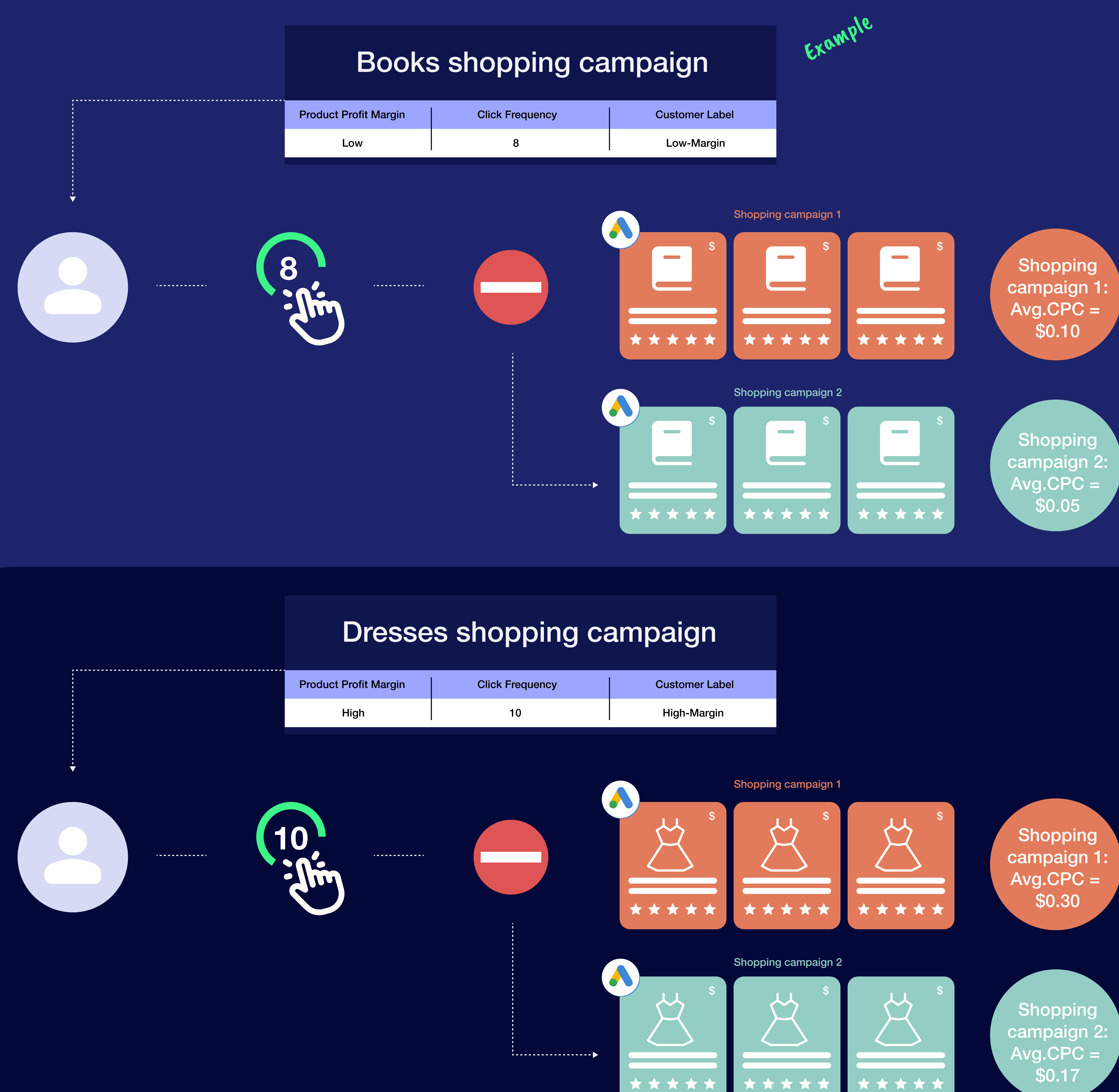
No setup required. Tapper's behavioural model runs in the background, learning from live user behaviour to adjust campaigns automatically no manual rules, templates, or tracking changes needed.

## How does it work?



Using a book for example, after a few clicks from the same user, this low-profit margin product may not be profitable any more due to the CPC's/Low gross margins. Using Tapper's validation rules you are able to filter this user through to the shadow campaign after a set amount of clicks which has a lower Avg.CPC

Tapper gives you the power to set these rules and optimise accordingly.



Even for higher-margin products such as the dresses example above, you will still want to utilise Tapper's validation rules to filter the same user through to a shadow campaign.

This ensures you are not wasting budget on excessive clicks from the same user.

**Tapper gives you the power to set these rules and optimise accordingly.**

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