ZMS Ad Manager
New: Budget Pacing BETA
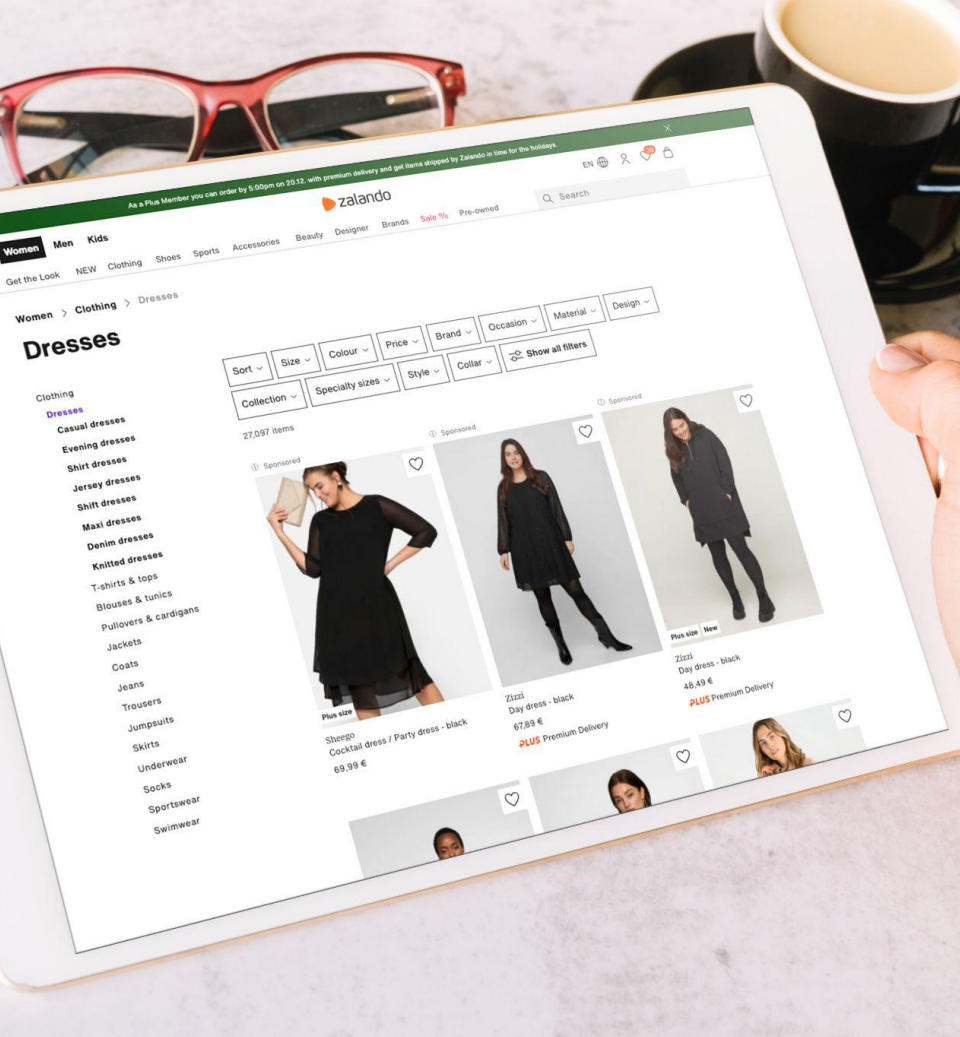
Agenda

01	**Introduction:** Budget Pacing
02	**Benefits**
03	**Tips:** Best Practices & FAQs

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01. **Introduction**
New **'Budget Pacing' in** ZMS Ad Manager

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New: Budget Pacing [Beta]

The budget pacing feature is available in **the Campaign Edit flow** for Sponsored Product campaigns for both **Country Budget & Global Budget** campaigns .
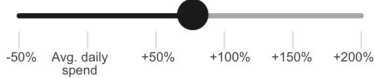
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What are the benefits of
Budget Pacing Beta ?

✓ **Greater control** over your campaign, aligning towards your marketing objectives.

✓ **Enhanced investment steering** to effectively respond to changing market conditions and campaign goals.

✓ **Streamline and optimise budget spending** more efficiently across campaign lifetime.
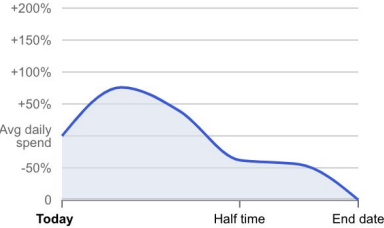

Budget pacing ⓘ

Accelerate or slow down your spending while your campaign is live to meet your campaign goals

Pacing factor

% 76

-50% Avg. daily spend +50% +100% +150% +200%

Gain more visibility by pushing more budget now

Example: with 20% pacing, Ad Manager will try to spend up to 20% more than your default daily budget. The max is 200%.

Estimated daily spend with pacing

+200%
+150%
+100%
+50%
Avg daily spend
-50%
0

Today   Half time   End date

Budget pacing

When editing a campaign, you can still adjust how much of your budget is spent daily to meet your goals. You can also adjust and reallocate the total campaign budget, if you need to.

To make sure that your campaign is delivering against your important metrics, check your campaign performance every day.

Important: the actual amount spent every day may vary, depending on customer traffic fluctuations.

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How to leverage Budget Pacing [Beta] ?

By default the budget is distributed uniformly across the campaign lifetime. With Budget Pacing feature, you gain the ability to adjust the campaign budget pushed on a daily basis.

Good to know:

- The pacing can be adjusted from -50% (i.e. half of the avg. daily spent) to +200% (i.e. 3x times of the avg. daily spent).

- Example: If on an average a campaign is pushing 100 Euros per day, on increasing the pacing to +50%, campaign will push 150 Euros per day, aiming to gain extra visibility.

- Also when applying decreased pacing, please ensure a minimum daily budget of 20 EUR per market, to avoid negative performance effects.

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Getting started with Budget Pacing [Beta]

1. **Assess your campaign goals and objectives**
   Are you primarily focused on maximizing visibility, increasing conversions, controlling costs, or achieving a specific RoAS?

2. **Review past campaign data and performance**
   - Analyze reporting data focusing on how well your campaign align against your objective.
   - Pay attention to performance fluctuations, peak periods, and any links between pacing adjustments and campaign results.

3. **Increase or decrease the budget pacing**
   Gradually increase or decrease the budget pacing tuner input in either direction as per your requirement.

   For instance, If you want to achieve a higher daily budget spend and raise visibility, elevate the budget pacing by the necessary percentage, thereby prompting the campaign to push more budget. Alternatively, if the campaign is currently experiencing a period of low seasonality and you intend to conserve budget for later, reduce the pacing to allocate less budget.

4. **Continuously monitor the campaign's performance** and make adjustments as necessary

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When to apply Budget Pacing [Beta]?

Increase Budget Pacing sample use case:	Decrease Budget Pacing sample use case:
➔ Anticipated high seasonality/limited time offers opportunity to capture increase in demand	➔ Budget constraints
➔ New product launch to gain more visibility initially	➔ Catering for low performing periods
➔ For campaigns with high RoAS but low spending	➔ Low quality period like low CVRs or high CPCs

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FAQs

Question	Answer
How to access this feature?	The budget pacing feature is available in Campaign Edit flow for Sponsored Product Ads campaigns for both Country Budget & Global Budget campaigns. The budget pacing will be applied to all the countries within that campaign.
What is referred by average daily spent?	It refers to how much budget (on average) is pushed at a daily level. By default, the total campaign budget is spent uniformly throughout the campaign lifetime, which is referred to as average daily spent, with certain variations accounting for customer traffic fluctuations e.g. higher budget over weekends.
Will using this feature affect the 'Total Budget'?	The total campaign budget remains unchanged. However, the campaign's spending rate throughout its duration will be adjusted from the default uniform distribution (avg. daily spent). i.e. If you increase budget pacing, the campaign will push more budget initially and slow down as campaign progresses, & vice versa. Independently, you still have the flexibility to modify the total campaign based on overall performance.
What is the timeframe required for the campaign to apply budget pacing changes?	The campaign adjusts the pacing/budget pushed in real-time. However it may take time for Sponsored Products Ads to drive further customer interactions & sales, therefore it is recommended to monitor the campaign performance for the next 2-3 days before implementing additional modifications.

Let's get started!

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