

Advertising SOP: Setting Up a Budget Cap

08/27/2024 5:15 am CDT

Budget Cap



Who is this for?

For Individuals who will create a hard spending limit across their campaigns.



Objective:

Utilize this budget SOP when clients request hard spending limits across accounts, or for specific products/campaigns.

Sponsored Products: Use the Account Setting to set the hard budget cap.



Sponsored Brands: For sponsored brands, the account settings will not keep them from overspending (offer hard budget caps). You have to adjust the sponsored brands through their daily budget.

Campaign: [REDACTED]

Status: Delivering Type: Sponsored Brands Schedule: Sep 3, 2021 - No end date Budget: \$25.00 - Daily

Targeting	Campaign name	[REDACTED]
Negative targeting	Campaign ID	A0900178QE2P8332BF66
Creative	Portfolio	No portfolio
Budget rules New	Type	Sponsored Brands
Campaign settings	Active / Paused	<input checked="" type="checkbox"/> Active Archive this campaign
History	Status	Delivering
	Schedule	Sep 3, 2021 No end date
	Daily budget	\$ 25.00

Sponsored Display: For sponsored display, the account settings will not keep them from overspending (does not offer hard budget caps). You have to adjust the sponsored display through their daily budget.

Campaign: [REDACTED]

Status: Delivering Type: Sponsored Display - Manual targeting Schedule: Feb 10, 2021 - No end date Budget: \$10.00 - Daily Cost type: CPC

Ad groups	Campaign name	[REDACTED]
Campaign settings	Campaign ID	A089712229ORRQ6SSQH54
	Type	Sponsored Display
	Active / Paused	<input checked="" type="checkbox"/> Active Archive this campaign
	Status	Delivering
	Schedule	Feb 10, 2021 No end date
	Daily budget	\$ 10.00

Consideration:

We don't recommend using a budget cap as you can not control the budget on a Campaign level, your best campaigns with good ACOS and sales might not deliver all day long and the campaigns which don't perform best can take up the budget which may result in high ACOS and less profitable sales.