

Training Guide

# Budget and Pacing Interval Definitions



## Budget Intervals

### Lifetime

**Our Recommended Interval.** Requires an end date, budget amount will never refresh and will only spend the amount specified.

**Why use Lifetime Budget Intervals?**

To ensure that budget can roll over if not used in a given day or week, we recommend setting a monthly or lifetime interval. This means you can better capitalize on your investment.

### Monthly

**Platform Default** - our second recommendation. Doesn't require an end date, budget will refresh to the specified amount monthly on the 1<sup>st</sup>.

### Weekly

Doesn't require an end date, budget will refresh to the specified amount weekly.

### Daily

Doesn't require an end date, budget will refresh to the specified amount daily.

## Pacing Intervals

### Dynamic

Dynamic Pacing is the platform default for budget interval pacing and what we always recommend setting up new campaigns with. This ensures that the campaign's budget is evenly spaced and spent throughout the selected budget interval. This is Dynamic because the campaign will automatically optimize daily spend up to a certain amount if site traffic permits

### ASA

**ASA** pacing removes all pacing guardrails, delivering the campaign as quickly as possible, and will spend through budget as fast as possible. If you have a \$10,000 budget and are running on ASAP pacing, technically it could spend through in a single day if site traffic allowed!

**Why use ASAP Pacing?**

ASAP pacing is great for reaching more shoppers during limited timeframes like holiday or promotional periods. Its also great for under-pacing campaigns to spend through "use it or lose it" budgets.

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# When to Use Dynamic Pacing vs. ASAP Pacing



Pacing is one of the many campaign optimization levers available to you in PromoteIQ. Below is a guide on when to use Dynamic or ASAP pacing depending on the budget interval selected for your campaign.

## Lifetime Budget Interval

### Dynamic Pacing

- Dynamic Pacing is the best practice for Always On / Evergreen campaigns.

### ASAP Pacing

- Use ASAP pacing to take advantage of traffic fluctuations, key times and holidays, or maximize spend for any remaining budget before a campaign ends.
- Be prepared to spend the budget before the end of the campaign flight period.

## Weekly & Monthly Budget Intervals

### Dynamic Pacing

- Dynamic Pacing is the best practice for Always On / Evergreen campaigns to maintain consistent visibility onsite.

### ASAP Pacing

- Use ASAP pacing to take advantage of high traffic period or key times.
- Be prepared to spend the budget before the end of the campaign flight period.

## Daily Budget Interval

### Dynamic Pacing

- Dynamic Pacing is generally recommended.

### ASAP Pacing

- ASAP pacing has little impact on daily interval and is not recommended.