



Checklist for Budgets

What to do:

- ☐ **Allocate budgets** for the peak period, that are able to meet and grow with query demand during the retail season
- ☐ **Reallocate available budgets** from lower to higher priority campaigns, to support performance and reach
- ☐ **Analyse account data** to identify gaps in click share during previous peaks, and assess your budget investment to capture missed traffic
- ☐ **Review the Search lost IS (budget) column**, which indicates what percentage of time ads weren't shown, due to insufficient budget, within the last 14 days
- ☐ **Set up automated budget alerts** to get notified when you are missing traffic in high volume periods. Review Optiscore via recommendations tab for budget suggestions
- ☐ **Review the budget depletion tool** on a regular basis to understand how you are pacing in the days around key peak days