

# PPC Budget Planning Template

A structured framework for planning, allocating, and tracking your Google Ads budget across campaigns and seasons. Use this template to maintain control of your ad spend, identify variances early, and make data-driven reallocation decisions throughout the year.

<b>12</b> MONTHLY TRACKING	<b>4</b> QUARTERLY ADJUSTMENTS	<b>CPA</b> TARGET & ACTUAL TRACKING	<b>Free</b> PPC BUDGET PLANNING TEMPLATE
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**How to Use This Template**

Complete the Annual Budget Overview first to set your top-level targets. Then break down budgets at the campaign level on Page 3. Use the seasonal adjustment planner and monthly tracking sheet on Page 4 to compare planned vs actual spend. Apply the decision framework on Page 5 to reallocate budget dynamically. Review quarterly to adjust for seasonal trends and business changes.

Effective PPC budget management is the difference between scaling profitably and wasting spend. This template covers **four core areas**: annual budget planning, campaign-level allocation, seasonal adjustment with monthly variance tracking, and reallocation decision-making. Businesses that track budget variance weekly see an average **23% improvement in ROAS** compared to those who set-and-forget.

<p><b>What This Template Covers</b></p> <ul style="list-style-type: none"> <li>✓ 12-month annual budget overview</li> <li>✓ Campaign-level budget breakdown</li> <li>✓ Seasonal adjustment multipliers</li> <li>✓ Monthly variance tracking</li> <li>✓ Budget reallocation framework</li> <li>✓ CPA and ROAS target setting</li> <li>✓ Daily budget calculations</li> <li>✓ Priority-based budget allocation</li> </ul>	<p><b>Common Budget Mistakes</b></p> <ul style="list-style-type: none"> <li>→ Equal budget split across all campaigns</li> <li>→ No seasonal adjustment planning</li> <li>→ Ignoring CPA variance until month-end</li> <li>→ Budget-limiting high-ROAS campaigns</li> <li>→ No daily budget pacing checks</li> <li>→ Overspending on low-converting campaigns</li> <li>→ Missing reallocation opportunities</li> <li>→ No contingency budget for testing</li> </ul>
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**Business Name:** .....

**Financial Year:** .....

**Prepared By:** .....

**Annual PPC Budget:** .....

# 1 Annual Budget Overview

Plan your total Google Ads spend across all 12 months. Set targets for conversions and CPA, then track actuals as the year progresses. Use the variance column to identify months that need attention.

MONTH	PLANNED SPEND (£)	ACTUAL SPEND (£)	VARIANCE (£)	CONV. TARGET	CONV. ACTUAL	CPA TARGET (£)	CPA ACTUAL (£)	NOTES
January								
February								
March								
April								
May								
June								
July								
August								
September								
October								
November								
December								
<b>ANNUAL TOTAL</b>						Avg CPA:		

**Budget Planning Tips**  
**Start with your annual budget** and divide it based on expected seasonality, not equally. Allocate more to months with higher commercial intent (e.g., Q4 for retail, January for B2B). Always hold back 5–10% as a contingency fund for testing new campaigns, responding to competitor activity, or scaling winners mid-year.

**Variance Alert Thresholds**  
 Set clear thresholds: **Green** = within ±5% of plan, **Amber** = 5–15% deviation, **Red** = >15% deviation. When a month hits amber, investigate immediately. When it hits red, trigger the reallocation decision framework on Page 5. Do not wait until the end of the month to act.

**Budget Assumptions & Notes**

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## 2 Campaign-Level Budget Breakdown

Break your total monthly budget into individual campaign allocations. Assign budgets based on campaign priority, historical performance, and business objectives. Include campaign type and target metrics for each.

CAMPAIGN NAME	TYPE	MONTHLY BUDGET (£)	DAILY BUDGET (£)	TARGET CPA (£)	TARGET ROAS	PRIORITY
	S / D / Sh / V / PMax					H / M / L
<b>TOTAL MONTHLY</b>						

**Campaign Types Reference**  
**S = Search:** Text ads on Google search results. **D = Display:** Banner ads across Google Display Network. **Sh = Shopping:** Product listing ads for e-commerce. **V = Video:** YouTube and video partner ads. **PMax = Performance Max:** Google's AI-driven cross-channel campaign type. Calculate daily budget by dividing monthly budget by 30.4 (average days per month).

### Campaign Budget Checklist

- High-priority campaigns** receive 50–60% of total budget allocation
- Medium-priority campaigns** receive 25–35% of total budget allocation
- Low-priority / test campaigns** receive the remaining 10–15% of budget
- No high-performing campaigns** are budget-limited (check Impression Share Lost to Budget)
- Daily budgets** are calculated correctly — monthly budget ÷ 30.4
- CPA targets** are based on historical data or industry benchmarks, not guesses
- ROAS targets** account for profit margins, not just revenue
- A contingency fund** of 5–10% is held back for testing and scaling opportunities

**Priority-Based Allocation Rule**  
 Never starve high-performing campaigns to fund underperformers. Review priorities monthly based on actual ROAS and CPA data. If a campaign consistently underperforms its targets after 30 days of optimisation, reduce its budget and redirect to proven winners.

**Campaign Planning Notes**

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### 3 Seasonal Adjustment Planner

Apply multipliers to your base monthly budget to account for seasonal demand changes. A multiplier of 1.0x means no change; 1.5x means 50% more budget; 0.7x means 30% less budget.

QUARTER	MONTHS	MULTIPLIER	ADJUSTED BUDGET (£)	PEAK PERIODS	REALLOCATION NOTES
Q1	Jan – Mar			e.g., New Year, B2B budget refresh	
Q2	Apr – Jun			e.g., Spring campaigns, pre-summer	
Q3	Jul – Sep			e.g., Summer slowdown, back-to-school	
Q4	Oct – Dec			e.g., Black Friday, Christmas, year-end	

#### Seasonal Planning Tips

Review last year's Google Ads data to identify seasonal patterns in your account. Use Google Trends to validate demand peaks for your products or services. Set multipliers 2–4 weeks before peak periods begin – automated bidding strategies need ramp-up time to adjust to budget changes.

### 4 Budget vs Actual Tracking Sheet

Track your monthly spend against plan and assign a RAG (Red/Amber/Green) status to quickly identify months requiring attention. Update this sheet weekly for best results.

MONTH	PLANNED (£)	ACTUAL (£)	VARIANCE (£)	VARIANCE %	RAG	ACTION / NOTES
Month 1					●	
Month 2					●	
Month 3					●	
Month 4					●	
Month 5					●	
Month 6					●	

● Green = within ±5% ● Amber = 5–15% deviation ● Red = >15% deviation

#### Tracking Best Practice

Review budget vs actual data weekly, not monthly. Early detection of variance gives you time to adjust before the month ends. When a campaign hits amber status, investigate immediately. When it hits red, trigger the reallocation decision framework on Page 5. Document every adjustment with the date, amount, and reasoning.

#### Tracking Notes

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## 5 Budget Reallocation Decision Framework

Use this three-step decision framework when campaigns trigger a variance alert. Work through each decision point in order. Act weekly, not monthly.

### Step 1: Is the campaign's CPA within target?

Compare actual CPA against your target CPA from the campaign budget breakdown (Page 3).

#### ✓ YES — CPA AT OR BELOW TARGET

##### Scale: Increase Budget

The campaign is acquiring customers efficiently. Increase budget by 15–20% incrementally. Monitor for 7 days after each increase. If CPA remains stable, continue scaling. Set a ceiling at 2x original budget before a full review.

#### ✗ NO — CPA ABOVE TARGET

##### Investigate: Review Keywords & Ads

Reduce budget by 15–20%. Review search terms, ad copy relevance, and landing pages. If CPA does not recover within 14 days, pause the campaign and reallocate budget to better performers.

### Step 2: Is the campaign's ROAS above target?

Compare actual ROAS against your target from the campaign budget breakdown. Ensure brand queries are not inflating the figure.

#### ✓ YES — ROAS ABOVE TARGET

##### Prioritise: Redirect Budget Here

This campaign is generating strong returns. Scale spend by 10–20% weekly. Prioritise this campaign for additional budget from underperformers. Verify efficiency is genuine, not brand-inflated.

#### ✗ NO — ROAS BELOW TARGET

##### Audit: Check Conversion Values

Revenue per conversion may be falling. Review conversion value accuracy, check for product mix changes, and audit landing pages. Hold budget steady but investigate root cause before making changes.

### Step 3: Does the campaign have 30+ conversions in the last 30 days?

Automated bidding strategies require sufficient data to optimise effectively. Check conversion volume before making major budget decisions.

#### ✓ YES — SUFFICIENT DATA

##### Optimise: Trust Automated Bidding

Allow Smart Bidding to manage spend allocation. Make incremental budget changes (max 25% per week) and allow 7–14 days of data before evaluating impact.

#### ✗ NO — INSUFFICIENT DATA

##### Consolidate: Pool Budget or Switch Strategy

Consider consolidating into fewer campaigns or switching to manual CPC / Maximise Clicks until sufficient conversion data accumulates. Do not rely on automated bidding with thin data.

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