



FREE RESOURCE — PPC TEMPLATE

PPC Budget Planning Template

A structured framework for planning, allocating and tracking your Google Ads budget across campaigns, channels and seasons. Stay in control of ad spend, catch variance early, and make data-driven reallocation decisions throughout the year.

12mo

MONTHLY
TRACKING

Q1-Q4

SEASONAL
ADJUSTMENT

CPA

TARGET VS
ACTUAL
TRACKING

Free

FILLABLE
PDF TEMPLATE

GOOGLE ADS

PPC

ROAS

REALLOCATION

PREPARED FOR

Cloudswitched KnowledgeCloudswitched Ltd.
Library

PREPARED BY

VERSION

2026 Edition

FORMAT

Interactive PDF

00

How to use this template

Effective PPC budget management is the difference between scaling profitably and wasting spend. Complete the **Annual Budget Overview** first to set top-level targets. Break those down 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 **reallocation decision framework** on Page 5 when variance hits the action thresholds.

Businesses that track budget variance weekly see an average **23% improvement in ROAS** versus set-and-forget budgets. Review quarterly with your finance team to lock seasonal adjustments and re-base targets against actual conversion data — not against a number you wrote in January and never revisited.

WHAT THIS TEMPLATE COVERS

- 12-month annual budget overview
- Campaign-level budget breakdown
- Seasonal adjustment multipliers
- Monthly variance & RAG tracking
- Budget reallocation framework
- CPA and ROAS target setting
- Daily budget calculations
- Priority-based budget allocation

COMMON BUDGET MISTAKES

- ! Equal budget split across all campaigns
- ! No seasonal adjustment planning
- ! Ignoring CPA variance until month-end
- ! Budget-limiting high-ROAS campaigns
- ! No daily budget pacing checks
- ! Overspending on low-converting campaigns
- ! Missing reallocation opportunities
- ! No contingency for testing

Account & planning setup

Capture the planning context before you complete the tables. Every reviewer should know whose budget this is and what year it runs.

BUSINESS NAME

FINANCIAL YEAR

PREPARED BY

ANNUAL PPC BUDGET (£)

VARIANCE ALERT THRESHOLDS

Green = within $\pm 5\%$ of plan. **Amber** = 5–15% deviation, investigate immediately. **Red** = greater than 15% deviation, trigger the reallocation decision framework on Page 5. Do not wait until month-end to act — review weekly.

01

Annual budget overview

Plan total Google Ads spend across all 12 months. Set targets for conversions and CPA, then record actuals as the year progresses. The variance column flags months that need attention — don't wait until quarter-end to investigate.

MONTH	PLANNED (£)	ACTUAL (£)	VARIANCE (£)	CONV. TARGET	CONV. ACTUAL	CPA TGT (£)	CPA ACT (£)	NOTES
January	£_____	£_____	£_____	_____	_____	£_____	£_____	_____
February	£_____	£_____	£_____	_____	_____	£_____	£_____	_____
March	£_____	£_____	£_____	_____	_____	£_____	£_____	_____
April	£_____	£_____	£_____	_____	_____	£_____	£_____	_____
May	£_____	£_____	£_____	_____	_____	£_____	£_____	_____
June	£_____	£_____	£_____	_____	_____	£_____	£_____	_____
July	£_____	£_____	£_____	_____	_____	£_____	£_____	_____
August	£_____	£_____	£_____	_____	_____	£_____	£_____	_____
September	£_____	£_____	£_____	_____	_____	£_____	£_____	_____
October	£_____	£_____	£_____	_____	_____	£_____	£_____	_____
November	£_____	£_____	£_____	_____	_____	£_____	£_____	_____
December	£_____	£_____	£_____	_____	_____	£_____	£_____	_____
ANNUAL TOTAL	£_____	£_____	£_____	_____	_____	£_____	£_____	

BUDGET PLANNING TIPS

Start with your annual budget and divide it on expected seasonality, not equally. Allocate more to months with higher commercial intent — Q4 for retail, January for B2B. Hold back **5-10%** as contingency for testing, competitor response, or scaling winners mid-year.

Budget assumptions & notes

02

Campaign-level budget breakdown

Break the total monthly budget into individual campaign allocations. Tick the channel(s) each campaign is running on, then assign budgets based on priority, historical performance and business objectives.

CAMPAIGN NAME	CHANNEL(S) ON	MONTHLY (£)	DAILY (£)	CPA TGT (£)	ROAS TGT	PRIORITY
_____	☐ S ☐ D ☐ Sh ☐ V ☐ PMax	_____	£ _____	£ _____	_____x	☐ H ☐ M ☐ L
_____	☐ S ☐ D ☐ Sh ☐ V ☐ PMax	_____	£ _____	£ _____	_____x	☐ H ☐ M ☐ L
_____	☐ S ☐ D ☐ Sh ☐ V ☐ PMax	_____	£ _____	£ _____	_____x	☐ H ☐ M ☐ L
_____	☐ S ☐ D ☐ Sh ☐ V ☐ PMax	_____	£ _____	£ _____	_____x	☐ H ☐ M ☐ L
_____	☐ S ☐ D ☐ Sh ☐ V ☐ PMax	_____	£ _____	£ _____	_____x	☐ H ☐ M ☐ L
_____	☐ S ☐ D ☐ Sh ☐ V ☐ PMax	_____	£ _____	£ _____	_____x	☐ H ☐ M ☐ L
_____	☐ S ☐ D ☐ Sh ☐ V ☐ PMax	_____	£ _____	£ _____	_____x	☐ H ☐ M ☐ L
_____	☐ S ☐ D ☐ Sh ☐ V ☐ PMax	_____	£ _____	£ _____	_____x	☐ H ☐ M ☐ L
TOTAL MONTHLY		£ _____	£ _____			

CHANNEL REFERENCE

S — Search text ads. **D** — Display Network banners. **Sh** — Shopping product ads. **V** — Video / YouTube. **PMax** — Performance Max cross-channel. Calculate daily budget as monthly ÷ 30.4.
Priority: High, Medium, Low.

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.
- ☐ **Contingency fund** of 5–10% is held back for testing and scaling opportunities.

03

Seasonal adjustment planner

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

QUARTER	MONTHS	MULTIPLIER	ADJUSTED (£)	PEAK PERIODS	REALLOCATION NOTES
Q1	Jan – Mar	_____x	£ _____	<i>e.g. New Year, B2B refresh</i>	_____
Q2	Apr – Jun	_____x	£ _____	<i>e.g. Spring, pre-summer</i>	_____
Q3	Jul – Sep	_____x	£ _____	<i>e.g. Summer dip, back-to-school</i>	_____
Q4	Oct – Dec	_____x	£ _____	<i>e.g. Black Friday, Christmas</i>	_____

SEASONAL PLANNING TIPS

Review last year's Google Ads data for seasonal patterns; validate with Google Trends. Set multipliers **2–4 weeks before** peak periods begin — automated bidding strategies need ramp-up time to adjust to budget changes.

04

Budget vs actual tracking sheet

Track monthly spend against plan and assign a RAG status to quickly flag months requiring attention. Update weekly for best results.

MONTH	PLANNED (£)	ACTUAL (£)	VARIANCE (£)	VAR %	RAG	ACTION / NOTES
Month 1	£ _____	£ _____	£ _____	_____%	☐ G ☐ A ☐ R	_____
Month 2	£ _____	£ _____	£ _____	_____%	☐ G ☐ A ☐ R	_____
Month 3	£ _____	£ _____	£ _____	_____%	☐ G ☐ A ☐ R	_____
Month 4	£ _____	£ _____	£ _____	_____%	☐ G ☐ A ☐ R	_____
Month 5	£ _____	£ _____	£ _____	_____%	☐ G ☐ A ☐ R	_____
Month 6	£ _____	£ _____	£ _____	_____%	☐ G ☐ A ☐ R	_____

● **Green** — within ±5%

● **Amber** — 5–15% deviation

● **Red** — >15% deviation

Review weekly, not monthly. Amber ☐ investigate. Red ☐ trigger the reallocation framework on the next page.

05

Budget reallocation decision framework

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

STEP 1

Is the campaign's CPA within target?

Compare actual CPA against the target CPA on the campaign 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, 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 target. Ensure brand queries aren't inflating the figure.

☐ YES — ROAS ABOVE TARGET

Prioritise — redirect budget here

This campaign is generating strong returns. Scale spend by 10–20% weekly. Prioritise it 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, audit landing pages. Hold budget steady and investigate root cause before changing.

STEP 3

Does the campaign have 30+ conversions in the last 30 days?

Automated bidding requires sufficient data. Check conversion volume before major budget decisions.

☐ YES — SUFFICIENT DATA

Optimise — trust automated bidding

Allow Smart Bidding to manage allocation. Make incremental 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 conversion data accumulates. Do not rely on automated bidding with thin data.

06

Sign-off & review cadence

Plan finalised — lock the figures, agree the review cadence, and circulate to finance. The framework only works if it's reviewed on the agreed schedule and the actions in the decision framework are taken on time.

Quarterly review checklist

- ☐ **Weekly** — budget pacing check, RAG status update, daily-budget spot-check on top campaigns.
- ☐ **Monthly** — annual table actuals update, CPA vs target reconciliation, search-term review on amber campaigns.
- ☐ **Quarterly** — seasonal multiplier reset, target CPA / ROAS rebase, priority tier reshuffle, vendor / agency review.
- ☐ **Annually** — full budget rebuild from prior-year data, contingency fund top-up, channel mix rebalance.

Final notes & assumptions

Plan sign-off

PREPARED BY

DATE

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Need expert Google Ads budget management?

Cloudswitched's PPC specialists build data-driven budget strategies, manage campaign spend, and continuously optimise to maximise return on every pound invested — quarterly variance reviews, seasonal re-bases, and weekly RAG tracking.

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