

Campaign Pacing

Developing Consistent Results with Campaign Pacing Strategies

Request for a personalized walkthrough:



Campaign pacing involves strategically allocating your budget, managing ad delivery, and organizing your overall campaign activities across a set timeframe.

Similar to charting a course at sea, you aim to sustain your resources throughout the voyage, **optimizing performance when it matters most.**



How Campaign Pacing Works

The pacing of an ad campaign can adopt different approaches, namely:

Campaign Pacing by Objective

In this approach, the overall spending and delivery of the whole campaign is directed by a single goal throughout its duration (i.e. Impressions, Clicks, Views, or Sales, etc.).

For instance, in a Clicks campaign, it aims to keep a steady pace of ad delivery for clicks during the campaign period.

Campaign Pacing by Budget

This approach focuses on managing the daily or weekly budget of the campaign. It ensures that the campaign doesn't spend more or less than the allocated budget on a specific day or week, allowing for more precise control over budget allocation.

How Campaign Pacing Works

Campaign Pacing by Objective

Objective: Impressions

Key metrics:

Target Impressions: 50,000

Campaign Budget: US\$ 1,000

Target CPM: US\$ 15

Campaign Duration: 25 days

Ideal pacing:

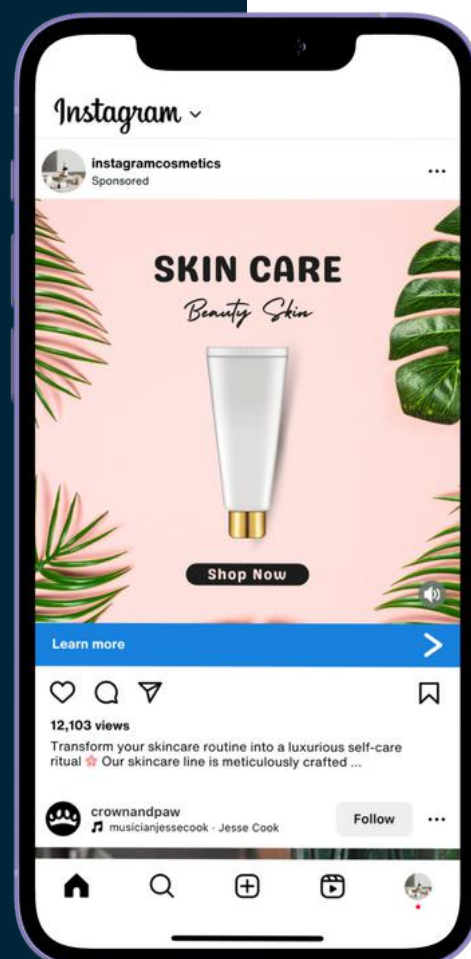
Average Daily Impressions:

$$= \frac{\text{Target impressions}}{\text{Campaign duration}} = \frac{50,000}{25 \text{ days}}$$

$$= 2,000 \text{ daily impressions}$$

Campaign execution:

To achieve the desired impressions throughout the entire campaign, maintain the calculated level of impressions and daily spend. If performance slightly exceeds or falls short, adjust accordingly in the following day(s) to ensure the budget and desired number of impressions are met consistently until the end of the campaign.



How Campaign Pacing Works

Campaign Pacing by Budget

Objective: Views

Key metrics:

Target Views: 300,000

Campaign Budget: US\$ 5,000

Target CPV: US\$ 0.05

Campaign Duration: 21 days

Ideal pacing:

Average Daily CPV:

$$\begin{aligned}
 &= \frac{\text{Ave. Daily Spend}}{\text{Ave. Daily Views}} = \frac{(\$5,000/21)}{(300,000/21)} \\
 &= \frac{\$238.09}{14,285} = \$0.016 \text{ daily CPV}
 \end{aligned}$$

Campaign execution:

Although the target CPV is set at \$0.05 in this instance, adhering to the campaign pacing and maintaining a controlled daily budget can result in a broader CPV range and even further reductions in cost.



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