

# AMS Budget Recommendations

Budget recommendations are now displayed in Campaign Manager, helping to reduce instances where campaigns are out of budget and improve overall campaign performance.

- Budget notifications appear at the top of Campaign Manager with the number of campaigns impacted.
- You are able to click on the notification to go to a new page that features all of your campaigns that are close to or out of budget, along with a recommended new budget.
- This feature is available for **Sponsored Products** campaigns.

The screenshot displays the Amazon Marketing Services (AMS) Campaign Manager interface. At the top, the navigation bar includes 'amazonmarketingservices', 'Husqvarna', 'Advertising', 'Pages', and 'Stores'. Below this, the 'Advertising Campaigns' section is highlighted with a dashed orange box. A notification banner at the top of this section states: '68 recommendations for campaigns that are almost or completely out of budget.' with a 'View recommendations' link. Below the notification, there is a search bar and a 'Results per page: 25' dropdown. The main content is a table of campaigns with the following columns: Status, Campaign Name, Type, Start Date, End Date, Budget, Impressions, Clicks, aCPC, Spend, Est. Total Sales, ACoS, and Actions. The table lists several campaigns, including 'Husqvarna New E-Series', 'Husqvarna 315 Autom...', and 'Husqvarna Tractors', with their respective metrics and actions.

Status	Campaign Name	Type	Start Date	End Date	Budget	Impressions	Clicks	aCPC	Spend	Est. Total Sales	ACoS	Actions
Running	Husqvarna New E-Series	Headline Search	09/07/2017	-	Daily: \$50	12,496	164	\$0.30	\$48.48	\$167.57	28.93%	Copy
Running	Husqvarna 315 Autom...	Headline Search	08/04/2017	-	Daily: \$50	373,161	2,811	\$0.51	\$1,430.17	\$21,634.18	6.61%	Copy
Running	Husqvarna 315 Autom...	Sponsored Products	08/04/2017	-	Daily: \$50	2,074,946	6,010	\$0.30	\$1,831.24	\$10,741.15	17.05%	Copy
Terminated	Husqvarna Tractors	Headline Search	07/06/2017	-	Daily: \$50	484,804	6,749	\$0.41	\$2,749.49	\$12,789.26	21.50%	Copy
Terminated	Husqvarna Tractors	Sponsored Products	07/06/2017	-	Daily: \$50	906,245	1,880	\$0.33	\$623.78	\$4,770.84	13.07%	Copy

*Leverage AMS budget recommendations now to capture missed traffic and drive campaign optimization.*

# How does it work?

- Amazon looks at your historical spend rate and the expected traffic throughout the day to give a budget recommendation that could keep campaigns live.
- Budget recommendations are updated based on any changes to the campaign, as well as changes to traffic each day on Amazon.

The screenshot shows the Amazon Marketing Services interface for campaign recommendations. The page title is "Campaign recommendations" and it lists six campaigns with their current and recommended budgets. A dashed orange box highlights the "Recommended budget" column for all campaigns.

Campaign Name	Issue	Daily budget	Recommended budget	Action
Red Dress Manual	Out of budget	\$30.00	\$83.00	<a href="#">Review in campaign settings</a>
Maxi Dress - Keyword	Over 80% of budget used	\$81.00	\$99.00	<a href="#">Review in campaign settings</a>
V Neck Auto	Out of budget	\$50.00	\$69.00	<a href="#">Review in campaign settings</a>
Red Dress Manual	Out of budget	\$30.00	\$83.00	<a href="#">Review in campaign settings</a>
Maxi Dress - Manual	Out of budget	\$80.00	\$98.00	<a href="#">Review in campaign settings</a>
V Neck Manual	Out of budget	\$50.00	\$69.00	<a href="#">Review in campaign settings</a>

# Update budgets in campaign settings

- Daily budgets can be updated in campaign settings for each campaign.
- Once the daily budget is updated, the campaign will be removed from the list of budget recommendations unless campaign runs out of budget again.

Advertising campaigns » Campaign Management

### Husqvarna New E-Series Chainsaws

154,977 Impressions	1,979 Clicks	1.277% CTR	4,349 DPV	\$472.50 Spend	\$0.24 ACPC	233 Units Sold	\$25,936.24 Total Sales	1.82% ACoS	KEYWORD HELP
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Keywords Campaign Settings Reports User Activity History

#### SearchAds

Campaign name	Husqvarna New E-Series Chainsaws
Campaign ID	AC1SP6TP8OVD0CN
Type	Headline Search
Status	Running
Campaign options	Running
Daily Budget	\$ 50.00
	<b>Recommended budget \$83.00</b> <input type="button" value="Apply"/>
	Your campaign has been out of budget for over 2 hours and you're missing out on impressions and clicks for the rest of the day. Based on site traffic and the rate at which your budget is being spent, we recommend increasing your budget to \$83 to keep your campaign running. This will increase your opportunity for sales and can help lower your ACoS.
Duration	09/07/2017 - No end date

Preview ads