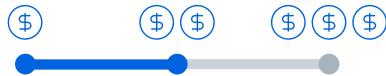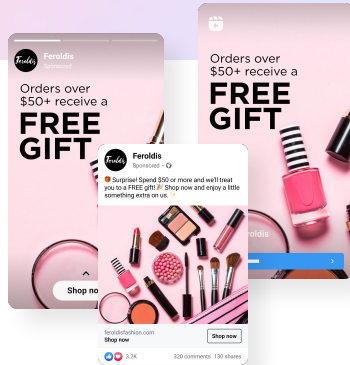# Quick Question:

Campaign Budget vs Ad Set Budget

Which is Better for Strict Budget and ROAS Control?
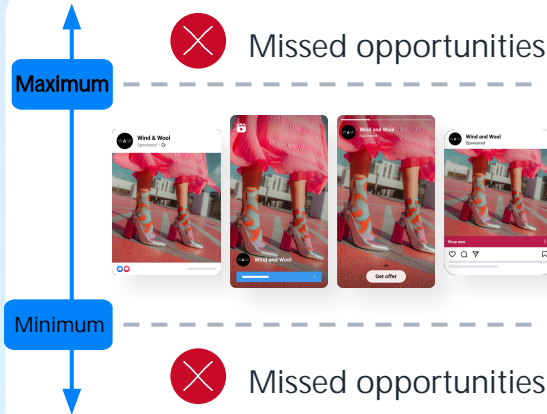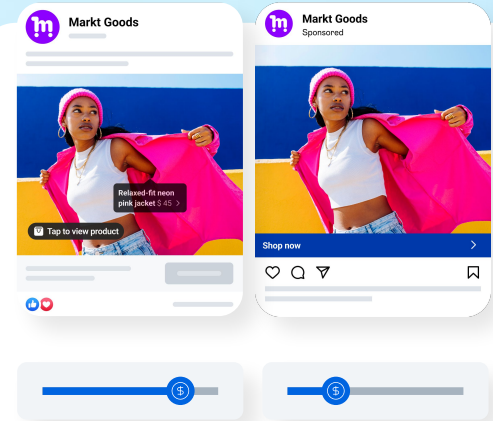
BESTADS

Let's go directly

Prioritize Campaign-level Budgeting to direct budget to the highest-performing opportunities.

Enable A+ Budget, leverage ad set minimum budget settings, and utilize AI optimization to meet budget control requirements.

Don't set both minimum and maximum budgets for the same ad set.

Only set min/max budgets for ad sets when specific allocation is required.

1. Select campaign-level budgeting

✓ **Budget**   ✦ Advantage+ on

Budget strategy ⓘ   ︿

● **Campaign budget**
Automatically distribute your budget to the best opportunities across your campaign. Also known as Advantage+ campaign budget. About campaign budget

○ **Ad set budget**
Set different bid strategies or budget schedules for each ad set.

2. Enable "Spend Limits" at the ad set level

✓ **Budget & schedule**

Budget strategy ⓘ

Your campaign budget automatically distributes your daily budget of $25.00 across ad sets to get the best performance. You can set spending limits for each ad set. About spending limits

Ad set spending limits ⓘ
None added

3. Set daily minimum budgets for each ad set based on business needs

Ad set spending limits ⓘ   ︿

☑ Set a minimum or maximum spend limit for this ad set.   Use $ value ▾

Your daily minimum or maximum limits will be averaged over a one week period.

Average daily minimum   **Average daily maximum**

$ USD $ USD

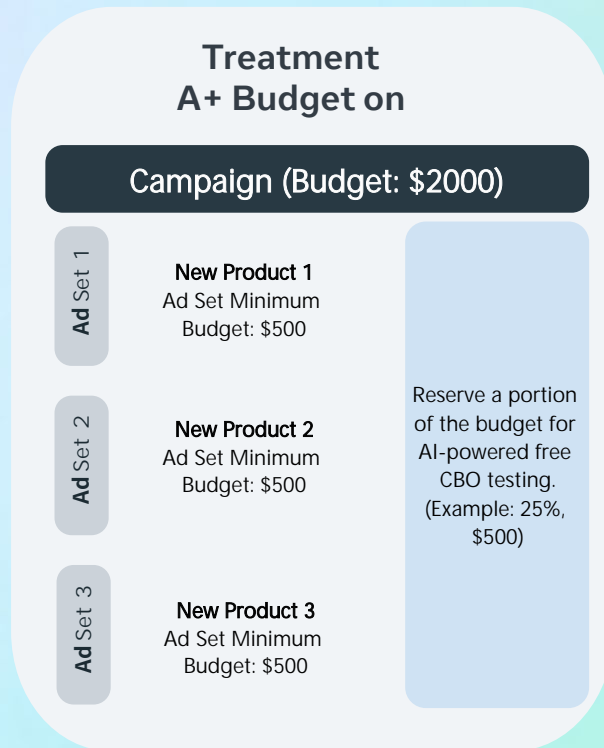We'll aim to spend an average of this amount each day. About daily budgets   We won't spend more than this per day on average.

BESTAOS

A+ Budget leverages the 1-n-n minimum ad set budget framework to support your expansion into diverse business scenarios and facilitate the steady adoption of automation.

Scenario 1: Product Testing
ASC 1-1-n structure fails to cover all new products/markets; manual budget adjustments underutilize AI.

Solution: Set a minimum budget for each new product by using the minimum budget to ensure they get launched. Let CBO automatically optimize the remaining budget.

Treatment
A+ Budget on

Campaign (Budget: $2000)

Ad Set 1
New Product 1
Ad Set Minimum
Budget: $500

Ad Set 2
New Product 2
Ad Set Minimum
Budget: $500

Ad Set 3
New Product 3
Ad Set Minimum
Budget: $500

Reserve a portion of the budget for AI-powered free CBO testing. (Example: 25%, $500)

BESTROS

A+ Budget leverages the 1-n-n minimum ad set budget framework to support your expansion into diverse business scenarios and facilitate the steady adoption of automation.

Scenario 2: Increased Proportion of High-performing Creatives

New creatives lack exposure as budget focuses on old ones when using ASC 1-1-n.

Solution: Set minimum budgets for new creative by using the minimum budget. This balances the higher CPA required during the learning cycle of new high-performing creatives, ensures ad delivery for new creatives, and leverages automation to optimize the remaining budget.

Treatment
A+ Budget on

Campaign (Budget: $2000)

Ad Set 1

Old Creatives (n>5)
Ad Set Minimum：$500

Ad Set 2

New Creatives (n>5)
Ad Set Minimum：$500

It is recommended to allow for a higher CPA and ensure at least 5 conversions per day.

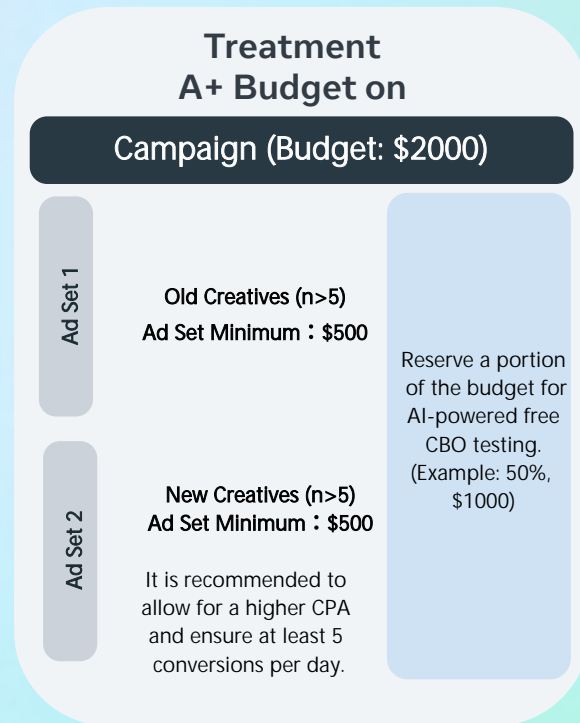Reserve a portion of the budget for AI-powered free CBO testing. (Example: 50%, $1000)

BESTADS

A+ Budget leverages the 1-n-n minimum ad set budget framework to support your expansion into diverse business scenarios and facilitate the steady adoption of automation.

Scenario 3: Customer Acquisition / Retargeting ratio

The overlap between new customer acquisition and remarketing campaigns, coupled with the need to run them separately, leads to inefficient ad spend.

Solution: Set a maximum remarketing budget at the ad set level. During peak sales, increase the proportion of customer acquisition, control the remarketing ratio, and leverage AI for automatic budget allocation.

Treatment
A+ Budget on

Campaign (Budget: $2000)

Ad Set 1

Customer Acquisition
Ad Set Minimum Budget:
No need to set

Ad Set 2

Retargeting
Ad Set Maximum Budget:
$500
(Reduce ratio during peak sales; raise after)

Enable A+ Budget and run with CBO

BESTADS