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The Campaign-Day Ad Check

1 AI A Day · Day 38 · @jjwong.ai

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The five-number log, the prompt, and the rules for when to touch the budget.

The idea

On campaign day the dashboard updates constantly. Decisions made on one hour of data are reactions to noise. Check every 3 hours, write the same five numbers down, and change one thing at a time.

Before the campaign

- Set a **daily budget cap** per campaign while you're calm.
- Write down your **stock-left threshold** — below it, you never raise budget on that SKU.
- Decide your check times. Example: 9am · 12pm · 3pm · 6pm · 9pm.

The five-number log

CHECK TIME	CAMPAIGN / SKU	SPEND	ORDERS	COST PER ORDER	ROAS	STOCK LEFT	CHANGE MADE	WHY

Ad reports can lag. Note when the numbers were last updated.

The prompt

Here are my ad numbers from the last three checks today:
spend, orders, cost per order, ROAS and stock left per SKU.
For each campaign, say whether the trend is up, down or flat
across the checks.
Recommend at most one change per campaign, or "no change".
Never recommend raising budget on a SKU with less than [x] units left.
If the data is too thin to decide, say so.

The rules

1. Compare with the previous check, not with yesterday.
2. Two checks in a row before scaling anything.
3. One change per campaign per check.
4. Stock first: a SKU near zero never gets more budget.
5. Every change gets a line in the log, with the reason.

The trap

Don't raise budget after one good hour. One strong hour on campaign day is usually a spike, not a trend.