

Activity Exemplar: Set seasonal budgets and bids

Here is a completed exemplar along with an explanation of how the exemplar fulfills the expectations for the activity.

Completed Exemplar

To review the exemplar for this course item, click the link below and select “Use Template.”



Link to exemplar: [Holiday budget and bid planning](#)

OR

If you don’t have a Google account, you can download the exemplar directly from the attachment below.



Activity Exemplar_ Holiday budget and bid planning
XLSX File



Assessment of Exemplar

Compare the exemplar to your completed holiday budget and bid planning spreadsheet. Review your work using each of the criteria in the exemplar. What did you do well? Where can you improve? Use your answers to these questions to guide you as you continue to progress through the course.

Review the following components in the holiday budget and bid planning spreadsheet:

Budget Planning tab:

- A formula to calculate the ROAS at different spend and revenue amounts has been added to all cells in the **ROAS** column of the chart.
- A formula to calculate the profits at different spend and revenue amounts has been added to all cells in the **Profits** column of the chart.
- The row in the chart that contains the point of diminishing returns has been highlighted.
- The point of diminishing returns has been labeled on the graph.
- The target ROAS and recommended budget have been entered in their respective cells underneath the chart.

Bidding Calendar tab:

- Calculations to determine how much to increase or decrease bids during the holiday period have been completed, and percentages have been added to the **Bid Adjustments** column in the chart.
- “Decrease,” “increase,” or “no change” has been entered next to each bid to indicate whether the bid will decrease, increase, or stay the same as the previous year’s bid.

Mark as completed

