Decision Tree: Should You Manually Adjust Your Ad Campaign?

Is demand expected to spike due to a local trigger (e.g. weather, outage, event)

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Is the trigger high-impact and sustained? (eg. multi-day heatwave, 2+ inches of rain, hollda; wekend)

No →

● **Consider adding a temporary promo** or letting AI adapt

No ↓

● **Consider prepping a separate "burst" campaign** for next time

↓

Are you making changes more than once per 24 hours or reacting to small events (e.g. 2° temp swing)

↓

● **Safe to update** (ideally use asset groups or dynamic creative tools)

● **Great — monitor impact and optimize over time**

Yes →

Do you have a specific campaign or creativevariation built for this condition?

↓

Are you making changes more than once per 24 hours or reacting to small events (e.g. 2° temp swing)?

Yes ↓

● **Too raquent — let AI handle it**

↓

● **Safe to update** (ideally use asset groups or dynamic creative tools)

● **Great — monitor impact and optimize over tist changes**

No ↓

● **Proceed with manual activation or scheduling**