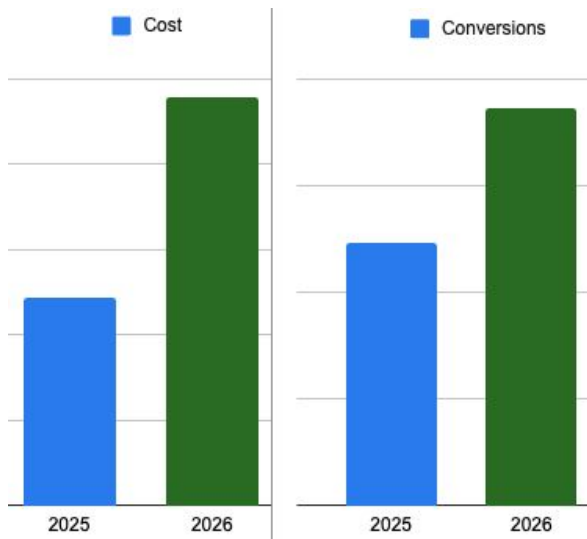


The Stationery Studio®

The Stationery Studio + JumpFly
Buffalo Grove, IL, USA • TheStationeryStudio.com

Automated Daily Budget Rules Boost Revenue and Maintain Efficiency Targets



The challenge

The Stationery Studio, a **personalized stationery, custom gifts, and party supplies retailer**, relied heavily on manual weekly budget management for their Google Performance Max (PMax) campaigns. This manual approach **couldn't react fast enough** to performance shifts, like under-investing during high demand. The JumpFly team aimed to **challenge the conventional wisdom** that frequent PMax budget changes potentially hurt performance.

The approach

JumpFly created a **custom, automated budget management system by simply using Google Ads rules**. This system evaluated daily PMax performance and adjusted budgets based on defined rules: if ROAS exceeded the target and the campaign was budget limited, the budget increased; if 14-day performance fell below the threshold, the budget decreased. **Critical guardrails**, including hard budget caps and 10% adjustment increments, **prevented runaway spend and avoided disrupting PMax's bidding algorithms**. This daily, data-driven automation ran alongside existing traditional Search campaign management.

The results

The results defied conventional thinking. **Revenue increased 49% year-over-year** by scaling spend into high-performing windows. **Target ROAS (tROAS) decreased by 23%**, a deliberate and accepted trade-off that reflected both the automated budget increases and a broader decision to increase overall spend in pursuit of topline growth. The automation enabled near **real-time adaptation** to seasonal and holiday demand spikes, proving that automated daily budget management with strong guardrails can drive aggressive growth in PMax campaigns.



"The key to scaling PMax wasn't just automating daily budget adjustments; it was establishing the precise guardrails to protect the algorithm. That agility unlocked massive growth"

—Jeremy Quinones, Account Manager, JumpFly

Featured solutions:

Campaign Types:

- › [Performance Max](#)
- › [Search](#)
- › [Shopping](#)

Guardrails:

- › [Hard Budget Caps](#)
- › [Incremental Adjustment Limits](#)
- › [Target ROAS Tolerance Range](#)

Automations:

- › [Google Ads Rules](#)

49%

Increase in revenue*

23%

Decrease in ROAS
(within tolerance)*

*comparing Q1 2026 to Q1 2025