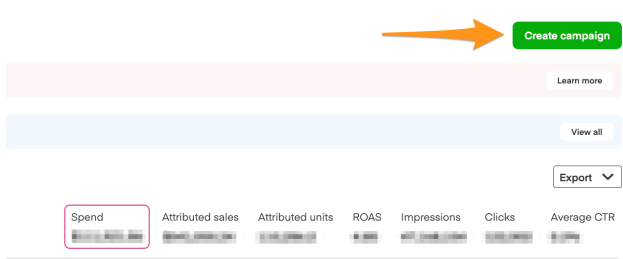# Creating sponsored product campaigns

All sponsored products belong to ad groups, which belong to campaigns. Before setting up a new sponsored product, you must create a campaign and ad group for it to live under.
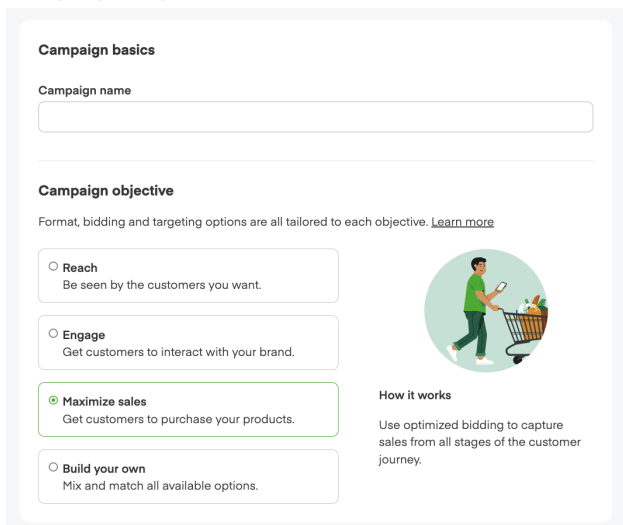
Create a new campaign
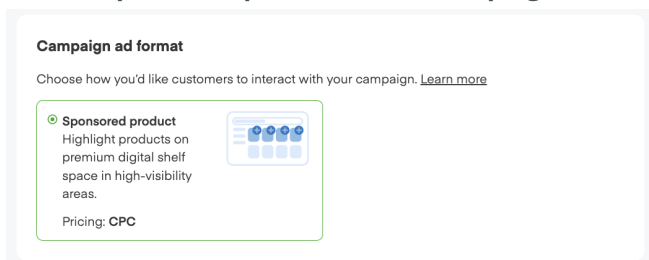
To create a new campaign—

1. Click **Create campaign** in the top-right corner.

2. Type a descriptive **Campaign name**.
3. Choose either **Maximize sales** or **Build your own** for the **Campaign objective**. Learn more about campaign objectives.

4. Choose **Sponsored product** as the **Campaign ad format**.

5. Under **Budget type**, select either **Daily budget** or **Lifetime budget**. Then, type in the daily or lifetime budget amount. Learn more about budget types.

4. Choose a **Start date**.

5. Decide how you want the campaign to end.

   - To stop the campaign on a specific date, set an end date.

   - For an open-ended campaign, don't set an end date. The campaign ends when the budget runs out.

6. Under **Bidding**, choose either **Optimized** or **Manual**. Learn more about bid settings.

   - Only manual bidding is available for lifetime budget campaigns.

   - With optimized bidding, you won't select keywords. Instacart Ads automatically bids on the keywords most likely to result in impressions and sales.

   -

Bidding

⦿ Optimized, boost new-to-brand (Beta)
Boost your chances of acquiring new customers while continuing to maximize sales at lowest cost per click.

○ Optimized, maximize sales
Maximize total sales at lowest cost per click possible with continual bid optimization.

○ Manual
Set your own CPC bids and optional override bids for specific keywords.

   -

7. Click **Save draft** in the bottom right corner to save your campaign.

8. Click **Next** to create a new ad group.

Next steps

In order to launch your campaign, you must create at least one ad group. Learn more about creating ad groups.

Your campaign goes live on the start date, usually by noon PST. Once live, the ads in your campaign participate in auctions, generating impressions, clicks, and — ideally — lots of sales.

We provide several key performance indicators (KPIs) and metrics to help you understand how ads perform. Learn more about measuring sponsored product performance.