Duplicating sponsored product campaigns and ad groups

You can duplicate existing campaigns/ad groups and edit the details instead of creating new ones from scratch.

Please note, override keyword bids from the original campaign/ad group transfer to the new campaign/ad group, but default keyword bids don't. When the new campaign/ad group goes live, it populates with default keywords. Learn more about keyword bidding.

Duplicate a campaign

To duplicate a sponsored product campaign—

1. Click Campaigns from the menu on the top-left side of the screen



2. Select Sponsored product from the dropdown in the top left corner



- 3. Find the campaign you want to duplicate on the Sponsored product campaigns page
- 4. From here, you can either—
 - Click the 3 dots next to the campaign name to see a drop-down menu, then click Copy OR



• Click the campaign name to open its Campaign overview page, then click the 3 dots in the topright corner and click **Copy**

Lifetime \$4.00 \$3.00 \$2.00	~ Q,	liter by ad group r	name				Spend A N/A	stributed sales	Attributed units	ROAS N/A	Impressions N/A	Clicks N/A	Avera N/A
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\$4.00 \$3.00 \$2.00													
81.00													
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\$1.00													
05/23/22					05/28/22			06/01/22					
Ad groups													
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	Total	ad groups: 2		\$0.00	\$.00	0	0.0x	0		0 0	0.0%	
Active	Anot	her ad		\$0.00	s	.00	0	0.0x	0		0 1	0.0%	

5. Type a descriptive name in the Campaign name field and click Confirm

Сору	Densers for Sea 200	×	
▲	Your current ad group default bids will be copied. To make changes please edit your ad groups once copied.		
This ar	ction creates a copy of the campaign and all the ad groups it contains.		
Camp	aign name		1

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6. A notification should appear on the bottom left, indicating that the campaign started duplicating

			-	Dian	10.000.000		naximize impressions	φυ.υυ	φυ.υυ
			•	Draft	provide conclution constraints		Daily / Manual	\$0.00/day	\$0.00
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	when ready.						Maximize impressions	\$0.00	\$0.00
	Camr	aign cor	heid	eu.oooe	refully In Convi				*
• ~	Campaign copied successfully. [r Copy]						1 - 20 of 1	,319 items	

7. The duplicated campaign appears in a draft state. You should edit the budget details before launching

Duplicate an ad group

To duplicate a sponsored product ad group-

1. Click Campaigns from the menu on the top-left side of the screen



2. Select **Sponsored product** from the dropdown in the top left corner.

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:	Sponsored product campaigns
74	On January 1st 2022 we changed how we are logging views of ads. This w
÷	There are 2 informational notifications.
**	Sponsored product
	Sponsored product Display
	Email
	Video

- 3. Click the ad group's parent campaign to open its Campaign overview page
- 4. Find the ad group you want to duplicate.
- 5. From here, you can either—

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• Click the 3 dots next to the ad group name to see a drop-down menu, then click Copy.

	Status	Ad group	Current bid	Suggested bid
	Active	Test	\$ 1.00	\$ Explore . Apply
10 iter	ms per page		Edit	

• OR click the ad group name to open the ad group, then click the 3 dots in the top right corner and click Copy.



- 6. Choose a **Destination campaign** for the new ad group.
- 7. Type a descriptive name in the **Ad group name** field and click **Confirm**.

Сор	y Test	×
4	Your current ad group bid will be copied. To make changes please edit your ad group once copied.	
The c Destin	opy will be created within an assigned campaign. You'll need to give it a name. nation campaign 🚯	
Ma	x2 • Current campaign	~
Ad gr	oup name	
Test	Сору	
	Cancel	irm

8. A notification appears on the bottom left and the ad group starts duplicating.

		\$0.00 05/12/22 Default maximu	m CPC bid	D		
			Bid	Bid strength	Spend	Impre
0	Ad group copy in progres when ready.	ss. It will appear on yc	bur ad group list	pe	-	4 - 5
0 0 0	Ad group copied success	sfully. [<u>Test Copy]</u>	_			

9. The ad group appears in your ad group list. You should edit the maximum cost-per-click (CPC) bid before launching.