

Setting up display campaigns

To create a new campaign—

1. Click **Create Campaign** in the top-right corner.
2. Type a descriptive **Campaign name**. Use naming conventions that will help you easily organize your new, current, and future campaigns.
3. Select your **Campaign objective**. Campaign objectives determine which ad formats and settings will best serve your campaign. You can create a mix of campaigns with different objectives to reach every stage of the consumer journey. [Learn more about campaign objectives](#).
 - Choose **Reach** to access the display ad format with behavioral targeting.
 - Choose **Engage** to get consumers to interact with your brand through keyword targeting.
 - Choose **Maximize sales** to show up on premium shelf space to consumers most ready to act.
 - Choose **Build your own** to access the display ad format with either behavioral or keyword targeting.
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4. Choose **Display ad** as the **Campaign ad format**.
 - Each campaign contains 1 ad format type. If you want to run a **display ad** AND a **shoppable display ad**, you need to create 2 separate campaigns.
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 - For shoppable videos, choose Shoppable video ad as the Campaign ad format. [Learn more about setting up shoppable video ads](#).
5. Add your total campaign budget. All the campaign's ad groups share this budget.
6. Select a budget pacing strategy. You can choose between 2 options—
 - **Distributed** spends your campaign budget throughout the campaign duration (spend may vary from day to day).
 - **Accelerated** spends your budget as fast as possible—which might mean your total campaign budget exhausts sooner.
7. Select a start and end date for your campaign. **NOTE: Distributed** pacing requires selecting a campaign end date. For **Accelerated** pacing, an end date is optional.
8. You may optionally add your billing details in the **Billing** section—

From here, you can [create your display ad group](#) on the new campaign's page.