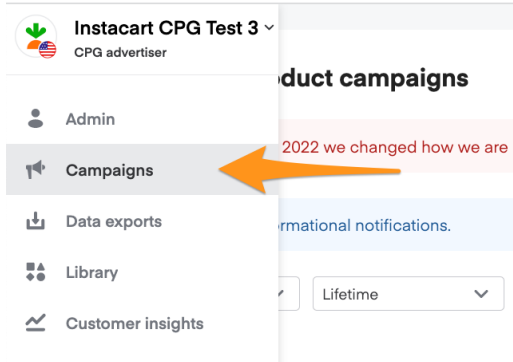


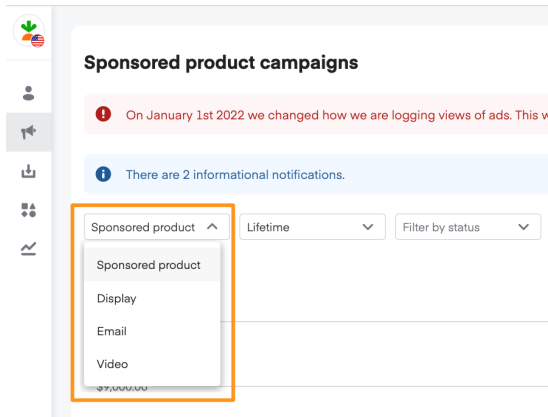
# Managing sponsored product ads

You can view sponsored product ads in the Products tab of an ad group's dashboard. To open the **Products** tab—

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



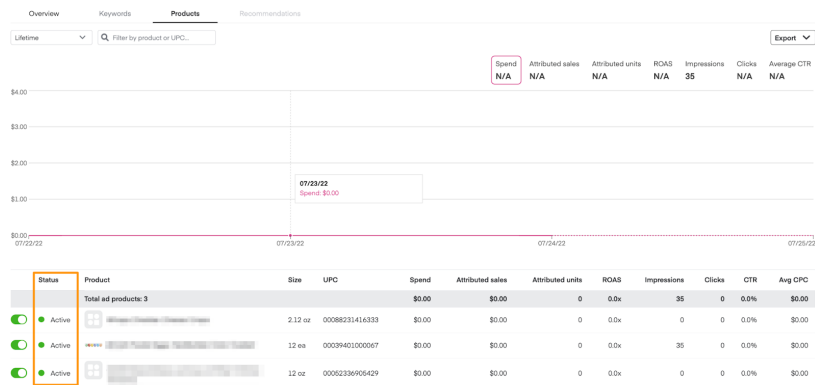
3. Click the parent campaign's name
4. Click the ad group's name
5. Click the **Products** tab at the top of the screen



## Sponsored product statuses

Ads manager shows sponsored product statuses in the **Products** tab of the corresponding ad group's

dashboard.



We provide the following sponsored product statuses—

Active	The sponsored product is active and eligible to serve impressions. Your ads display in eligible placements.
Product paused	The sponsored product is paused
Ad group paused	The sponsored product is inactive because the parent ad group is paused.
Campaign paused	The sponsored product is inactive because the parent campaign is paused.
Scheduled	The sponsored product is inactive because the parent campaign hasn't started yet. The parent campaign is scheduled to start in the future.
Campaign out of budget	The sponsored product is inactive because the parent campaign spent its budget.
Campaign ended	The sponsored product is inactive because the parent campaign's end date passed.
Unavailable image	We can't feature this product in a sponsored product ad because it doesn't have an image.
Low in stock product	We can't feature this product in a sponsored product ad because it has low stock or is out of stock across retailers.

The campaign status, ad group status, and sponsored product status must all be active in order for the ad to show on Instacart. Learn more about [campaign statuses](#) and [ad group statuses](#).

## Pause sponsored product

Pausing a sponsored product prevents it from bidding on keywords and showing on Instacart.

You can pause and unpause a sponsored product at any time by clicking the toggle next to its name in the **Products** tab of the ad group dashboard.

Status	Product
Total ad products: 3	
<input type="checkbox"/>	Paused
<input checked="" type="checkbox"/>	Active
<input checked="" type="checkbox"/>	Active