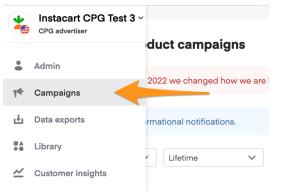
# Managing sponsored product campaigns

You might decide to make some adjustments after creating a campaign. You can pause, delete, or edit your campaign.

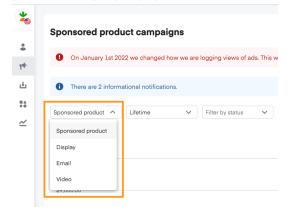
## Sponsored product campaigns page

You can manage campaigns on the Sponsored product campaigns page. To open this page—

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 to go to the **Sponsored product campaigns** page.



### Campaign statuses

Ads manager shows campaign statuses on the Sponsored product campaigns page.

onso	red produ	ct camp	aigns												Create	campaign
Ther	e are 2 informa	tional notifica	fions.													View all
chisored	product 🗸	Since yester	day V Filter by status	~ Q	Filter by campak	an name				Spend \$87,74	Attributed sales	Attributed units		Impressions 6.74K	Clicks	Export Average 0
00																
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10 10 10 10 10 10 10 10 10 10 10 10 10	Status		Campaign		Start ↓	End	Budget type	Budget	Spend	Attributed sales	Attributed units		Impression		CTR	
10 10 10, 12,9/23	_											ROAS		us Clicks		07 Avg (
	_		Campaign		Start 4				Spend	Attributed sales	Attributed units	ROAS	Impression 6,74	us Clicks	CTR 1.6%	Avg
	Status	ft.	Campaign Total campaigns: 290		Start + 7/20/2022		Budget type	Budget	Spend \$87.74	Attributed sales \$280.93	Attributed units	ROAS 3.2x 0.0x	Impression 6,74	ns Clicks	CTR 1.6% 0.0%	Avg (

Campaign statuses and definitions-

Active	The campaign is active and eligible to serve impressions. Your ads display in eligible placements.
Draft	The campaign is inactive and not eligible to serve impressions.
Paused	The campaign is paused.
Scheduled	The campaign hasn't started yet and is scheduled to start in the future.
Incomplete ad group	The campaign isn't eligible to show ads because it doesn't have at least one active ad group.
Incomplete ad group products	The campaign isn't eligible to show ads because it doesn't have at least one active sponsored product in any of its ad groups.
Out of budget	The campaign spent its budget.
Ended	The campaign's end date passed.
Deleted	The advertiser deleted the campaign.

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 ad group statuses and sponsored product ad statuses.

## Pause campaign

Pausing a campaign pauses all of its ad groups. This prevents all sponsored products in the campaign from bidding on keywords and appearing on Instacart.

You can pause and unpause a campaign at any time by clicking the toggle next to its name on the **Sponsored product campaigns** page.

Status	Campaign	Start 4	End	Budget type	Budget	Spend	Attributed sales	Attributed units	ROAS	Impressions	Clicks	CTR	Avg CPC
	Total campaigns: 289					\$119.46	\$772.54	154	6.5x	8,636	129	1.5%	\$0.93
Paused	Top Sellers MK	 7/1/2022		Daily / Optimized	\$20.00/day	\$18.53	\$29.91	3	1.6×	1,701	21	1.2%	\$0.88
Ended	Jun30AppSafari	 7/1/2022	7/2/2022	Daily / Optimized	\$20.00/day	\$5.68	\$0.00	0	0.0×	561	1	0.2%	\$5.68
Ended	Max28Ch	 6/30/2022	7/2/2022	Maximize impressions	\$50.00	\$0.00	\$0.00	0	0.0×	0	0	0.0%	\$0.00

# Delete campaign

You can delete a campaign to remove it from your **Sponsored products campaigns** page. Deleting a campaign also deletes its ad groups, sponsored products, and keywords.

You can't delete active or scheduled campaigns, but you can pause them (see section above).

Once you delete a campaign, you can't restore it, export its data, or view its ad groups, sponsored products or keywords.

#### To delete a campaign—

- 1. Select the campaign(s) you want to delete on the **Sponsored product campaigns** page.
- 2. Click **Delete**.

2 sel	ected Delete Clear se	lection												
		Total campaigns: 289					\$119.46	\$772.54	154	6.5x	8,636	129	1.5%	\$0.93
	Paused	Top Sellers MK	 7/1/2022		Daily / Optimized	\$20.00/day	\$18.53	\$29.91	3	1.6x	1,701	21	1.2%	\$0.88
	C 🔍 Ended	Jun30AppSafari	 7/1/2022	7/2/2022	Daily / Optimized	\$20.00/day	\$5.68	\$0.00	0	0.0×	561	1	0.2%	\$5.68
	Ended	Max28Ch	 6/30/2022	7/2/2022	Maximize impressions	\$50.00	\$0.00	\$0.00	0	0.0×	0	0	0.0%	\$0.00
	Out of	28Edge2	 6/30/2022	7/1/2022	Maximize impressions	\$50.00	\$0.00	\$0.00	0	0.0x	0	0	0.0%	\$0.00

#### 3. Click **Confirm**.

Confirm campaign deletion
You won't be able to restore them or export their data later. Are you sure you want to delete these 2 campaigns?
Cancel Confirm

4. A notification appears in the bottom left corner when your campaign deletes.

You can also delete a campaign from its **Campaign overview** page by clicking the 3 dots in the upper right corner and clicking **Delete**.

Campaign overview					_		r 0	reate ad group
Starting August 1st 2022, all sales data moving forward will be calculated using linear attribution for improved reporting.						Сору		.eam more 🗙
07/01/22 - 07/01/22 V Q, Filter by ad group name.						Delete		Export V
		Spend \$18.53	Attributed sales \$29.91	Attributed units 3	ROAS 1.614	Impressions 1.701K	Clicks 21	Average CTR 1.2%
\$20.00	0							
\$15.00								
\$10.00								
\$5.00								
\$0.00	07/01/22							

You can view a list of deleted campaigns by choosing **Deleted** from the **Filter by status** dropdown on the **Sponsored product campaigns** page.

Sponsored product campaigns		Create campaign 💙
There are 2 informational notifications.		View all
Sponsored product v 07/01/22 - 07/01/22 v	Filter by status A Q. Filter by companys name.	Export 🗸
	All Spend Attributed asless Attributed units ROAS Impression Draft \$119.46 \$772.54 154 6.467 8.636K	Clicks Average CTR 129 1.5%
\$120.00	Scheduled	
\$90.00	Active Prused	
\$60.00	Ended	
	Incomplete ad group Incomplete ad group products	
\$30.00	Out of budget	
\$0.00		

# Edit campaign details

You can edit a live campaign's budget, end date, and many other details. To do this—

- 1. Find the campaign on the Sponsored product campaigns page.
- 2. From here, you can either—

0

0

• Click the 3 dots next to the campaign's name and click Edit, OR

	Status	Campaign	Start 4 End	Budget type	Budget	Spend	Attributed sales	Attributed units	ROAS	Impressions	Clicks	CTR	Avg CPC
		Total campaigns: 289				\$119.46	\$772.54	154	6.5x	8,636	129	1.5%	\$0.9
	Paused	Top Sellers MK	···	Daily / Optimized	\$20.00/day	\$18.53	\$29.91	3	1.6×	1.701	21	1.2%	\$0.6
	Ended	Jun30AppSafari	Edit	Daily / Optimized	\$20.00/day	\$5.68	\$0.00	0	0.0x	561	1	0.2%	\$5.6
	<ul> <li>Ended</li> </ul>	Max28Ch	Copy 322 7/2/2022	Maximize impressions	\$50.00	\$0.00	\$0.00	0	0.0x	0	0	0.0%	\$0.0
0	Out of budget	28Edge2	Delete 322 7/1/2022	Maximize impressions	\$50.00	\$0.00	\$0.00	0	0.0x	0	0	0.0%	\$0.0

• Click the campaign name to open its **Campaign overview** page. Then, click the pencil icon in the upper right corner.

Campaign overview						Cr	reate ad group
Starting August 1st 2022, all sales data moving forward will be calculated using linear attribution for improved reporting.				/		b	.earn more
07/01/22 - 07/01/22 V Q. Filter by ad group name							Export V
		Spend Attributed sales \$18.53 \$29.91	Attributed units 3	ROAS 1.614	Impressions 1.701K	Clicks 21	Average CTR 1.2%
\$20.00	•						
\$15.00							
\$1000							
\$5.00							
\$0.00							

- 3. Change any of the following—
  - **Campaign name:** You can change your campaign's name at any time by typing a new value in the field.
  - **Objective:** You can change your campaign's objective at any time by selecting a new value.
  - **Start date:** You can only change the start date before your campaign starts. Click on the field and select a new date from the calendar.
  - **End date:** You can change the end date at any time, even after the campaign ends. Click on the field and select a new date from the calendar.
  - Budget settings:
    - You can switch between maximize impressions and daily budget. Learn more about budget profiles.
    - You can always increase the campaign's budget.
    - You can't decrease your campaign's budget below what you've already spent.
  - **Bid settings:** For daily budget campaigns, you can switch between manual and optimized bidding. Learn more about sponsored product bidding.
- 4. Click **Save** in the bottom right corner.