

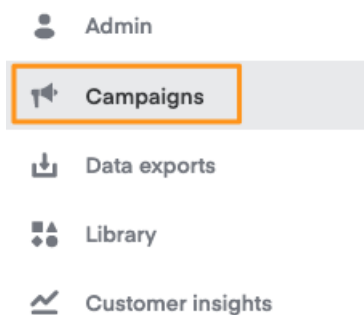
# Duplicating display campaigns and ad groups

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

## Duplicate a campaign

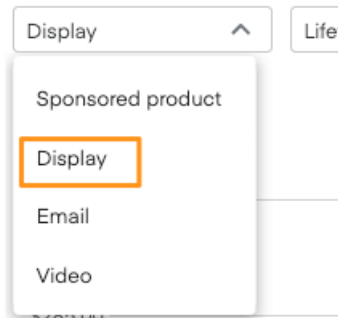
To duplicate a display campaign—

1. Click **Campaigns (megaphone icon)** from the menu on the top-left side of the screen.



2. Select **Display** from the dropdown in the top left corner.

### Display campaigns



3. Find the campaign you want to duplicate on the **Display campaigns** page

4. From here, you can either—

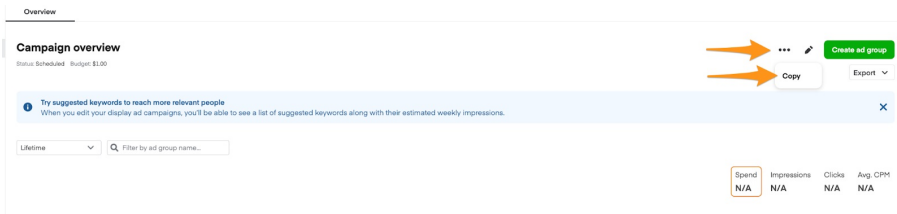
- Click the 3 dots next to the campaign name to see a drop-down menu, then click **Copy** OR



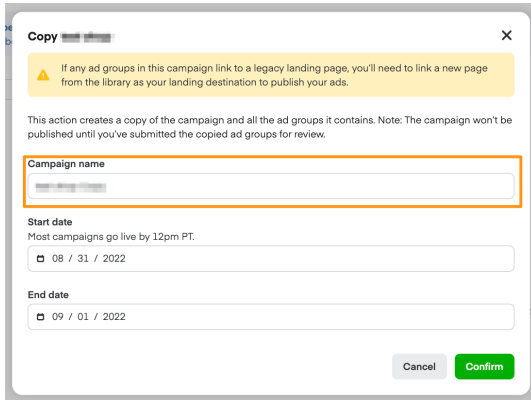
A screenshot of a table with columns 'Status', 'Campaign', and 'Start'. The table contains four rows of campaign data. The first three rows have a 'Paused' status (indicated by a grey toggle switch), and the last row has a 'Scheduled' status (indicated by a green toggle switch). Orange arrows point from the 'Campaign' column to the three-dot menu icon in the 'Start' column for the second and third rows. A dropdown menu is open for the third row, showing 'Edit' and 'Copy' options.

Status	Campaign	Start
<input type="checkbox"/> Paused	[blurred]	7/7/2025
<input type="checkbox"/> Paused	[blurred]	...
<input type="checkbox"/> Paused	[blurred]	...
<input checked="" type="checkbox"/> Scheduled	[blurred]	7/27/2023

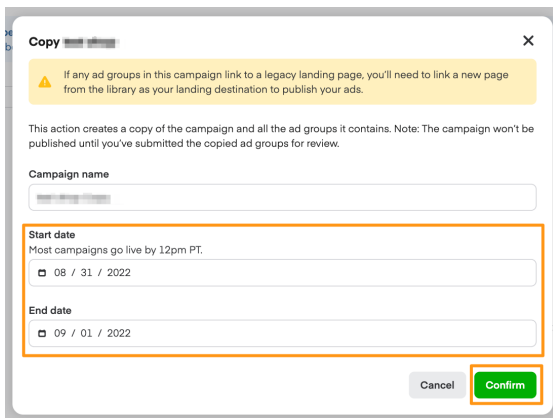
- Click the campaign name to open its **Campaign overview** page, then click the 3 dots in the top-right corner and click **Copy**



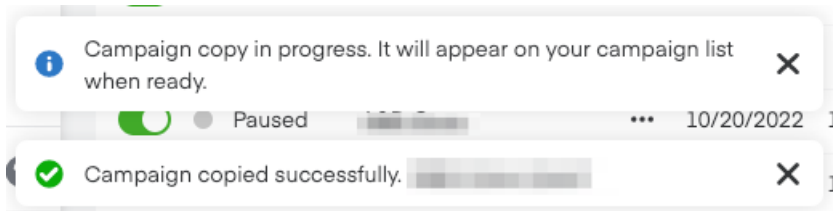
5. Type a descriptive name in the **Campaign name** field.



6. Choose a Start date and End date. Then, click **Confirm**.



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



8. The duplicated campaign appears in a draft state. Edit budget details before launching.

**Note:** We copy everything except budget and optional fields (e.g., purchase order, memo, etc.). The confirmation modal prompts for a name and current date.

## Duplicate an ad group

To duplicate a display ad group—

1. Click **Campaigns (megaphone icon)** from the menu on the top-left side of the screen.

Admin

Campaigns

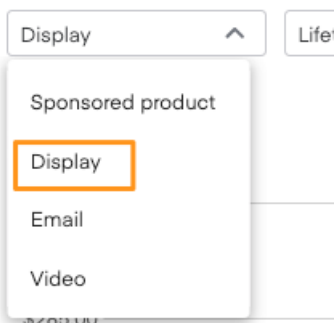
Data exports

Library

Customer insights

2. Select **Display** from the dropdown in the top left corner.

## Display campaigns

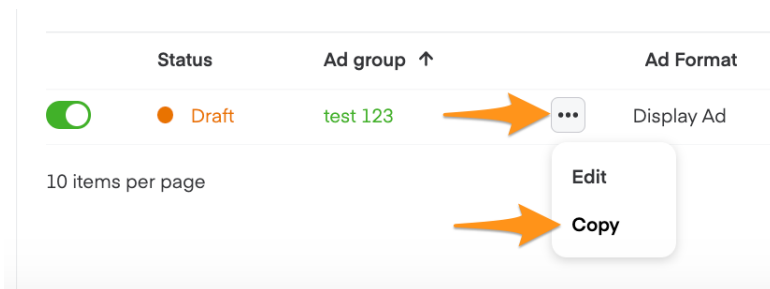


3. Click the ad group's parent campaign to open its **Campaign overview** page.

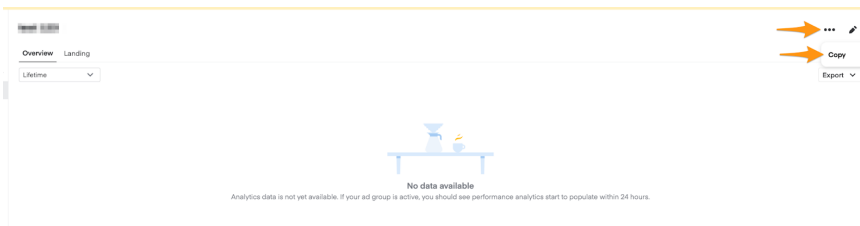
4. Find the ad group you want to duplicate.

5. From here, you can either—

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



- 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**.

**Copy** [Close]

⚠️ If the current ad group links to a legacy landing page, you'll need to link a new page from the library as your landing destination to publish your ads.

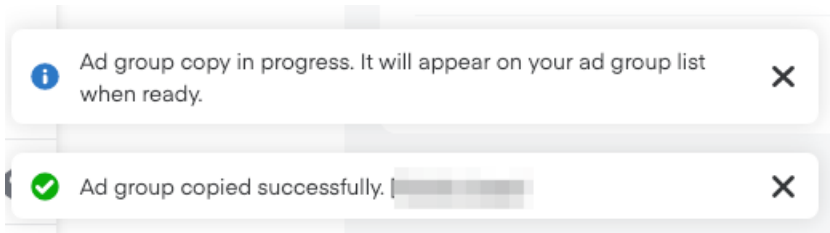
The copy will be created as a new draft within an assigned campaign. You'll need to give it a name, and submit the copied ad group for review.

Destination campaign [Current campaign]

Ad group name [Copy]

[Cancel] [Confirm]

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



9. The ad group appears in your ad group list. You should edit cost-per-thousand impressions (CPM) details before launching.

**Note:** We copy everything except default\_bid (cpm bid). The confirmation modal prompts for name.

---