

HOW TO DUPLICATE AND CONVERT A CPC CAMPAIGN TO A CPM CAMPAIGN



Choose the Campaign you want to duplicate and convert

Method 1: Go to your Campaign List, select the **CPC** campaign you would like to duplicate, click the **COPY** window and select **COPY TO CPM**

Status	Type	Name	Daily max	Max budget	Today spend	Total spend	Banners (active/total)	Start/stop day	Start/stop time	Change status	Actions
ACTIVE	CPC	Test 5	\$100.00	\$750.00	\$0.00	\$0.00	0 / 0	all the week	all the day	Disable	Link banners, Edit, Delete, Stats, Copy
ACTIVE	CPC	Test 4	\$75.00	\$500.00	\$0.00	\$0.00	0 / 1	all the week	all the day	Disable	Link banners, Edit, Delete, Stats, Copy to CPM
ACTIVE	CPM	Test 3	\$50.00	\$200.00	\$0.00	\$0.00	0 / 0	all the week	all the day	Disable	Link banners, Edit, Delete, Stats, Copy
ACTIVE	CPC	edfred	unlimited	unlimited	\$0.00	\$0.00	0 / 0	all the week	all the day	Disable	Link banners, Edit, Delete, Stats, Copy
ACTIVE	CPC	Dating Angiophone Mobile	\$50.00	unlimited	\$0.00	\$85.03	4 / 4	all the week	all the day	Disable	Link banners, Edit, Delete, Stats, Copy
MANAGER DISABLED	CPC	Test 6	\$50.00	\$1,000.00	\$0.00	\$65.02	3 / 3	all the week	all the day	Disable	Link banners, Edit, Delete, Stats, Copy

DISABLED	CPC	Test 6	\$50.00	\$1,000.00	\$0.00	\$65.02	3 / 3	all the week	all the day	Disable	Link banners, Edit, Delete, Stats, Copy
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In the case of an **ACTIVE CPC*** campaign:

*Please note that in this case, your CPM campaign will be automatically activated.

→ You can duplicate it and convert it to a CPM campaign.

→ You can choose to keep the CPC campaign active, and have the CPC and the CPM active.

→ You can choose to disable the CPC campaign, and only keep the CPM active.

Copy to CPM

Information about BIDs
The system will compute your target's new BIDs according to their stats so that new BIDs should provide an equivalent spending amount. Please check your new BIDs.

keep CPC campaign active
 disable CPC campaign

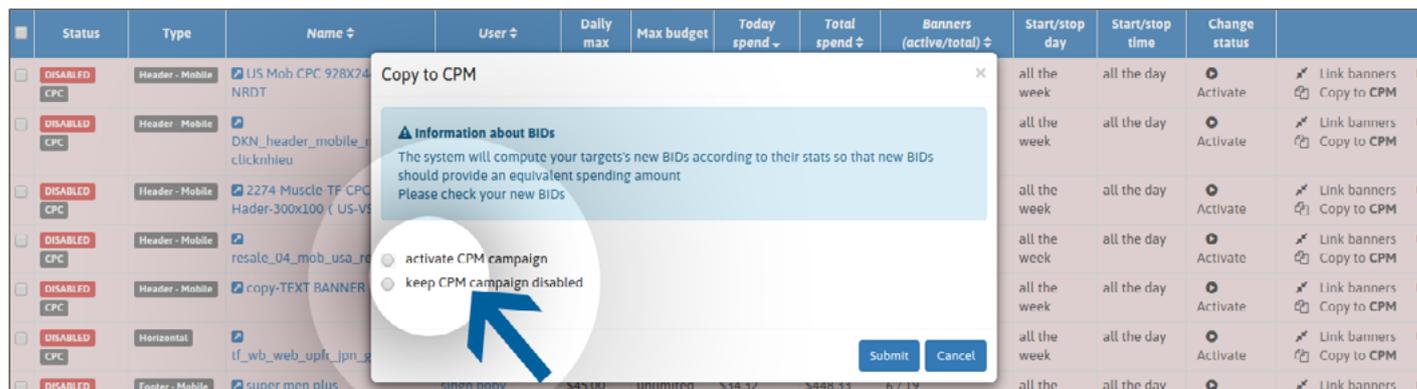
Submit Cancel

Make sure your bid(s), in your new CPM campaign, fits your expectation, and adjust if necessary.

In the case of an **INACTIVE CPC** campaign:

- You can duplicate it and convert it to a CPM campaign.
- You can decide to activate your CPM campaign.
- **You cannot activate your CPC campaign. Only your CPM campaign can be active.**

Choose your preferences and confirm your action by clicking on **“Submit”**.

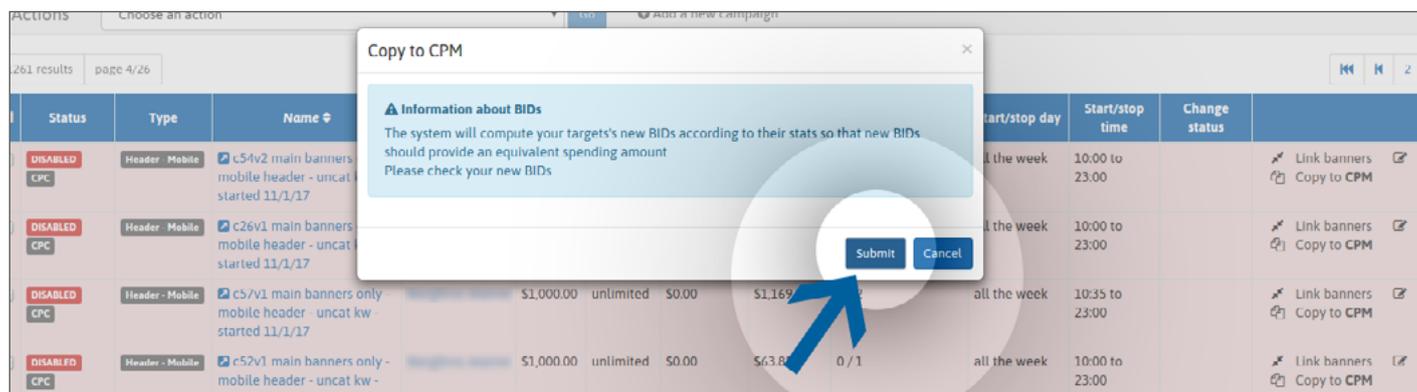


Make sure your bid(s), in your new CPM campaign, fits your expectation, and adjust if necessary.

If your number of **ACTIVE** campaigns has already been reached:

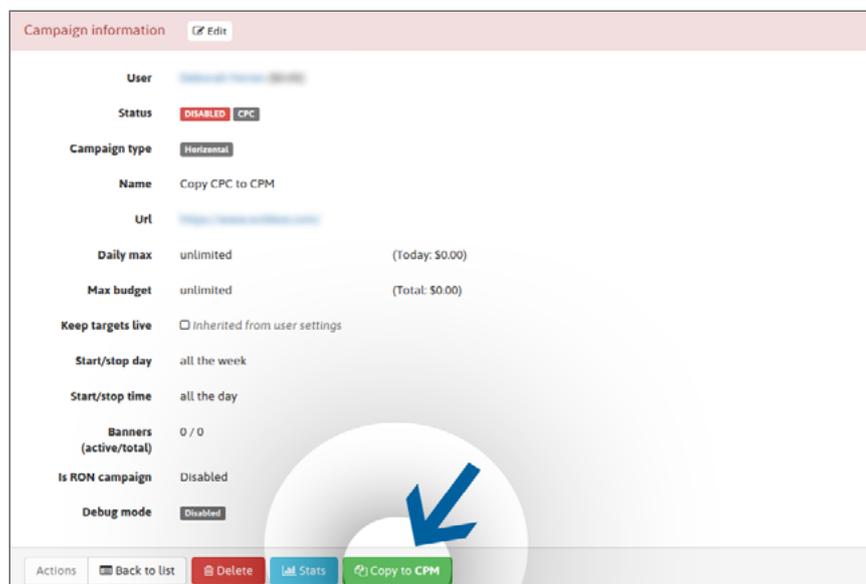
- You can duplicate it and convert it to a CPM campaign.
- **You cannot activate your CPM campaign.**
- **You cannot activate your CPC campaign.**

Confirm your action by clicking on **“Submit”**.



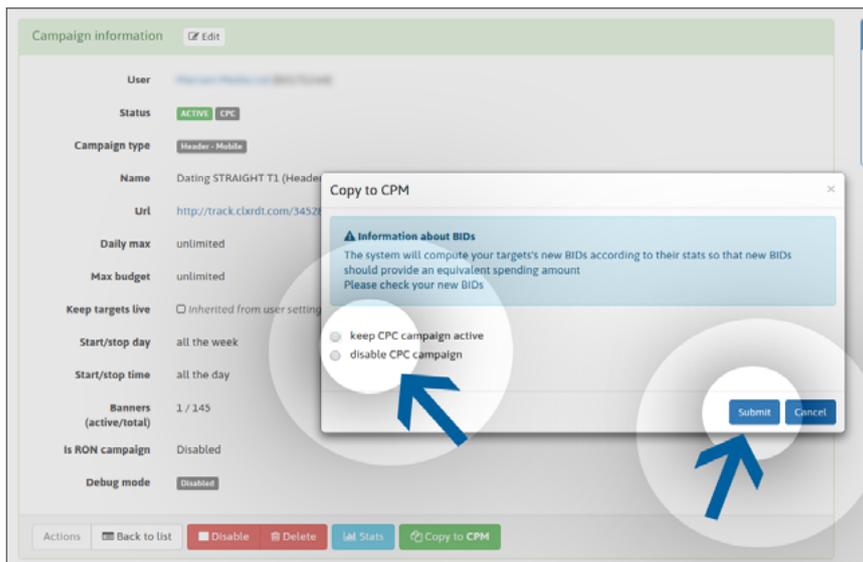
Make sure your bid(s), in your new CPM campaign, fits your expectation, and adjust if necessary.

Method 2: Directly go to your CPC campaign page. And click on the **“Copy to CPM”** green button.

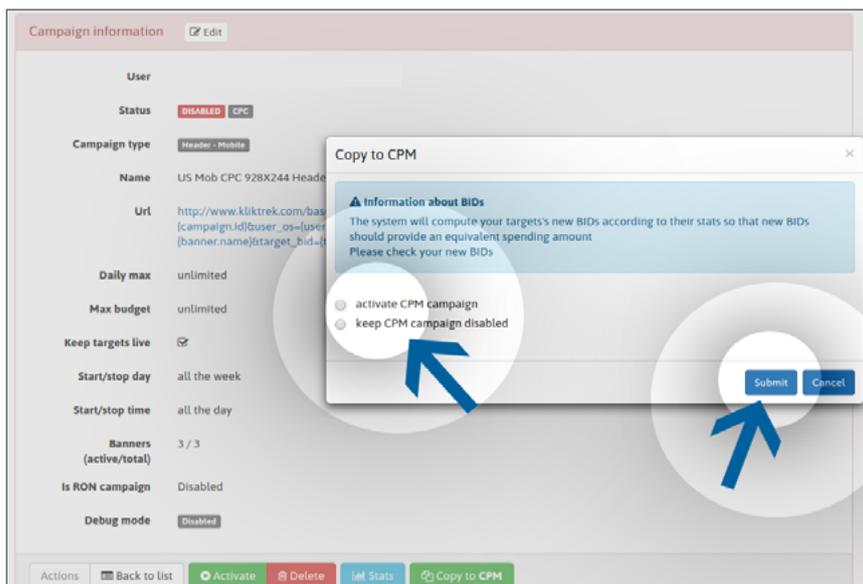


In the case of an **ACTIVE CPC** campaign, choose your preferences and confirm your action by clicking on **“Submit”**.

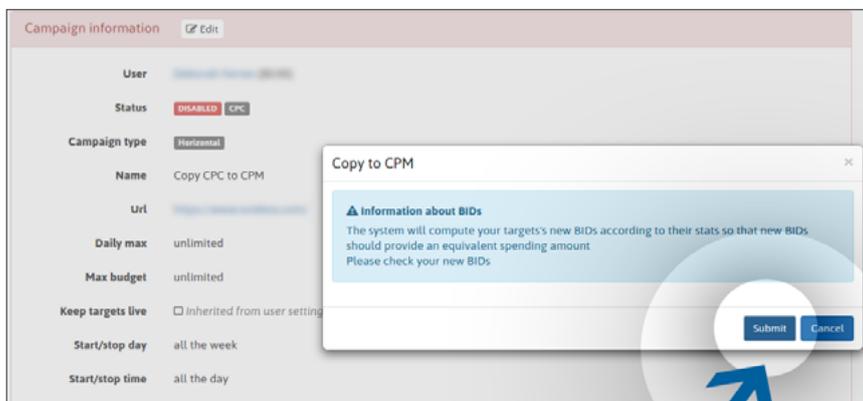
Please note that your CPM campaign will be activated automatically.



In the case of an **INACTIVE CPC** campaign, confirm your action by clicking on **“Submit”**



If your number of **ACTIVE** campaigns has been already reached, confirm your action by clicking on **“Submit”**.



Make sure your bid(s), in your new CPM campaign, fits your expectation, and adjust if necessary.