

# 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
<input type="checkbox"/>	ACTIVE CPC	Header	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
<input type="checkbox"/>	ACTIVE CPC	Horizontal	Test 4	\$75.00	\$500.00	\$0.00	\$0.00	0 / 1	all the week	all the day	Disable	Link banners Edit Delete Copy
<input type="checkbox"/>	ACTIVE CPM	Horizontal	Test 3	\$50.00	\$200.00	\$0.00	\$0.00	0 / 0	all the week	all the day	Disable	Link banners Edit Delete Copy to CPM
<input type="checkbox"/>	ACTIVE CPC	Horizontal	edfred	unlimited	unlimited	\$0.00	\$0.00	0 / 0	all the week	all the day	Disable	Link banners Edit Delete Stats Copy
<input type="checkbox"/>	ACTIVE CPC	Mobile - rectangle	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
<input type="checkbox"/>	MANAGER DISABLED CPC	Square	Test 6	\$50.00	\$1,000.00	\$0.00	\$65.02	3 / 3	all the week	all the day	Link banners Edit Delete Stats Copy	

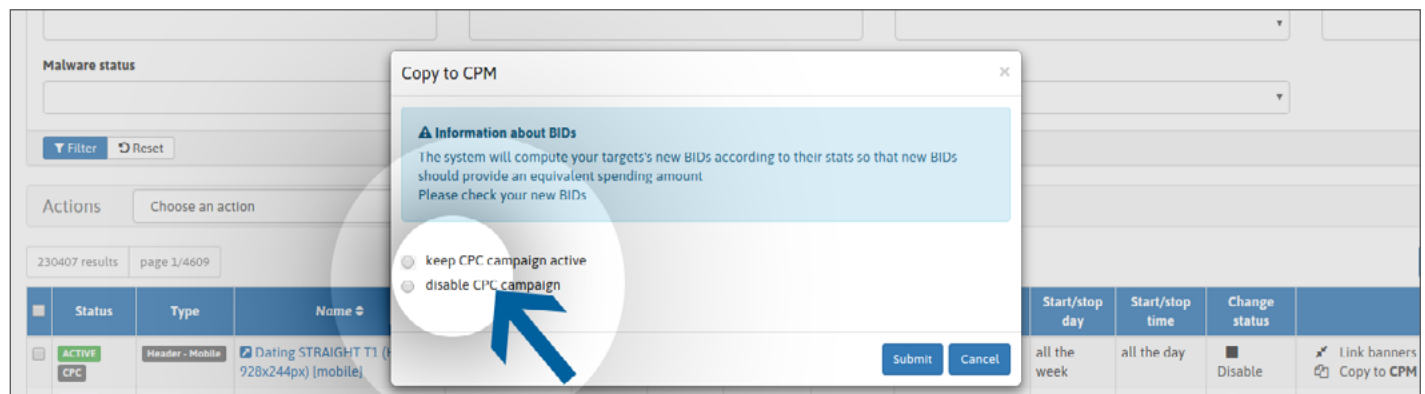
  

<input type="checkbox"/>	DISABLED CPC	Square	Test 6	\$50.00	\$1,000.00	\$0.00	\$65.02	3 / 3	all the week	all the day	Link banners Edit Delete Stats Copy
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In the case of an **ACTIVE CPC\*** campaign:

\*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.

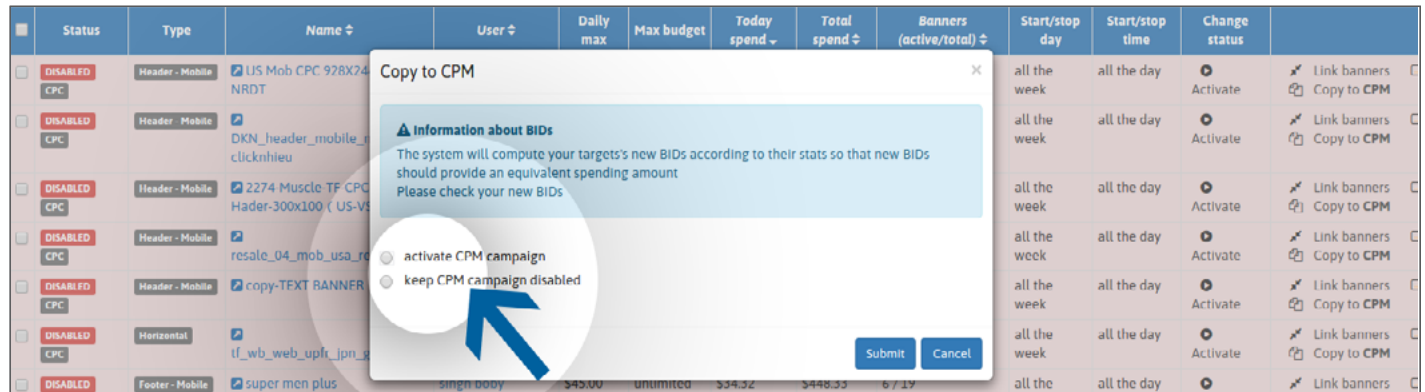


**Make sure your bid(s), in your new CPM campaign, fits your expectation, and adjust if necessary.**

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**”.

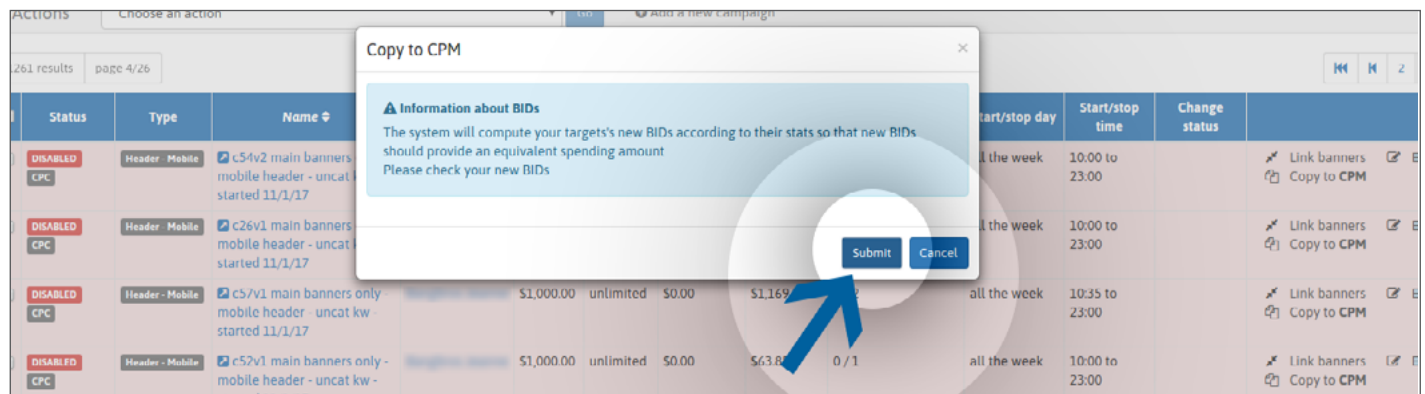


**Make sure your bid(s), in your new CPM campaign, fits your expectation, and adjust if necessary.**

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

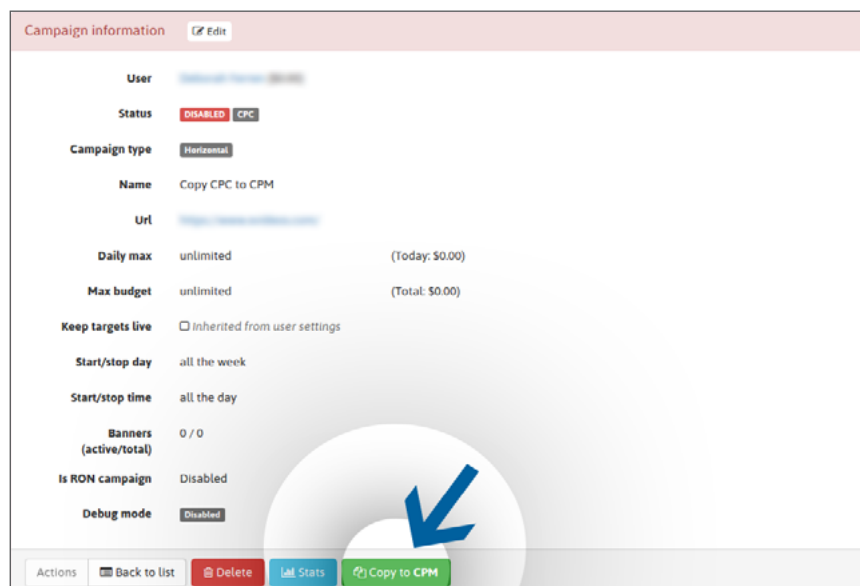
- You can duplicate it and convert it to a CPM campaign.
- You cannot activate your **CPM** campaign.
- You cannot activate your **CPC** campaign.

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



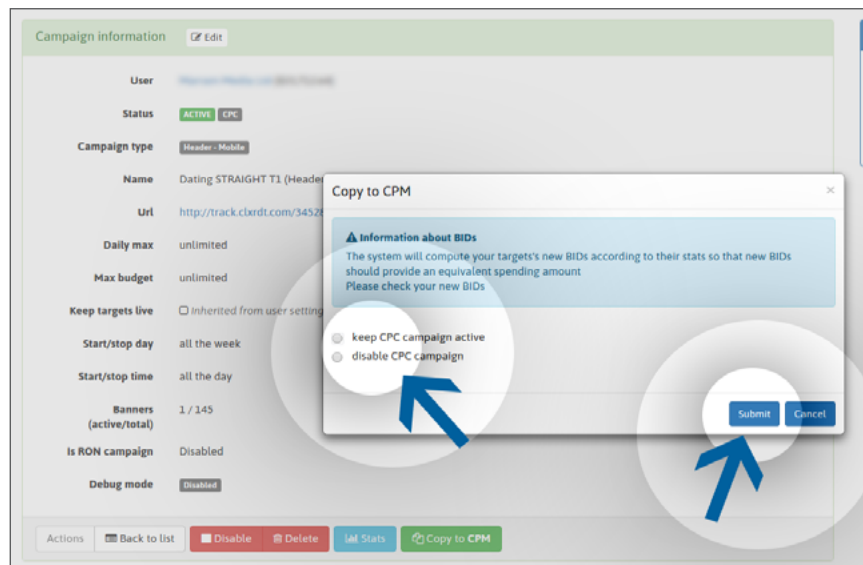
**Make sure your bid(s), in your new CPM campaign, fits your expectation, and adjust if necessary.**

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

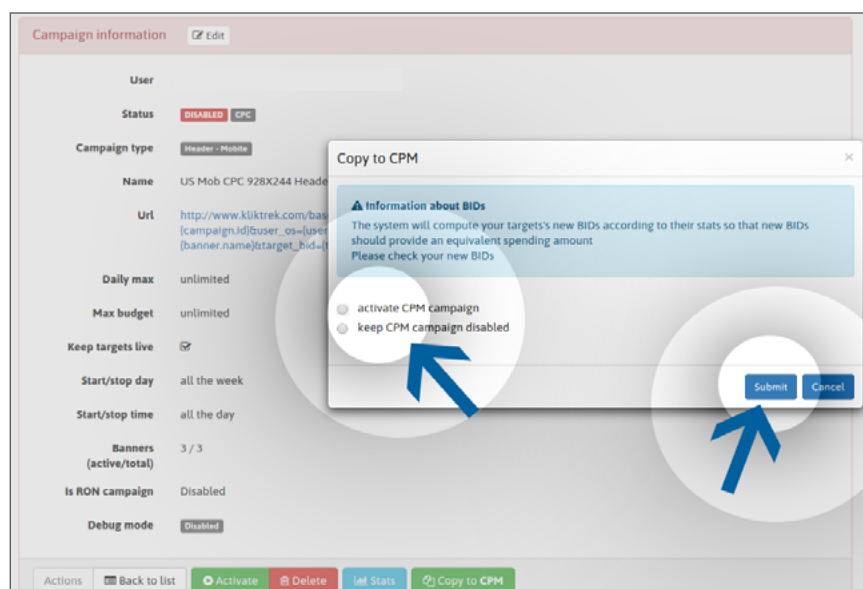


In the case of an **ACTIVE CPC** campaign, choose your preferences and confirm your action by clicking on **"Submit"**.

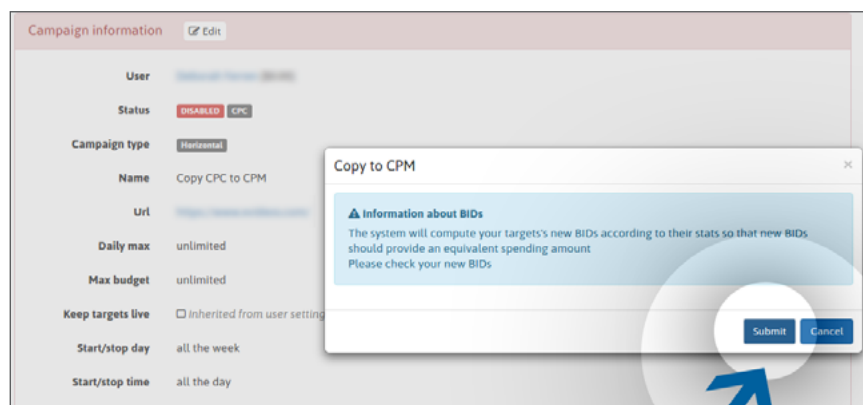
Please note that your CPM campaign will be activated automatically.



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.**



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