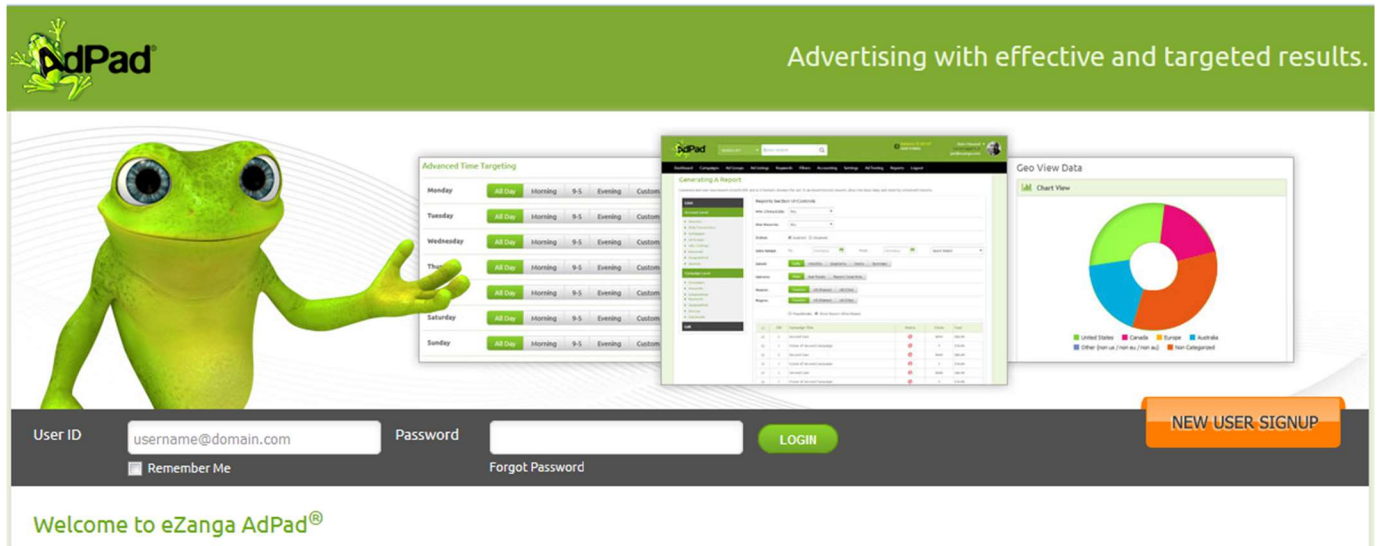


# How to Bulk Upload

Integrating and uploading numerous campaigns into any system is time-consuming. When you have existing campaigns in AdWords or Bing, you don't want to start from scratch in a new platform. That's why eZanga's AdPad® Campaign Wizard has a bulk upload option.

## 1. Login to AdPad®



The image shows the AdPad login page. At the top left is the AdPad logo with a green frog mascot. To the right of the logo is the tagline "Advertising with effective and targeted results." Below the logo is a large green frog mascot pointing towards the dashboard screenshots. The dashboard screenshots include: "Advanced Time Targeting" showing a table with columns for Day, All Day, Morning, 9-5, Evening, and Custom; "Generating a Report" showing a sidebar menu and a main content area with a table; and "Geo View Data" showing a donut chart with a legend for United States, Canada, Europe, Australia, Other (not in Google Ad), and Not Categorized. At the bottom of the page is a login form with fields for "User ID" (containing "username@domain.com"), "Password", and a "Remember Me" checkbox. There is also a "Forgot Password" link and a green "LOGIN" button. To the right of the login form is an orange "NEW USER SIGNUP" button. At the bottom left of the page is the text "Welcome to eZanga AdPad®".

## 2. Go to 'Campaigns' Tab and Click 'Bulk Transfer'

The screenshot displays the AdPad dashboard interface. At the top, there is a green header with the AdPad logo, a search bar, and user information including a balance of \$10.95 and the name Jimmy Hoppa. Below the header is a black navigation bar with various menu items: Dashboard, Campaigns, Filters, Accounting, Ad Testing, Reports, Advanced, and Logout. The 'Advanced' menu is open, showing options like Ad Groups, Ad Listings, Keywords, Bulk Transfer, and Time Target & GEO. A blue arrow points to the 'Bulk Transfer' option. The main content area shows an 'Activity Dashboard' for 'Pay Per Click' with a 'Click Summary' section. The summary indicates 'Billed Clicks: 0' and 'Cost: \$0.00'. There are also buttons for 'Spend/Click Summary', 'Geo View', 'Keywords', 'Categories', 'Sources', and 'Car'. A 'Graph View' section is visible with 'HOURLY CLICKS' and 'HOURLY SPEND' options.

### 3. Click 'Choose File' Next to Bulk Upload Option

Make sure 'New Campaign' is selected. (**Note:** Bing users must save their campaigns to an Excel spreadsheet prior to uploading.)

**AdPad** CAMPAIGN Quick Search Balance: \$10.95 ADD FUNDS Hi Jimmy Hoppa You are logged in as pr@ezanga.com

Dashboard Campaigns Filters Accounting Ad Testing Reports Advanced Logout

Advanced > Bulk Transfer

## Bulk Transfer

Using the AdPad® Bulk Upload tools, you can quickly create new bulk campaigns.

### Upload New Bulk Campaigns

[Click here to download CSV format template to Create New Campaigns for Bulk Uploading.](#)

Bulk Upload  No file selected.

Maximum 8MB of .csv or 150KB of zip file is allowed

### Download Campaigns

To make changes to current campaigns, first "Download Campaigns." With that sheet make all of the changes you need and upload it using the "Update Campaigns."

All  Campaign  Ad Group  Ad Listing  Keyword

All Campaigns  Active Campaigns  Inactive Campaigns

Detailed  Compact

## 4. Upload Campaigns

### How to Download:

- Click *'Download Templates.'*
- Add campaign details.
- Use *'New Campaigns'* setting to save and upload template.

### Download Campaigns

To make changes to current campaigns, first "Download Campaigns." With that sheet make all of the changes you need and upload it using the "Update Campaigns."

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All    Campaign    Ad Group    Ad Listing    Keyword

All Campaigns    Active Campaigns    Inactive Campaigns

Detailed    Compact

[DOWNLOAD CAMPAIGNS](#)

### How to Make Changes to Existing Campaigns:

- Click *'Download Campaigns.'*
- Choose an option to change (e.g. *Campaign, Ad Group, Ad Listing, or Keyword.*) For example, to make changes to your keyword list, select *'Keyword.'*
  - **Note:** When you choose an option, AdPad® auto-selects 'Campaign' for you. For example, if you choose Ad Group, AdPad® auto-selects 'Campaign' as well. Choosing *'All'* will select all options.
- Click *'Download Templates'* to download the selected data into an Excel spreadsheet.

## 5. Click 'Submit'

AdPad

CAMPAIGN Quick Search

Balance: \$10.95  
ADD FUNDS

Hi Jimmy Hoppa  
You are logged in as  
pr@ezanga.com

Dashboard Campaigns Filters Accounting Ad Testing Reports Advanced Logout

Advanced > Bulk Transfer

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All  Campaign  Ad Group  Ad Listing  Keyword

All Campaigns  Active Campaigns  Inactive Campaigns

Detailed  Compact

Once you've hit 'Submit,' all changes to your campaign will be effective immediately.