

How to Edit an Ad

This is a tutorial on how to edit an ad in eZanga AdPad®.

1. Login to AdPad®

AdPad® Advertising with effective and targeted results.

Advanced Time Targeting

Day	All Day	Morning	9-5	Evening	Custom
Monday	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Tuesday	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Wednesday	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Thursday	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Friday	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Saturday	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sunday	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Geo View Data

Chart View

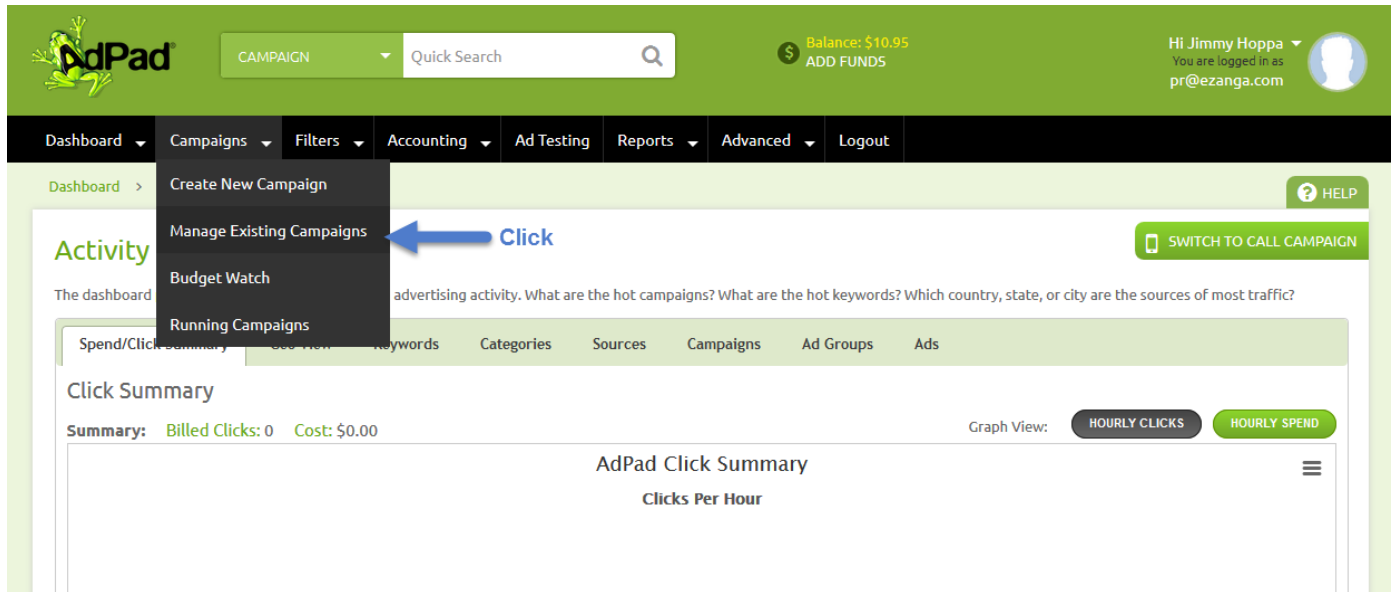
United States Canada Europe Australia
Other (incl. us / non-us / non-ad) Non-Categorized

User ID: Password:

Remember Me [Forgot Password](#)

Welcome to eZanga AdPad®

2. Go to 'Campaigns' Tab and Click 'Manage Existing Campaigns'



The screenshot displays the AdPad dashboard interface. At the top, there is a green header with the AdPad logo on the left, a search bar labeled 'Quick Search' in the center, and a balance indicator on the right showing '\$10.95' and 'ADD FUNDS'. Below the header is a black navigation bar with several menu items: 'Dashboard', 'Campaigns', 'Filters', 'Accounting', 'Ad Testing', 'Reports', 'Advanced', and 'Logout'. The 'Campaigns' menu is open, showing a dropdown list with three options: 'Create New Campaign', 'Manage Existing Campaigns', and 'Running Campaigns'. A blue arrow points to the 'Manage Existing Campaigns' option, with the word 'Click' written next to it. Below the navigation bar, the main content area shows a 'Click Summary' section with a 'Summary' row indicating 'Billed Clicks: 0' and 'Cost: \$0.00'. The 'Graph View' section has two buttons: 'HOURLY CLICKS' and 'HOURLY SPEND'. The main content area also features a 'Switch to Call Campaign' button and a 'HELP' button.

3. Select Your 'Campaign Name'

The screenshot displays the AdPad Campaign Management interface. At the top, there is a navigation bar with the AdPad logo, a 'CAMPAIGN' dropdown menu, a 'Quick Search' input field, a balance of \$10.95, and user information for Jimmy Hoppa. Below the navigation bar is a breadcrumb trail: 'Campaign Management > Manage Existing Campaigns'. The main content area is titled 'Manage Existing Campaigns' and includes a descriptive paragraph and a 'Campaign Stats' table. The 'Search Campaigns' section contains various filters for start/stop dates, budgets, CPC, and media types. At the bottom, the 'Account Campaign List' table is shown with a blue arrow pointing to the 'Click' media type of the 'Sample Campaign' row.

Manage Existing Campaigns

Find current and past advertising campaigns by name, clicks, daily budget, or simply by title. The Manage Existing Campaigns page is the main highway in connecting to all aspects of your campaigns and associated ads. Starting here, you can navigate to pages that will allow you to edit all your campaigns. Manage budgets, CPC, geotargeting, ad copy. Simply click on the campaign requiring editing and you are on your way.

Campaign Stats

Title	Total	Active	Inactive
Campaigns	4	0	4
Ad Groups	2	2	0
Keywords	13	12	1
Ads/Listings	2	2	0

Search Campaigns

Start Date: MM/DD/YYYY Daily Budget (\$): Equal or greater Media Type: Click Call Campaign Status: Enabled Disabled Deleted

Stop Date: MM/DD/YYYY Max CPC/PPC (\$): Equal or greater Enter keywords from any part of your Campaigns listing.

Cost (\$): Equal or greater No. of Clicks/Calls: Equal or greater

Account Campaign List

Action	CID	Campaign Name	Media Type	Status	Start Date	Stop Date	Daily Budget	Max CPC/PPC	Clicks/Calls	Cost	Ad Groups	Keywords	Ads
<input type="checkbox"/>	2871697	PPC Specialist	Click	Disabled	08/05/2015	08/11/2015	\$10.00	\$0.0500	181	\$9.05	1	11	1
<input type="checkbox"/>	2717653	Sample Campaign	Click	Disabled	NA	NA	\$0.30	\$0.0100	0	\$0.00	1	1	1

Go to page: 1 Show rows: 10

4. Select Your 'Ad Group Name'

Campaigns > Manage Existing Campaigns > Edit Campaigns HELP

Edit Your Campaigns

Configure your campaign to run on certain days and hours, set a daily budget, create ad groups, etc.

Campaign Name: **PPC Specialist**

Campaign Properties

Created 08-05-2015

[Edit Campaign](#) [Extras](#)

Campaign ID	2871697	Max CPC (\$)	\$0.0500
Daily Budget (\$)	\$10.00	Clicks Today	0
Status	Disabled	Spent Today (\$)	\$0.00

General Stats

Used 0.00% Daily Campaign Budget

Used 0.00% Daily Account Budget (\$0.00)

Campaign Stat	Total	Enabled	Disabled
Ad Groups	1	1	0
Keyword	11	11	0
Ads/Listings	1	1	0

Ad Groups

[Date Range & Time Targeting](#) [Geotargeting](#)

What is an Ad Group?

An ad group is an association between one or more ads and a list of keywords. Ad groups allow you to test different ad copies against the same list of keywords. You can then use the performance data of the different ads to modify your campaigns, optimizing how your ads are displayed.

[CREATE NEW AD GROUP](#) [SEARCH](#)

Action	ID	Ad Group Name	Status	Max CPC(\$)	Clicks/Calls	Cost	Ad	Type	Keyword
<input type="checkbox"/>	2895644	PPC Specialist Article Test		\$1.0000	181	\$9.05	1	Regular	11

Go to page: [GO](#) Show rows: Showing page 1 of 1 [PREV](#) [NEXT](#)

5. Click the Ad You Want to Edit

Campaign Management > Manage Existing Campaigns > Edit Campaign > Edit Ad Group HELP

Manage Your Ad Groups

Create and modify ads, upload keywords, adjust the maximum cost per click, review keyword performance, etc.

Campaign Name: **Sample Campaign**

Most Recent Click Activity

Most Recent Click Activity

Not Enough Data to Generate Chart

Daily Clicks

My Ad Group

[Edit Ad Group Properties](#)

Ad Group Name:	Sample Ad Group
Ad Group ID:	2741359
Status:	Enabled
Max CPC/PPC(\$):	\$0.0100
Adult Content:	No

Stats	Active	InActive	Total
Keywords:	1	1	2
Ads:	1	0	1

Controlling Campaign

[Edit Campaign Properties](#)

Name:	Sample Cam...	Status:	Disabled
Campaign id:	2717653	Start Date:	01/11/1930
Description:	-	Stop Date:	N/A
Daily Budget (\$):	\$0.30	Max CPC/PPC(\$):	\$0.0100

[ADD NEGATIVE KEYWORDS](#) [ADD NEW KEYWORDS](#) [CREATE NEW AD](#)

Ads / Listings

Active Keywords Keyword Uploads Negative Keywords

Ads Status Enabled Disabled Deleted

[RESET FILTER](#) [SEARCH](#)

[CREATE NEW AD](#)

Action	ID	Title	Description	Status	Clicks	Cost
<input type="checkbox"/>	2674173	SAMPLE AD	Ad Text Here	<input checked="" type="checkbox"/>	0	\$0.00

Go to page: [GO](#) Show rows: Showing page 1 of 1 [PREV](#) [NEXT](#)

6. Edit Your Ad and Click 'Update'

As you edit your ad, a preview will be shown. If you want to disable your ad, but not delete it, check the 'Disabled' button. If you want to re-activate your ad, check the 'Enabled' button.

The screenshot displays an 'Ad / Listing Properties' modal window overlaid on an ad management interface. The modal contains the following fields and options:

- Title:** What Does It Take To Become a PPC Specialist?
- Description:** Do you have the skills necessary to succeed in digital advertising? Find out what it takes now.
- Visible URL:** <http://www.ezanga.com/PPCSpecialist>
- Click URL:** <http://www.ezanga.com/articles/a-day-in-the-life>
- Status:** Enabled Disabled

An 'UPDATE' button is located at the bottom right of the modal. The background interface shows a table of ads with the following data:

Action	ID	Title	Status	Clicks	Cost
<input type="checkbox"/>	2828572	What Does It Take To Become a PPC Specialist?	✓	181	\$9,05

All changes are made immediately to the campaigns and are active in the account the moment you click 'Create.'