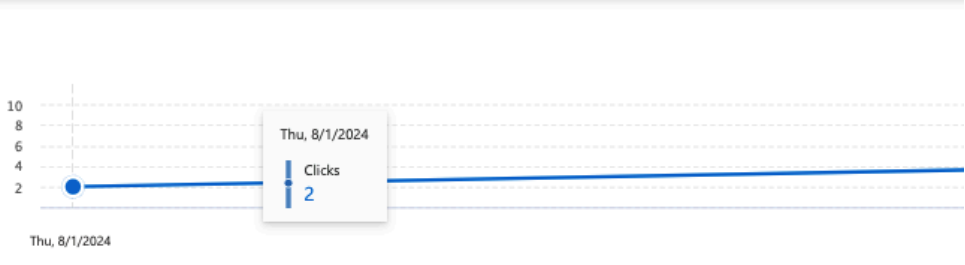


1. Open Account in Microsoft Ads
2. Click on The Campaign that needs updated

- Overview (12)
- Recommendations
- Search insights
- Campaigns**
- Ad groups
- Experiments
- Ads & extensions
- Assets
- Dynamic ad targets
- Landing pages
- Competition
- Settings
- Change history
- Keywords
- Audiences
- Demographics
- Locations
- Ad schedule
- Devices

## Campaigns Auction insights

💡 Save time and maximize ad performance by enabling auto-generated assets for responsive search ads. We'll leverage content from your website's landi



+ Create
🔍 Status: All campaigns; Imported campaigns equals Items changed in the most recent import [View all](#)

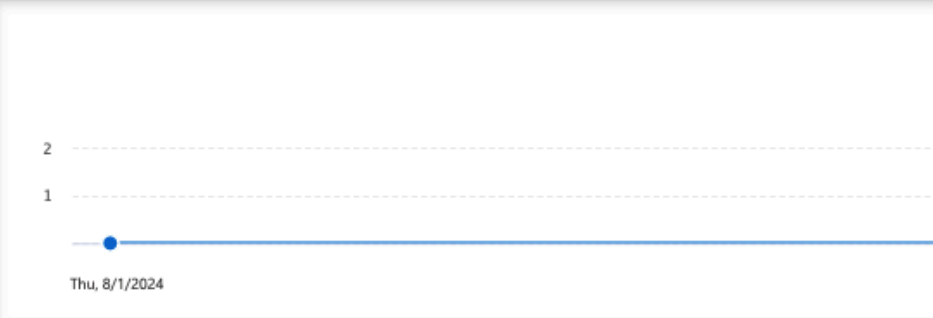
	Campaign	↓ Budget <span style="font-size: 0.8em;">?</span>	Optimization score <span style="font-size: 0.8em;">?</span>	Delivery <span style="font-size: 0.8em;">?</span>
<input type="checkbox"/>	● PMI Mile High - Residential (Westminster Only)	20.00/day <span style="font-size: 0.8em;">📈</span>	100.0%	Eligible <span style="font-size: 0.8em;">📄</span>
<input type="checkbox"/>	● PMI Mile High - Residential	20.00/day <span style="font-size: 0.8em;">📈</span>	18.2%	Eligible <span style="font-size: 0.8em;">📄</span>
<input type="checkbox"/>	⏸ Remarketing	2.00/day <span style="font-size: 0.8em;">📈</span>	-	<span style="color: red;">⚠ Campaign paused</span>
	Filtered total - 3 campaigns	42.00/day		
	Search ads total <span style="font-size: 0.8em;">?</span>			
	Audience ads total <span style="font-size: 0.8em;">?</span>			
	Performance Max campaigns total			
	Deleted items total <span style="font-size: 0.8em;">?</span>			
	Overall total - 3 campaigns	42.00/day		

3. Once in the campaign, Click on “Settings”

← PMI Mile High - Residential (Westminster Only) ▾ ● Enabled ▾

Overview [x]  
Recommendations  
**Ad groups**  
Experiments  
Ads & extensions  
Assets  
Landing pages  
Competition  
**Settings**  
Change history  
Keywords  
Audiences  
Demographics  
Locations  
Ad schedule  
Devices

**Ad groups** Auction insights



Thu, 8/1/2024

[+ Create](#) [Status: All ad groups](#) [+ Add filter](#)

<input type="checkbox"/>	Ad group	CPC bid <a href="#">?</a>	Ad group type <a href="#">?</a>	Delivery <a href="#">?</a>
<input type="checkbox"/>	● 01 Residential - Westminster	12.00 (enhanced)	Standard	Eligible
<input type="checkbox"/>	II 02 State Residential - Colorado	7.00 (enhanced)	Standard	<a href="#">⚠ Ad group paused</a>
	Search ads total <a href="#">?</a>	-	-	
	Audience ads total <a href="#">?</a>	-	-	
	Deleted items total <a href="#">?</a>	-	-	
	Overall total - 2 ad groups	-	-	

#### 4. Under Settings, Scroll down to the “Exclusions” section

← PMI Mile High - Residential (Westminster Only) Enabled

Overview ⓘ

Recommendations

Ad groups

Experiments

Ads & extensions

Assets

Landing pages

Competition

**Settings**

Change history

Keywords

Audiences

Demographics

Locations

Ad schedule

Devices

### Campaign settings

[+Add another](#)

**Display time**

12-hour

24-hour

**Time zone** ?

Your account's time zone  
(GMT-07:00) Mountain Time (U.S. & Canada)

Ad viewer's time zone

**Exclusions** ?

Which websites should not show your ads and which IP addresses should be blocked from seeing your ads?

**Website** ?

Add websites to exclude at the campaign level below. Any account-level website exclusion lists will also be applied to this campaign.  
[View account-level website exclusion lists](#)

Enter websites to exclude from showing your ads, one website per line.

**IP Address** ?

Enter IP addresses or a range of IP addresses that will be blocked from seeing your ads, one IP address per line.

**Campaign URL options**

Set up the tracking and redirect information for your ads.

[Tracking template](#) ?

[Final URL suffix](#) ?

[Custom parameters](#) ?

**Other settings**

Choose the options that are applicable to your campaign.

[Multimedia Ads](#) ?

5. In the first box labeled "Website" Enter in the following websites

www.msn.com  
dealtruck.net  
www.linkedin.com  
outlook.office.com  
edge.microsoft.com

6. Scroll down and click "Save"

### Turning Off Multimedia Settings:

1. Open Account in Microsoft Ads
2. Click on the Campaign

<input type="checkbox"/>	Campaign	Budget <a href="#">?</a>	Optimization score <a href="#">?</a>	Delivery <a href="#">?</a>	Campaign type	Bid strategy <a href="#">?</a>	↑ Bid strategy type <a href="#">?</a>
<input type="checkbox"/>	● PMI Mile High - Residential	8.00/day	16.7%	Eligible	Search	-	Enhanced CPC
<input type="checkbox"/>	II Remarketing	2.00/day	-	Campaign paused	Audience	-	Enhanced CPC
<input type="checkbox"/>	● PMI Mile High - Residential (Westminster Only)	8.00/day	0.0%	Eligible	Search	-	Enhanced CPC
Filtered total - 3 campaigns		18.00/day					
Search ads total <a href="#">?</a>							
Audience ads total <a href="#">?</a>							
Performance Max campaigns total							
Deleted items total <a href="#">?</a>							
Overall total - 3 campaigns		18.00/day					

### 3. Click on “Settings”

The screenshot shows the Google Ads interface. On the left, a navigation menu lists various options, with 'Settings' highlighted by a red box. The main area is titled 'Ad groups' and 'Auction insights'. It features a line graph showing 'Clicks' over time, with a data point for 'Thu, 8/1/2024' showing 2 clicks. Below the graph is a '+ Create' button and a filter for 'Status: All ad groups'. A table lists ad groups with columns for 'Ad group', 'CPC bid', 'Ad group type', 'Delivery', 'Bid strategy', and 'Bid strategy type'.

<input type="checkbox"/>	Ad group	CPC bid <sup>?</sup>	Ad group type <sup>?</sup>	Delivery <sup>?</sup>	Bid strategy <sup>?</sup>	Bid strategy type <sup>?</sup>
<input type="checkbox"/>	● 01 Residential - Arvada	15.00 (enhanced)	Standard	Eligible	-	Enhanced CPC
<input type="checkbox"/>	● 01 Residential - Commerce City	15.00 (enhanced)	Standard	Eligible	-	Enhanced CPC
		9.00				

### 4. Uncheck “Enable Dynamic Search Ads”

The screenshot shows the 'Campaign settings' page. The 'Dynamic search ads' section is highlighted with a red box. It contains the text 'Dynamic search ads are ads generated based on the content of your website. Learn more' and an unchecked checkbox labeled 'Enable dynamic search ads'. Below this, there are sections for 'Advanced campaign settings' and 'Ad Schedule'.

**Dynamic search ads**  
Dynamic search ads are ads generated based on the content of your website. [Learn more](#)

Enable dynamic search ads

Advanced campaign settings

Ad Schedule

If a campaign or ad group does not have an ad schedule, by default, the ad will serve on all days and all hours. Once you add an ad schedule, your ads will only serve on the day and time you select, and will not serve on any other day and time. [Learn more](#)

Targeted days	Start time	End time	Bid adjustment <sup>?</sup>	Remove all
All days	12 AM : 00	12 AM : 00	Increase by 0 %	Remove

+Add another

Display time

- 12-hour
- 24-hour

Time zone

- Your account's time zone (GMT-07:00) Mountain Time (U.S. & Canada)
- Ad viewer's time zone

5. Scroll down to “Multi Media Ads Bids”

## Campaign settings

### Campaign URL options

Set up the tracking and redirect information for your ads.

- [> Tracking template ?](#)
- [> Final URL suffix ?](#)
- [> Custom parameters ?](#)

### Other settings

Choose the options that are applicable to your campaign.

#### ▼ Multimedia Ads ?

Multimedia Ads	Bid adjustment ?
Multimedia Ads Bids	Increase by ▼ 20 %
<input type="checkbox"/> Enable auto-generated assets for multimedia ads ?	

6. Uncheck “Enable Auto Generated Assets”
7. Adjust “Increase Bid” to 20% (We cannot turn this off completely and we cannot go any lower than 20%).

All Done! I will update this if I find any other settings or ideas 😊