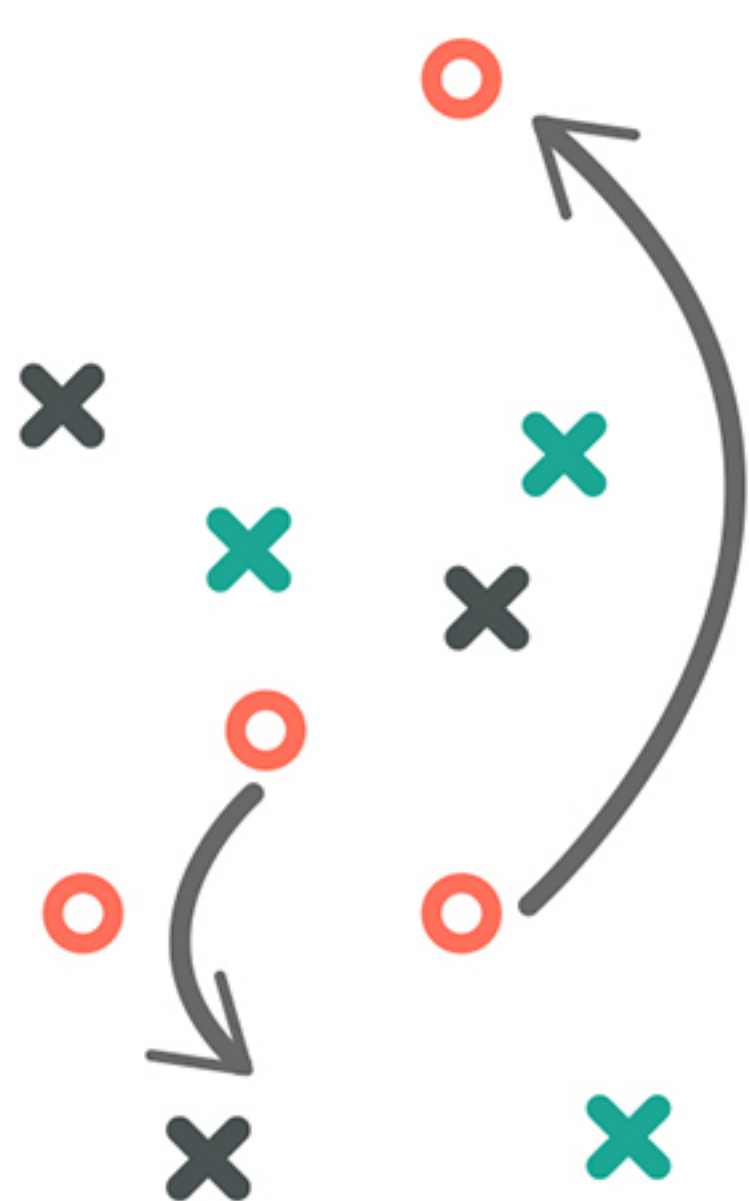


# HOW TO PLAN YOUR TIME AROUND A CAMPAIGN



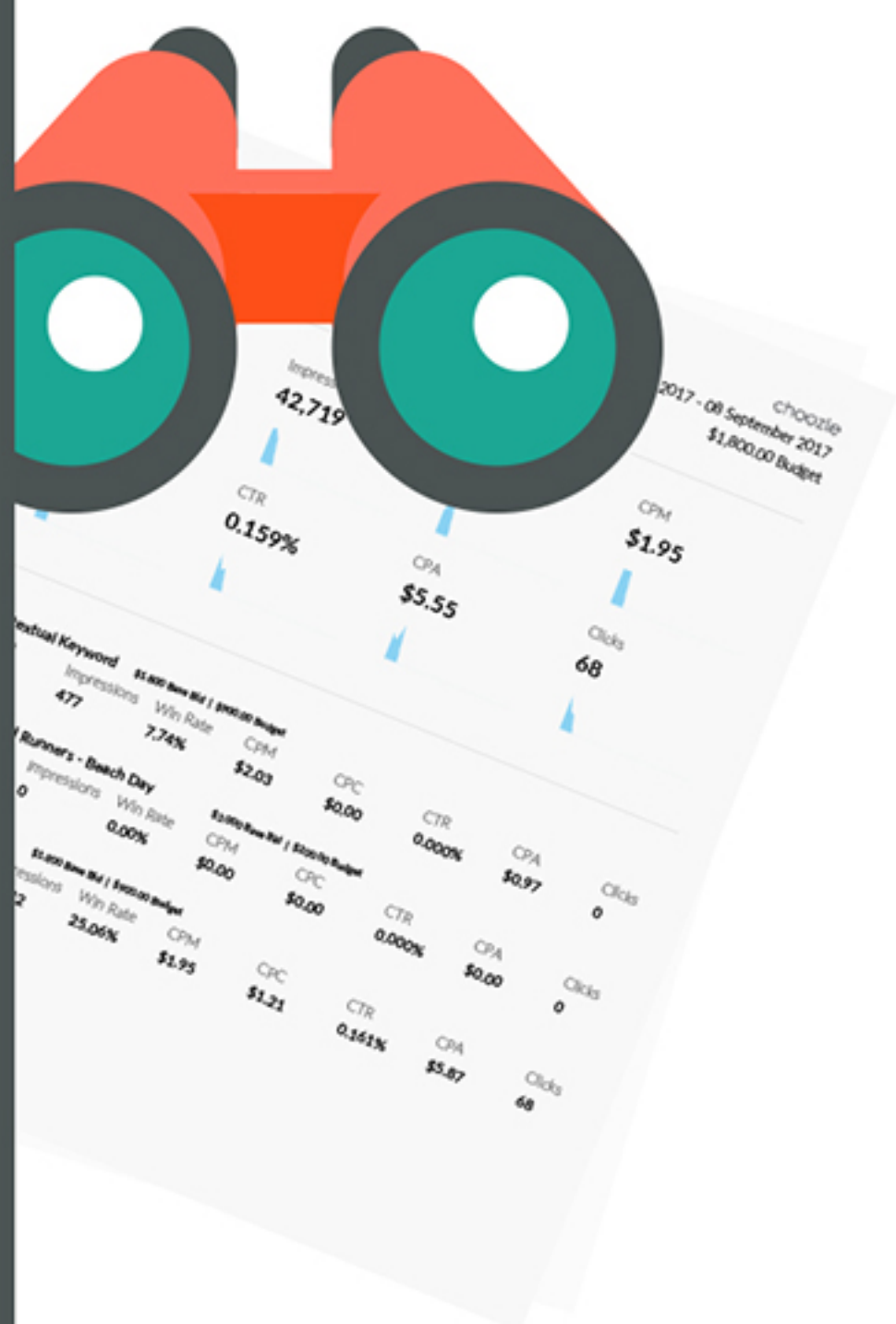
## Prep Before the Launch

- Know your campaign goals and objectives
- Create and gather all materials for your campaign - creative assets, landing page(s)
- Choose an operator aware of the goals and platform experience



## Optimize Efficiently

- Wait 7 days after a launch to make any optimizations
- Move budget to better performing creative or ad groups
- Wait another 7-10 days before optimizing again



## Check In

- You don't have to check in on your campaign every hour or even every day
- Once your campaign is set, you can check in once a week to look at reports and campaign performance