

# Ad Rotation

## What is Ad Rotation

Ad Rotation enables you to overcome ad fatigue by automatically rotating creatives that are not performing. Ad Rotation automates your creative management process, so that you no longer need to manually monitor and update creatives. By defining custom rules, you ensure that the ads that you are serving to your audience are satisfying the metrics that are important to you.

## How does Ad Rotation work?

Ad Rotation can be applied to any Auction campaign but must be chosen when first creating your campaign.

### 1. Activating Ad Rotation

You can activate Ad Rotation in the Information step of the Campaign Creation process.

Ad Rotation  Overcome ad fatigue by setting custom rules to rotate your ads

Schedule  Run my campaign continuously  
 Run my campaign during specified dates

Start Time  
2017-10-23  16:08 

**NEW!**

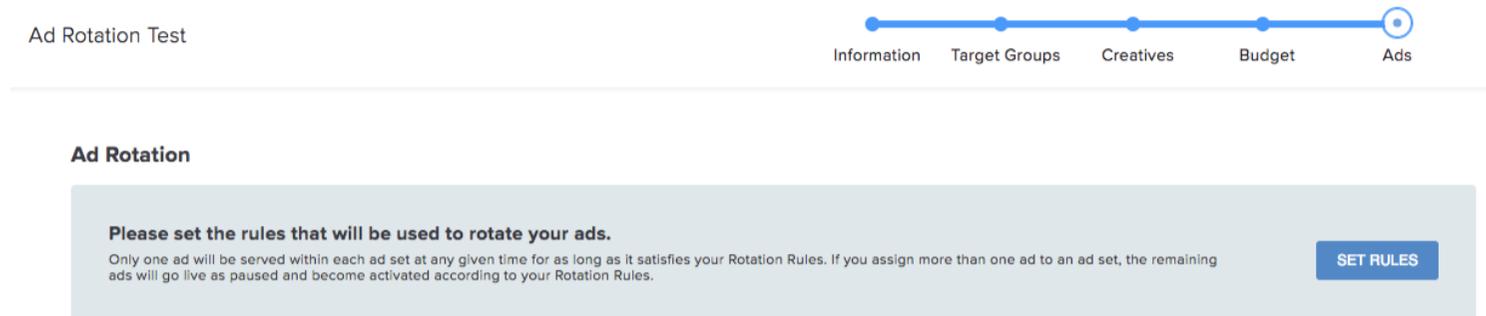
Activating Ad Rotation for this campaign will automate your creative management process. You will set your Rotation Rules at the Ad Assignment step. [Read the Ad Rotation Product Note](#) for detailed guidelines.

OK Got It

Ad Rotation will not affect the subsequent steps of your campaign creation process. You should proceed in setting up your campaign as you normally would. You will set your Rotation Rules in the final step while assigning your ads. However, make sure to upload all of the creatives that you would like to use in Ad Rotation at the Creatives Step.

## 2. Setting your Ad Rotation Rules

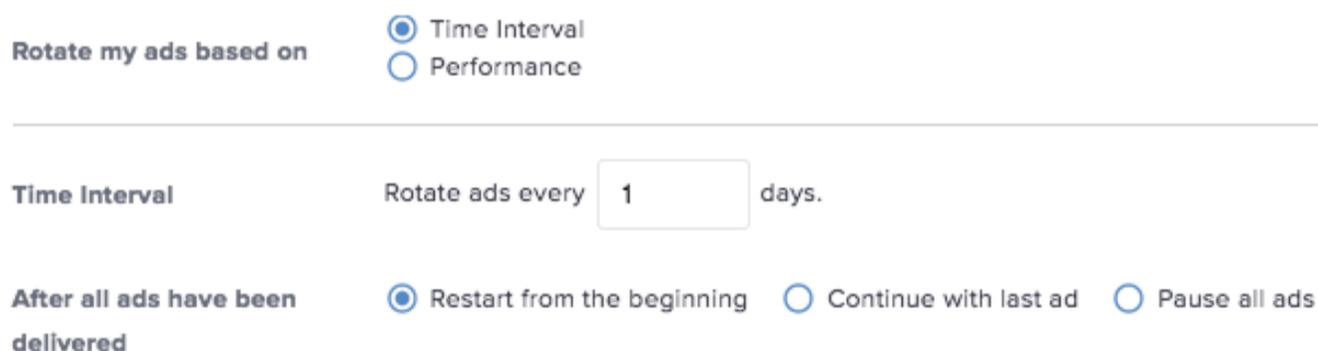
If you have activated Ad Rotation on the campaign, you will be prompted to set your Rotation Rules before completing your Ad Assignments. You will not be able to create the campaign without defining your rules.



When setting your Rotation Rules, you need to first decide whether you want to rotate your ads based on a custom time interval or according to the performance of the ads.



### Rules for rotating your ads based on Time Interval



**Time Interval.** By setting your custom time interval, you choose the number of days each ad will be delivered. The ad will be rotated at the end of this period.

**After all ads have been delivered.** You will need to choose the action to be taken after all ads have been rotated.

**Restart from the beginning:** Ads will continue to be delivered for the same Time Interval in the same order

**Continue with the last ad:** Ads will continue to be delivered for the same Time Interval in the same order

**Pause all ads:** Ads will continue to be delivered for the same Time Interval in the same order

## Rules for rotating your ads based on Performance

Rotate my ads based on  Time Interval  Performance

**Performance Indicator**

**Attribution Window**

**After all ads have been delivered**  Continue with last ad  Pause all ads

**Ad Performance Check**  Lifetime  Daily

**Performance Indicator.** You can choose to monitor the ad being delivered according to your preferred performance indicator. You can also monitor the ad according to a combination of performance indicators by applying multiple conditions.

**Attribution Window.** You should choose the attribution window for each performance indicator

**After all ads have been delivered.** You will need to choose the action to be taken after all ads have been rotated according the rules provided

**Continue with the last ad:** Ads will continue to be delivered for the same Time Interval in the same order

**Pause all ads:** Ads will continue to be delivered for the same Time Interval in the same order

**Ad Performance Check.** This refers to the time period over which the performance of the ad is monitored. If you choose to monitor the performance of the ads with a Daily Ad Performance Check, the ad will be rotated based on its performance over the course of the day. If you choose to monitor the performance of the ads with a Lifetime Ad Performance Check, the ad will be rotated based on its performance since it first started being delivered.

The Performance Rules that you set are monitored at midnight in your ad account's time zone every day, and ads are rotated accordingly.

## Notes about Ad Rotation Delivery

Only one ad will be served within each ad set at any given time. If you assign more than one ad to an ad set, the remaining ads will go live as paused and become activated according to your Rotation Rules. The active ad will be served for as long as it satisfies your Rotation Rules. Once it no longer satisfies the rules, the next ad will be served.