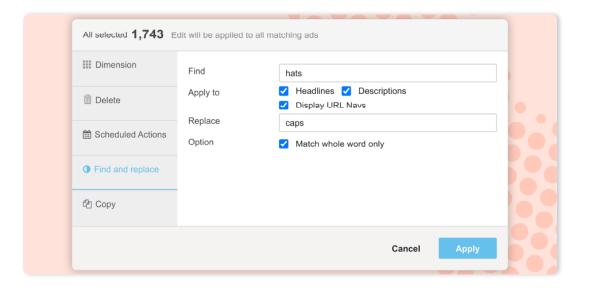


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## Copy and Find and Replace in MarinOne

May 9, 2023



Why recreate the wheel? New ads are often similar to existing ads. The powerful Copy Tool in MarinOne lets you easily copy campaigns, groups, keywords, creatives, and placements across accounts and publishers. You can also apply Find and Replace during the copy process.

Dimension	Copy ads to				
Delete	Account	Google - Google Ads - US	× *		
🛗 Scheduled Actions	Campaign	UK - Social - NB	× •		
	Group	Generic	× •		
Find and replace					
රි Сору	Find and Replace	Option	+		
	Snapchat	TikTok			
		Cancel	Apply		

### **Find and Replace**

The Find and Replace feature is also available as a standalone tool, allowing you to quickly make changes to your ads without editing each one individually or dealing with downloading and uploading bulk files. Instead, simply input the text you'd like to find and the text you'd like to replace, then MarinOne will handle the rest. When managing large campaigns with many different assets, such as RSAs, Find and Replace can be a big time saver.

τ	nik	e <b>X</b>	▶ п	4 filtered from 714			
Ξ	144	Ad	Ac	Selected 1 Edit will be ap	rie.	adline	
~		nike football boots   soccer cleats	Coen Test				
		www.nos.nl/one/url buy these shoes here now. don't wait too		Dimension	Find	nike	
	nike football boots   soccer cleats	Coen Test	🗓 Delete	Apply to	<ul> <li>Headlines / Descriptions</li> <li>Display URL Navs</li> </ul>	all boots	
		www.nos.nl/one/url buy these shoes here now, don't wait too			Replace	Adidas	
		nike football boots   soccer cleats www.nos.nl/one/url buy these shoes here now, don't wait too	Coen Test	Scheduled Actions	Option	Match whole word only	all boots
				Find And Replace			
		nike football boots   soccer cleats www.nos.nl/one/url buy these shoes here now. don't wait too	Coen Test			Cancel Apply	all boots

Used side by side, the copy tool and find and replace functionality allow you to turn a single permutation of an ad into many different permutations featuring updated brand names, product types, headlines, description lines, display URLs, and more.

Want to learn more about MarinOne? Take a <u>3-minute product tour here</u>.





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