



Checklist 9: Importing Your Google Ads Campaign

Project Name: _____ Date: _____

Yes No

Importing your Google ads into your Bing ads account saves time and makes it easy for you to customize your Bing ads campaign. When you have an existing Google ad, it is more convenient to import it into your Bing ads account instead of opening a new account. However, it is advisable to tweak your imported Google ads campaign in order to fit into your Bing ads campaign in terms of the goals of your campaigns, settings, as well as elements such as targeting, location, and copy descriptions in order to prevent occurring errors. Also, reviewing your imported campaigns helps in enhancing and optimizing the performance of your campaigns. This checklist provides a step-by-step guide on importing your Google campaigns and the factors to review after importing your Google campaigns.

Step 1 – Importing your Google Ads

- 1 Go to 'import campaigns' on your Microsoft account.
- 2 Click the 'import from Google' option.
- 3 Sign into your Google account.
- 4 Select whether to import specific campaigns or all of your campaigns.

Notes



Checklist 9: Importing Your Google Ads Campaign

- | | | | |
|---|--|--------------------------|--------------------------|
| | | <input type="checkbox"/> | <input type="checkbox"/> |
| 5 | Ensure you have filled in your Google and business name. | <input type="checkbox"/> | <input type="checkbox"/> |
| 6 | Schedule how often you want your data synced. | <input type="checkbox"/> | <input type="checkbox"/> |
| 7 | Import. | <input type="checkbox"/> | <input type="checkbox"/> |

Step 2 – Reviewing your ad after Importing

- | | | | |
|----|---|--------------------------|--------------------------|
| 8 | Ensure your keywords and ad groups are updated. | <input type="checkbox"/> | <input type="checkbox"/> |
| 9 | Modify your ad copy descriptions according to Bing ads requirements. | <input type="checkbox"/> | <input type="checkbox"/> |
| 10 | Check that the location and ad settings are specified. | <input type="checkbox"/> | <input type="checkbox"/> |
| 11 | Check that your budget settings are your preferred settings under Bing ads. | <input type="checkbox"/> | <input type="checkbox"/> |

Notes



Checklist 9: Importing Your Google Ads Campaign

- 12 Ensure your campaign bids have been adjusted.

- 13 Review your retargeting settings under Bing ads.

- 14 Ensure your geographic location has been picked.

- 15 Review your day parting settings.

- 16 Check that the budget in your imported campaign is minimized in Bing.

- 17 Review your demographic bid adjustments.

- 18 Check that your negative keyword association has been updated.

- 19 Ensure your geographic location has been updated in Bing.

- 20 Alter your imported negative keywords according to match types.

Notes



Checklist 9: Importing Your Google Ads Campaign

- | | | |
|----|---|---|
| | <input type="checkbox"/> | <input type="checkbox"/> |
| 21 | Search for partner targeting and exclusions. | <input type="checkbox"/> <input type="checkbox"/> |
| 22 | Check that image extensions have been added. | <input type="checkbox"/> <input type="checkbox"/> |
| 23 | Ensure the URL tracking code and sitelink extensions are updated. | <input type="checkbox"/> <input type="checkbox"/> |

Notes:

Because there are several differences between Google and Bing ads; check that the differences in your imported Google campaigns are modified under Bing to prevent errors.

Notes