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*ways to refresh  
your current ads.*

ADS



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*Killer campaign? Sold out product? What's next?*

HERE'S OUR REC -- ARE YOU RECEIVING COMMENTS SAYING "I CAN'T FIND THIS TOP", "WHERE IS THIS TOP", ETC - THEN IT'S TIME TO CHANGE THE IMAGE. HOWEVER, IF YOU AREN'T RECEIVING THOSE AND JUST FEEL LIKE IT'S TIME TO CHANGE THE IMAGE, THE IMAGE CHANGE ISN'T NECESSARILY NEEDED. FOLLOW THESE STEPS TO AVOID KICKING YOUR AD BACK INTO THE LEARNING PHASE!

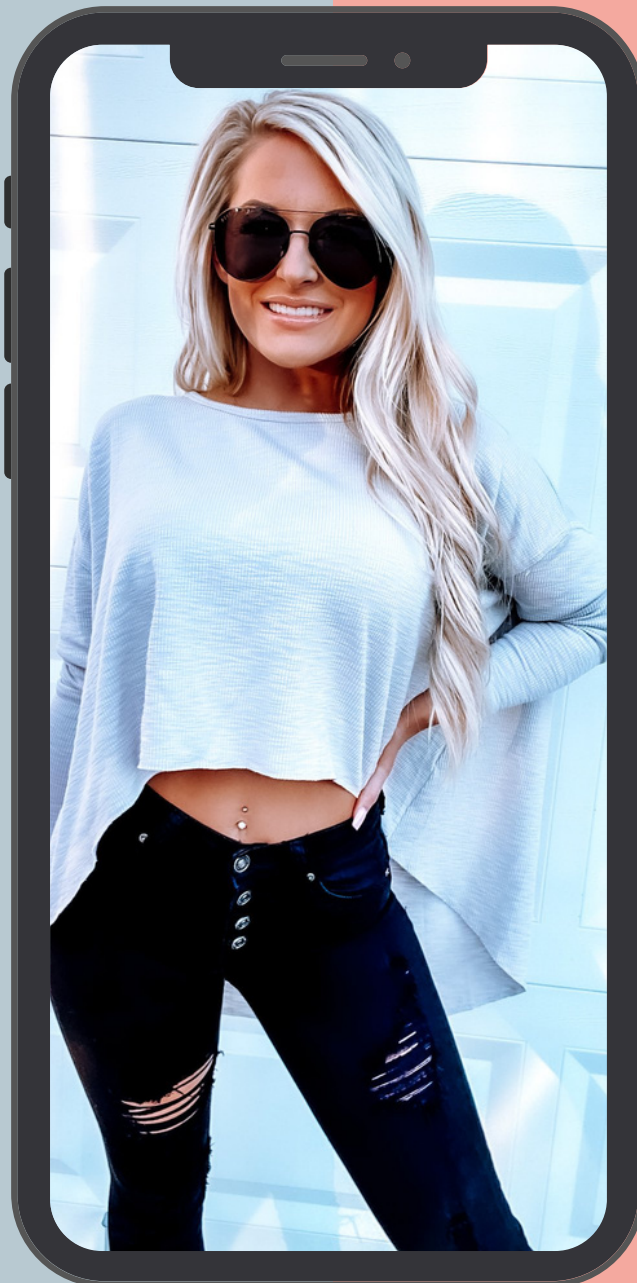
If you are receiving those comments, or if there has been a seasonal change:

**GO INTO THE CAMPAIGN, AD SET, AND VISIT THE AD THAT IS NOW OUTDATED. HOVER OVER THAT AD AND SELECT “DUPLICATE”. YOU WILL THEN COME TO A COPY OF THAT AD. YOU CAN THEN CHANGE THE IMAGE AND PUBLISH AS A NEW AD.**

**I WOULD RECOMMEND CHANGING THE NAME OR ADDING A 1 BEHIND IT, SO THAT YOU CAN KEEP UP WITH THE DUPES.**

*If you aren't receiving those comments, or if there hasn't been a seasonal change:*

**TEST TRYING OUT A NEW IMAGE. AT TIMES, YOUR IMAGE IS SIMPLY CRUSHING IT, AND ALTHOUGH YOU THINK A NEW IMAGE IS NEEDED, NEW IMAGES DON'T TAKE OFF AS THE OLDER DID. THEREFORE, DUPLICATE THE IMAGE, REPLACE, THEN LEAVE BOTH ADS GOING UNTIL YOU NOTICE THAT ONE STARTS TO GET HIGHER RESULTS THAN THE OTHER.**



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