Docs   **Marketing API**   **Get Started**   **Manage Campaigns**

On This Page

Ad Campaign Management

Managing ad campaigns through the Marketing API involves several key operations: modifying campaign settings, pausing and resuming campaigns, and deleting campaigns.

Modify an Ad Campaign

To update an existing ad campaign, you can send a `POST` request to the `/<CAMPAIGN_ID>` endpoint. You can change various settings, including the campaign's objective, budget, and targeting attributes.

Example API Request:

```
curl -X POST \
  https://graph.facebook.com/v23.0/<CAMPAIGN_ID> \
  -F 'objective=CONVERSIONS' \
  -F 'daily_budget=2000' \
  -F 'status=ACTIVE' \
  -F 'access_token=<ACCESS_TOKEN>'
```

Pause an Ad Campaign

Temporarily stopping a campaign can help you reassess your strategy without deleting the campaign entirely. To pause a campaign, update its status to `PAUSED`.

Example API Request:

```
curl -X POST \
  https://graph.facebook.com/v23.0/<CAMPAIGN_ID> \
  -F 'status=PAUSED' \
  -F 'access_token=<ACCESS_TOKEN>'
```

To resume the campaign, you can set the status back to `ACTIVE`.

Archive an Ad Campaign

If you want to temporarily stop a campaign without deleting it, you can archive it instead. To do this, send a `POST` request to the `/<CAMPAIGN_ID>` endpoint with the status parameter set to `ARCHIVED`.

Example API Request

```
curl -X POST \
  https://graph.facebook.com/v23.0/<CAMPAIGN_ID> \
  -F 'status=ARCHIVED \
  -F 'access_token=<ACCESS_TOKEN>'
```

Note that archiving a campaign will stop it from running, but it can be easily restored by changing its status back to `ACTIVE`.

Delete an Ad Campaign

When you need to permanently remove a campaign, send a `DELETE` request to the `/<CAMPAIGN_ID>` endpoint.

> Be cautious when deleting campaigns, as this action cannot be undone. Always double-check the campaign ID before deletion to avoid accidental loss of data.

Example API Request

```
curl -X DELETE \
  https://graph.facebook.com/v23.0/<CAMPAIGN_ID> \
  -F 'access_token=<ACCESS_TOKEN>'
```

Learn More

- Campaign Reference

- [Manage Your Ad Object's Status](#)
- [Troubleshooting](#)

Previous

Create an Ad

Marketing API

Overview

Get Started

    Authorization

    Authentication

      Use Cases

    Basic Ad Creation

    Manage Campaigns

    Ad Optimization Basics

Ad Creative

Bidding

Ad Rules Engine

Audiences

Insights API

Brand Safety and Suitability

Best Practices

Troubleshooting

API Reference

Changelog