




English

# Introduction to the bulk campaign management tool

Bulk campaign management is designed to save you time when working with large campaigns. It consists of three custom spreadsheets that allow you to manage the following in bulk:

- Campaign setups
- Country bids
- Source bids

If your app has multiple campaigns and bids, use this feature to manage each campaign in its own set of spreadsheets. This feature is a codeless alternative to the Unity User Acquisition [Management API](#), and is faster and more efficient than separately managing them with the Unity Ads User Acquisition dashboard.

**Note:** You cannot use spreadsheets to create a new campaign that uses [Automated Bidding](#), but you can  export, import, and modify existing Automated Bidding campaigns by using bulk campaign management with spreadsheets. Automated Bidding campaigns support the Bids and Source Bids .xlsx exports.

## Campaign management templates

Use the following spreadsheet templates to manage campaigns in bulk:

Spreadsheet name	File name	Use
<a href="#">Campaign Setups</a>	app_campaign_setups.xlsx	<ul style="list-style-type: none"> <li>• Add new <a href="#">campaigns</a></li> <li>• Edit targeting <a href="#">settings</a></li> <li>• Edit <a href="#">schedules</a></li> <li>• Add or edit <a href="#">attribution links</a></li> <li>• Assign or unassign <a href="#">creative packs</a></li> </ul>
<a href="#">Bids</a>	app_bids_spreadsheet.xlsx	<ul style="list-style-type: none"> <li>• Add new countries as part of campaign targeting</li> <li>• Manage <a href="#">country bids</a> for multiple campaigns</li> <li>• Remove countries</li> </ul>
<a href="#">Source Bids</a>	app_bids_spreadsheet.xlsx	<ul style="list-style-type: none"> <li>• Manage <a href="#">source bids</a> for multiple campaigns</li> </ul>

Refer to the [Campaign management templates](#) docs for more information.

## Bid validation for Country Bids and Source Bids

The bulk campaign management tool supports bid values with up to three decimal points. During the import validation process, the tool considers the formatted value. For instance, if you import a spreadsheet with a formatted bid value of .001 and a raw value of .0009, the tool uses and applies the formatted bid value.

## Limitations

- You can't currently use spreadsheets to bulk-edit [campaign budgets](#) or [daily budgets](#).
- You can't use spreadsheets to create a new campaign that uses [Automated Bidding](#).

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