Unity Documentation

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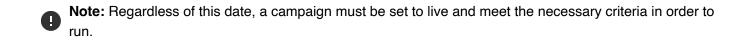Introduction to campaign scheduling

English

Introduction to campaign scheduling

Use the **Scheduling** section of your **Campaign** settings to specify the start and end date parameters for your campaign to run. All dates begin and end at midnight UTC. Scheduling works well for seasonal or promotional campaigns that should only be active during a specific timeframe.

Runs from

Defines the start date of the campaign. The default value is the current date. Select the edit icon to specify a different date.

> **Note:** Regardless of this date, a campaign must be set to live and meet the necessary criteria in order to run.

Runs until

Defines the end date of the campaign. The default value is Not set (the campaign will run indefinitely, or until out of budget or paused). Select the edit icon to specify a different date.

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