

How to clone your AdWords Account in Bing Using AdCenter Desktop version 6.8

You must have an adcenter account!

1. Download the AdCenter Desktop Tool

Welcome to Bing for Small Business, Not a Small Business? Switch to the Marketers & Agencies site.

bing | FORMERLY Microsoft Advertising

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Microsoft adCenter Desktop

Microsoft Advertising Intelligence | Ad Preview Tool | **Microsoft adCenter Desktop** | adCenter Help | Vertical Keyword Lists | Training & Accreditation

Manage and optimize your Microsoft Advertising adCenter paid search campaigns from your desktop

Save time and improve the performance of your online marketing campaigns, whether you're online or offline, using an intuitive and simple desktop application.

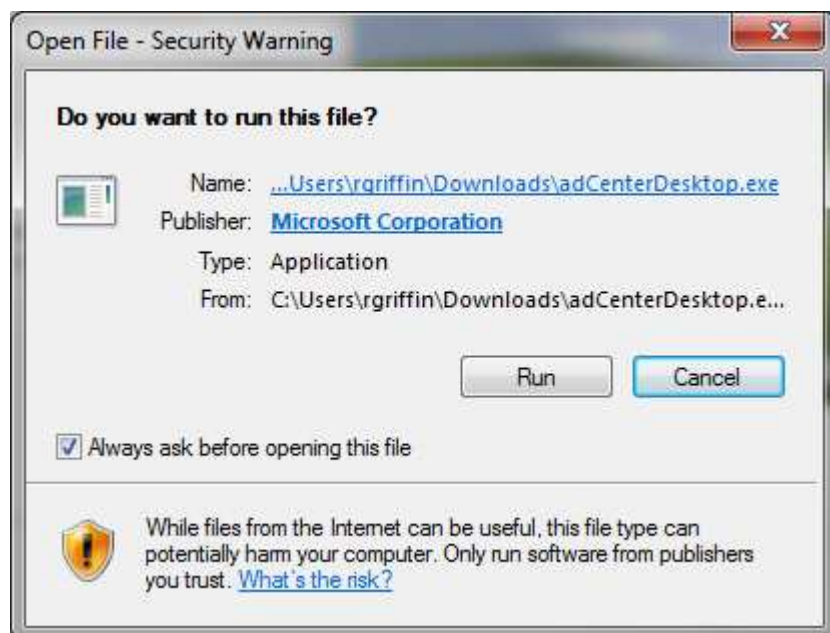


[Download Now](#) | [Download Microsoft adCenter Desktop now](#)

Learn more about new and improved adCenter Desktop features by visiting the [What's new in adCenter Desktop webpage](#).

Work faster: Sync your campaigns and accounts, make changes or additions offline, and then upload your revisions with one click.

Easily make edits: The familiar Office user interface makes navigation simple. Directly edit ads, ad groups, and thousands of keywords at once.

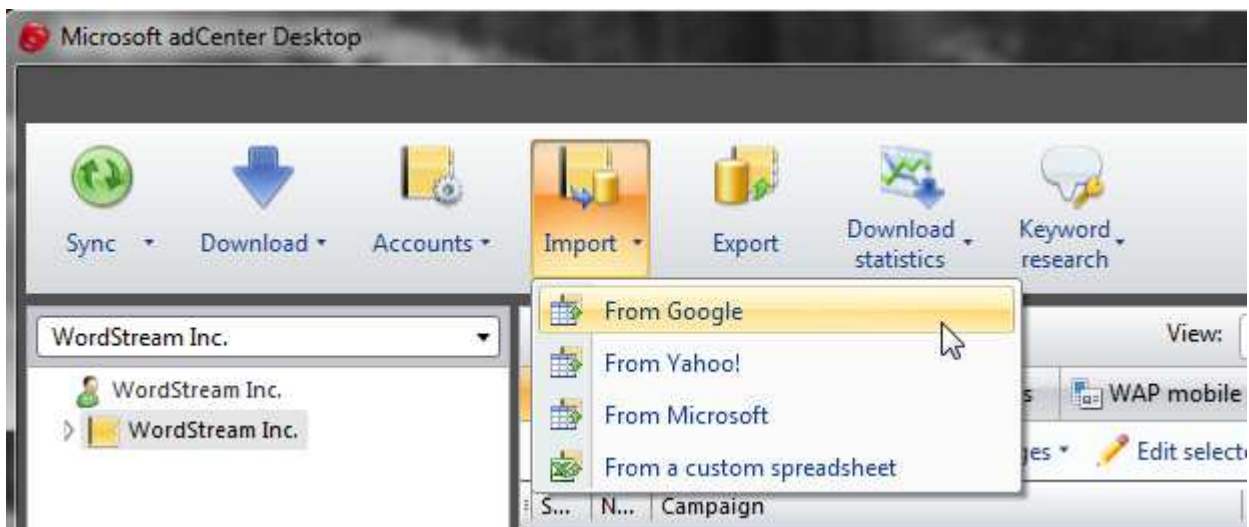
Create and import campaigns with ease: Our Creation Wizard walks you through the process with step-by-step instructions. You can define an ad group, create text ads, select keywords, and preview final ad copy. You can even import your account data from other search engines directly into Microsoft adCenter Desktop.

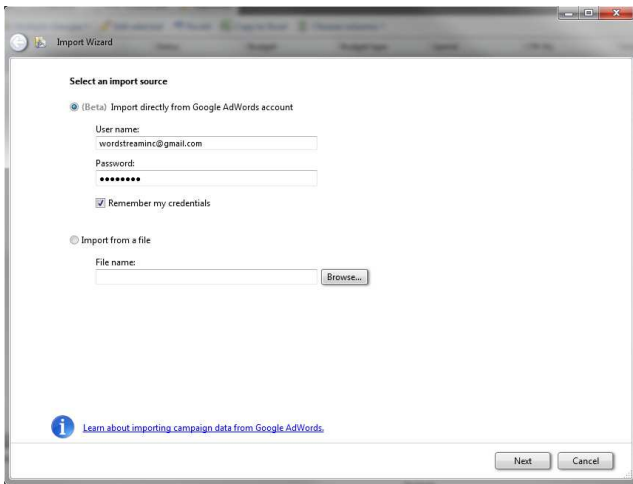


2. Launch and sign in using your Bing / AdCenter Credentials



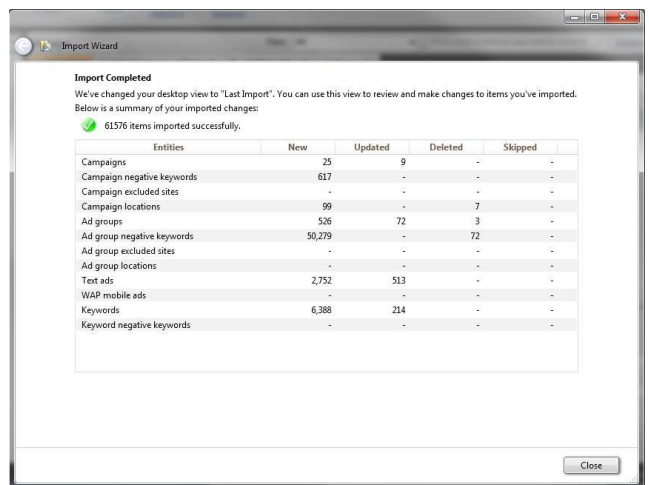
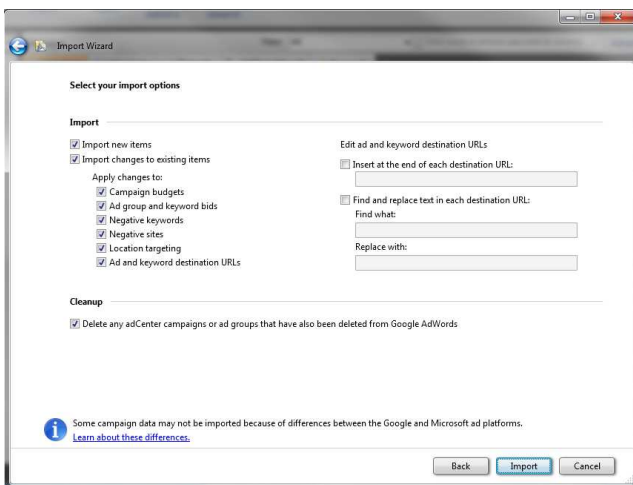
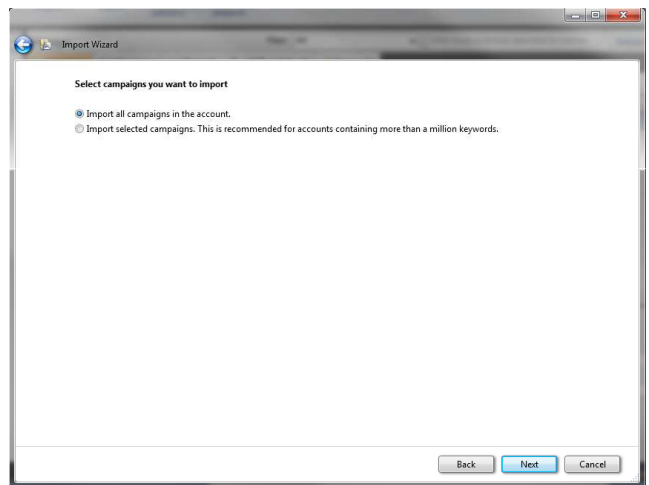
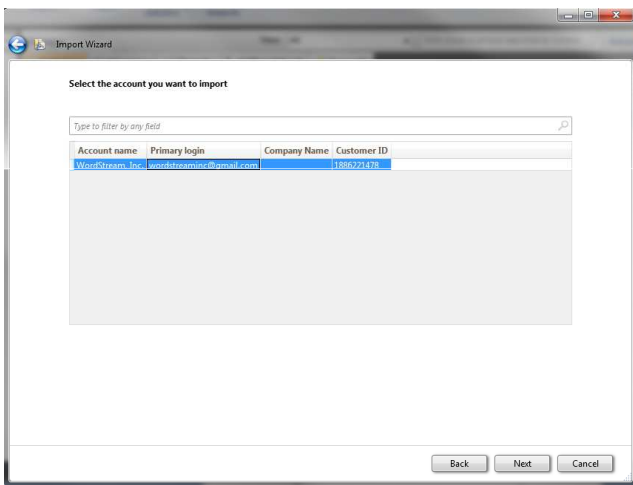
3. Click on the “import” icon and select “From Google”



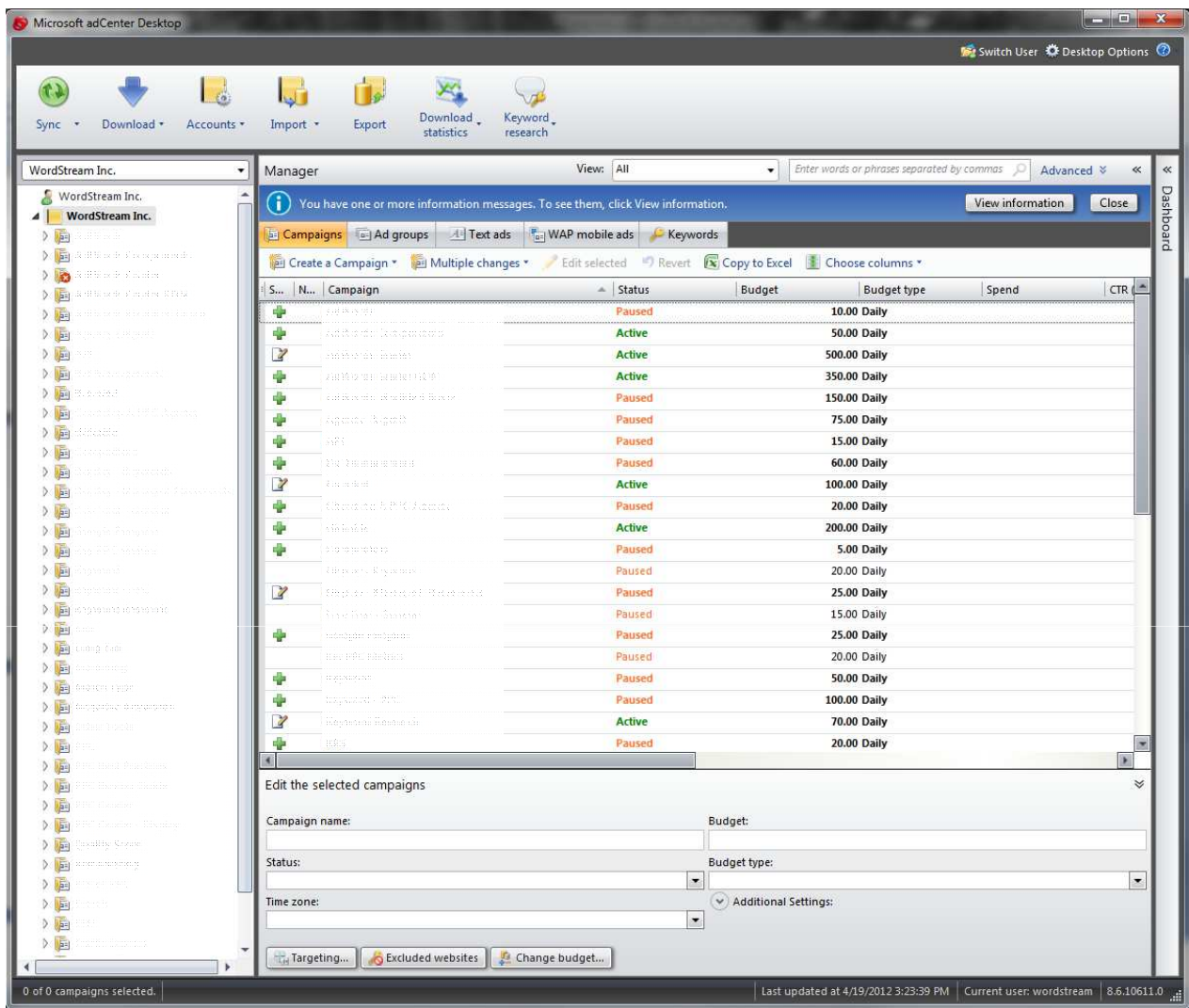


4. Plug in your AdWords user name and password then click next.


5. Select the account name, click next and then follow the import wizard's instructions.



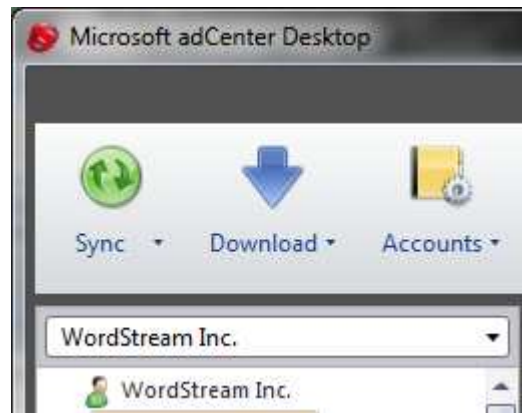
6. Once the install wizard has completed you will see all of your AdWords campaigns, adgroups, keywords, and ads in your AdCenter desktop tool.



Make sure you...

1. Check any and all errors as indicated by .
2. Check all of your settings at the campaign and adgroup levels: Geo targeting, day parting, network distribution, etc.
3. Check your ads. How do they look since the Google description lines are now combined in Bing.

Almost there! Now click sync from the menu ribbon.



And wait for the sync to complete successfully.

