

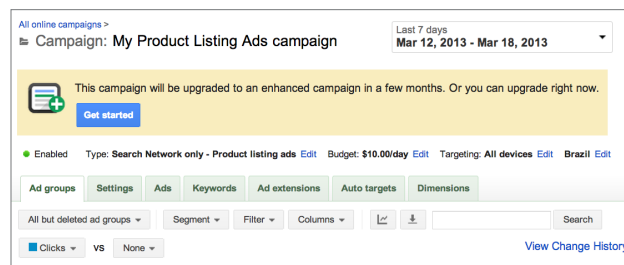
Upgrade Your Product Listing Ads to Enhanced Campaigns

People today are constantly connected, offering a tremendous opportunity for you to deliver the right products to them across devices anytime, anywhere. We recently announced the release of [enhanced campaigns](#) to help you reach these potential customers in a multi-screen world.

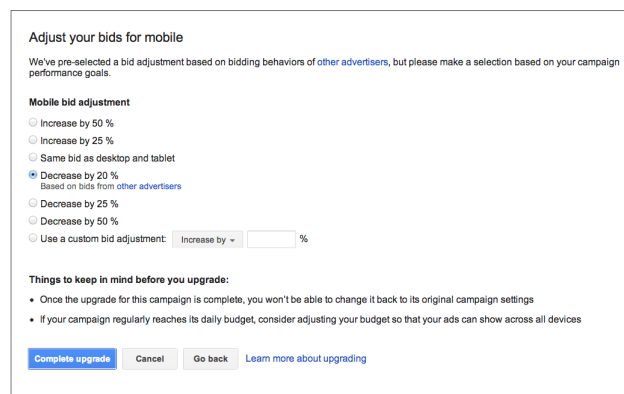
If you haven't yet [upgraded](#) your Product Listing Ads to enhanced campaigns, we recommend you do so to increase coverage of your products and easily manage bids across devices, locations, and time of day — all from a single campaign. It's quick and easy, especially if you don't have separate mobile campaigns for Product Listing Ads. We suggest you upgrade your Product Listing Ad campaigns now even if you're still finalizing your upgrade plan for your keyword campaigns.

5 steps to promote your products across devices:

1. Open the Product Listing Ads campaign you want to upgrade in AdWords.
2. Click on the "Get started" button as shown at right, and follow the upgrade steps.



3. As part of the upgrade, a suggested mobile bid adjustment will display as shown at right. Learn more about [mobile bid adjustments](#).
4. Click Complete upgrade, as shown on the right. When the upgrade is finished, you'll see the following screen where you can get more information.



5. Click Close, and you're done!

