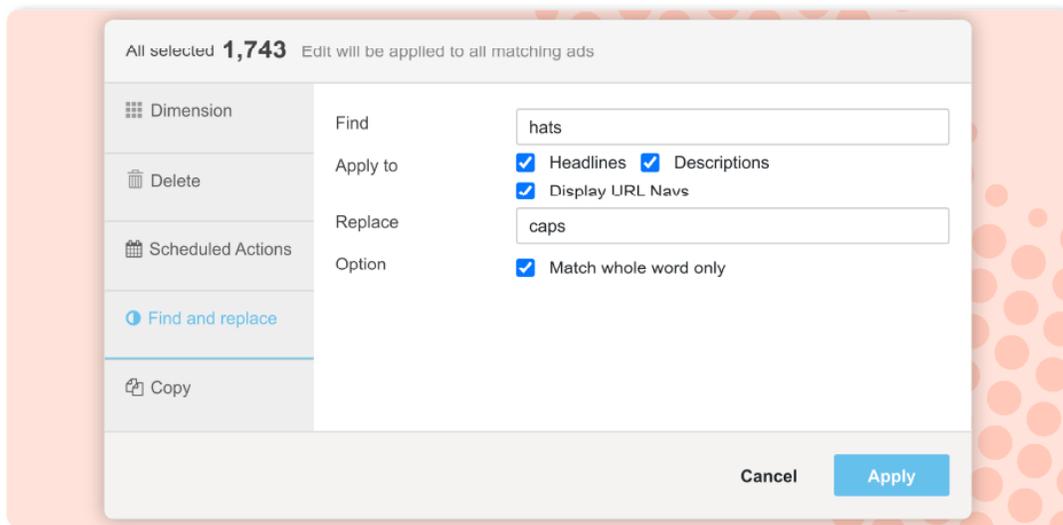
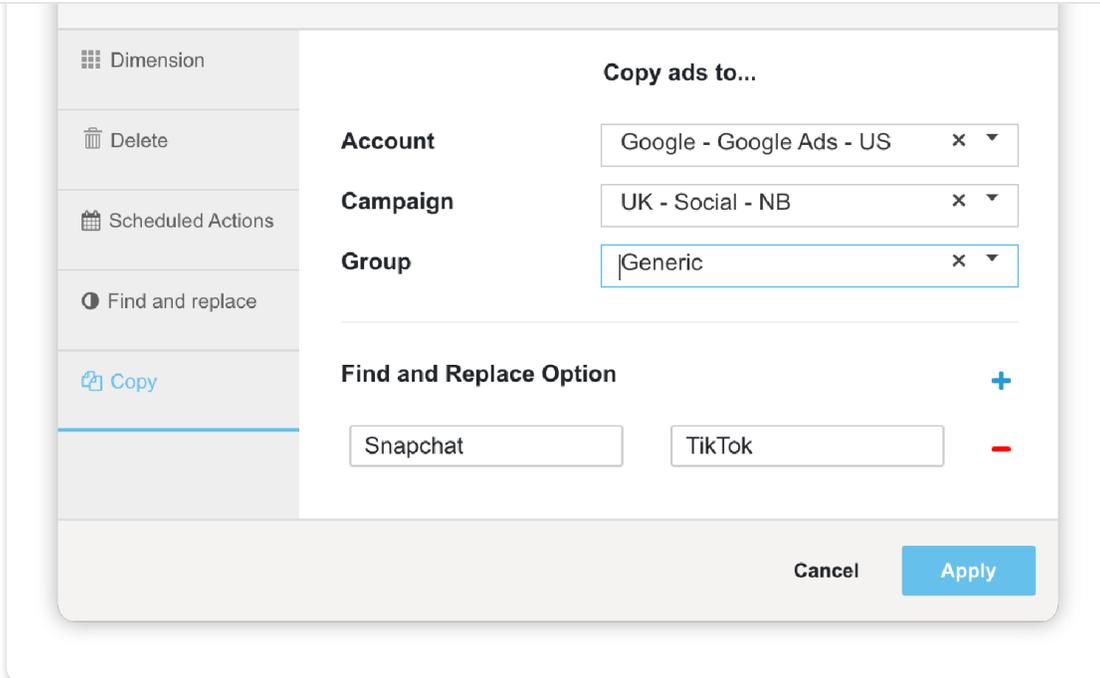


# Copy and Find and Replace in MarinOne

May 9, 2023

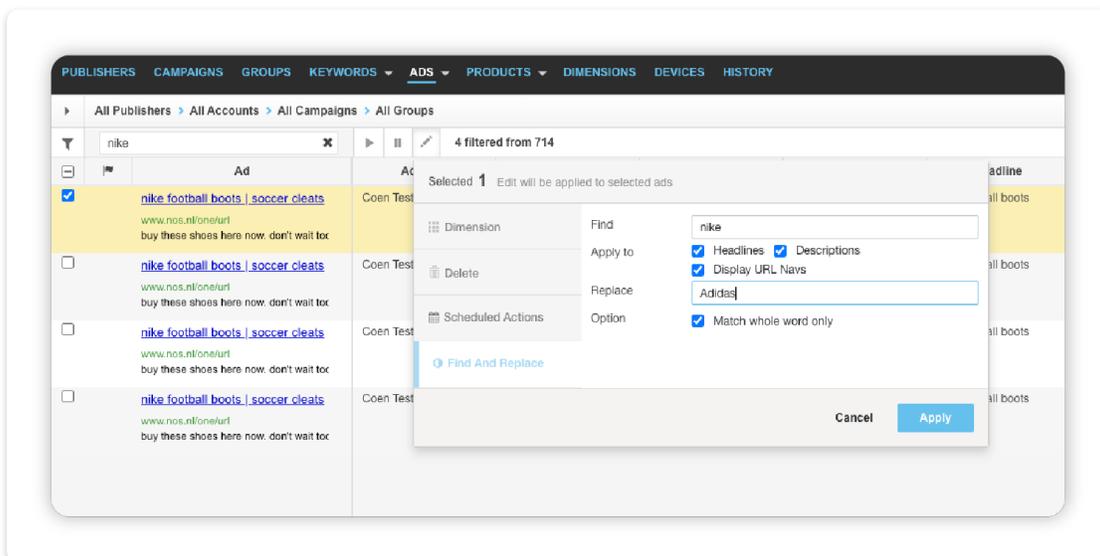


Why recreate the wheel? New ads are often similar to existing ads. The powerful Copy Tool in MarinOne lets you easily copy campaigns, groups, keywords, creatives, and placements across accounts and publishers. You can also apply Find and Replace during the copy process.



## Find and Replace

The Find and Replace feature is also available as a standalone tool, allowing you to quickly make changes to your ads without editing each one individually or dealing with downloading and uploading bulk files. Instead, simply input the text you'd like to find and the text you'd like to replace, then MarinOne will handle the rest. When managing large campaigns with many different assets, such as RSAs, Find and Replace can be a big time saver.



Used side by side, the copy tool and find and replace functionality allow you to turn a single permutation of an ad into many different permutations featuring updated brand names, product types, headlines, description lines, display URLs, and more.

Want to learn more about MarinOne? Take a [3-minute product tour here](#).



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