

FAQ: How Do I Pause My Ad?

Unlike traditional content that can be paused or stopped at will, our ads are engineered to unfold seamlessly, ensuring that your content is distributed effectively. Before you think about pausing your ad, let's talk about why you might want to keep it running.

1. **Building Momentum:** Just like a rolling stone gathers no moss, a running ad gathers attention. Your audience is starting to notice your message, and pausing the ad could disrupt this momentum. Consistency is key in advertising, and keeping your ad running ensures that you maintain a presence in your audience's minds.
2. **Staying Relevant:** The digital world moves at the speed of light (almost!). Trends change, news breaks and your audience's interests evolve. By pausing your ad, you risk losing relevance in the fast-paced landscape of online advertising. Keeping your ad running allows you to stay in the conversation and adapt to any changes as they happen.
3. **Maximizing Reach:** Every second your ad is live, it's reaching potential customers. Pausing it means missing out on valuable opportunities to connect with your audience. Whether it's a view, a click, or a lead, each interaction counts towards your campaign goals. Don't let those opportunities slip away!
4. **Testing and Learning:** Advertising is as much about experimentation as it is about execution. By letting your ad run, you gather valuable data about what works and what doesn't. Pausing it prematurely means cutting short this learning process. Analyzing the performance of your ad while it's running can provide insights that help you optimize future campaigns.
5. **Maintaining Brand Consistency:** Your ad is not just a message; it's a reflection of your brand. Pausing it unexpectedly can disrupt the consistency of your brand's voice and image. Keep your message consistent across all touchpoints to build trust and credibility with your audience.
6. **Avoiding Disruption:** Imagine you're watching your favorite show, and just as it gets to the most exciting part, the screen goes blank. Frustrating, right? Pausing your ad mid-campaign can create a similar feeling for your audience. Keep the experience seamless by letting your ad run its course.

In the end, keeping your ad running is about maintaining momentum, staying relevant, and maximizing opportunities to connect with your audience. So, keep that ad rolling and watch your efforts pay off!

Below are a few examples where pausing an ad may be necessary:

- The house has been taken off the market and is no longer being sold.
- AdTarget (Coming Soon, Just Listed, Open House, etc.) ad still has quite a bit of ad duration left, but the listing has sold.

Please reach out to our customer success team, and we can assist you in pausing an ad and providing credit towards a future ad.

Email success@adbuilder.pro or call 888-688-8573