Manage running campaigns in Instantly

Updated Sep 30, 2026

Once a campaign is sending, three habits keep it healthy: check bounces every day, pause before any change, and duplicate a finished campaign instead of restarting it. This guide shows where each one happens.

4 steps · 5 min · 3 watch-outs

Watch it first: manage running campaigns in one short video

The narrated video of this guide is in the library: https://campus.boldestimations.com/video/process-manage-campaigns.mp4

4 steps, each with the screen you will see

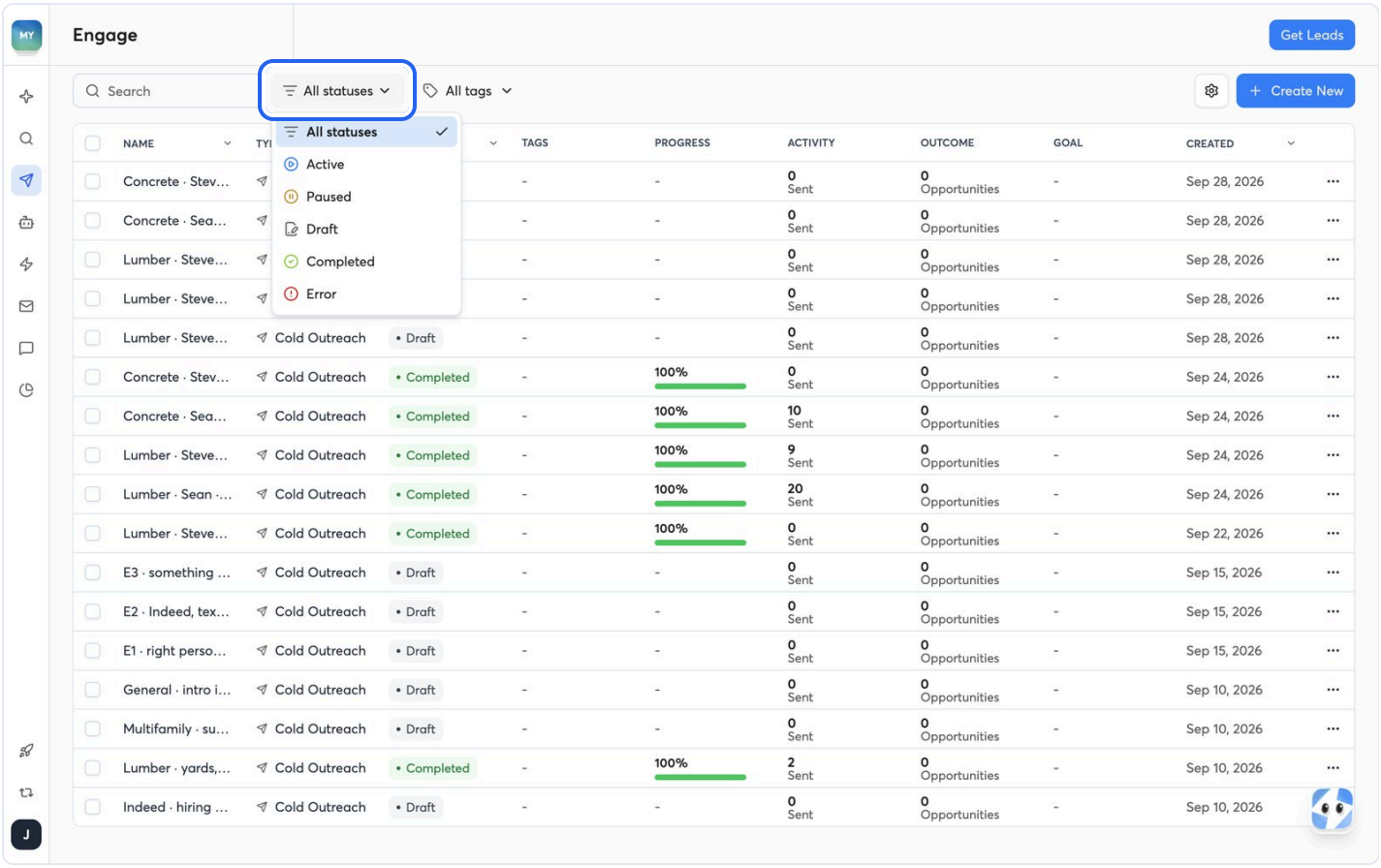
1. Filter by status
2. Check bounces
3. Pause and resume
4. Duplicate a finished campaign

Screens recorded Sep 30, 2026 in Bold Estimation's Zapmail, Instantly and Google accounts. Names, email addresses and phone numbers of real people are replaced with placeholders or blurred, and typed examples are made up. If a screen looks a little different, the tool has updated: find the same label nearby.

1 Filter by status

Open Engage in Instantly.

All statuses lets you see one kind of campaign at a time. Pick Active to see only the ones sending.

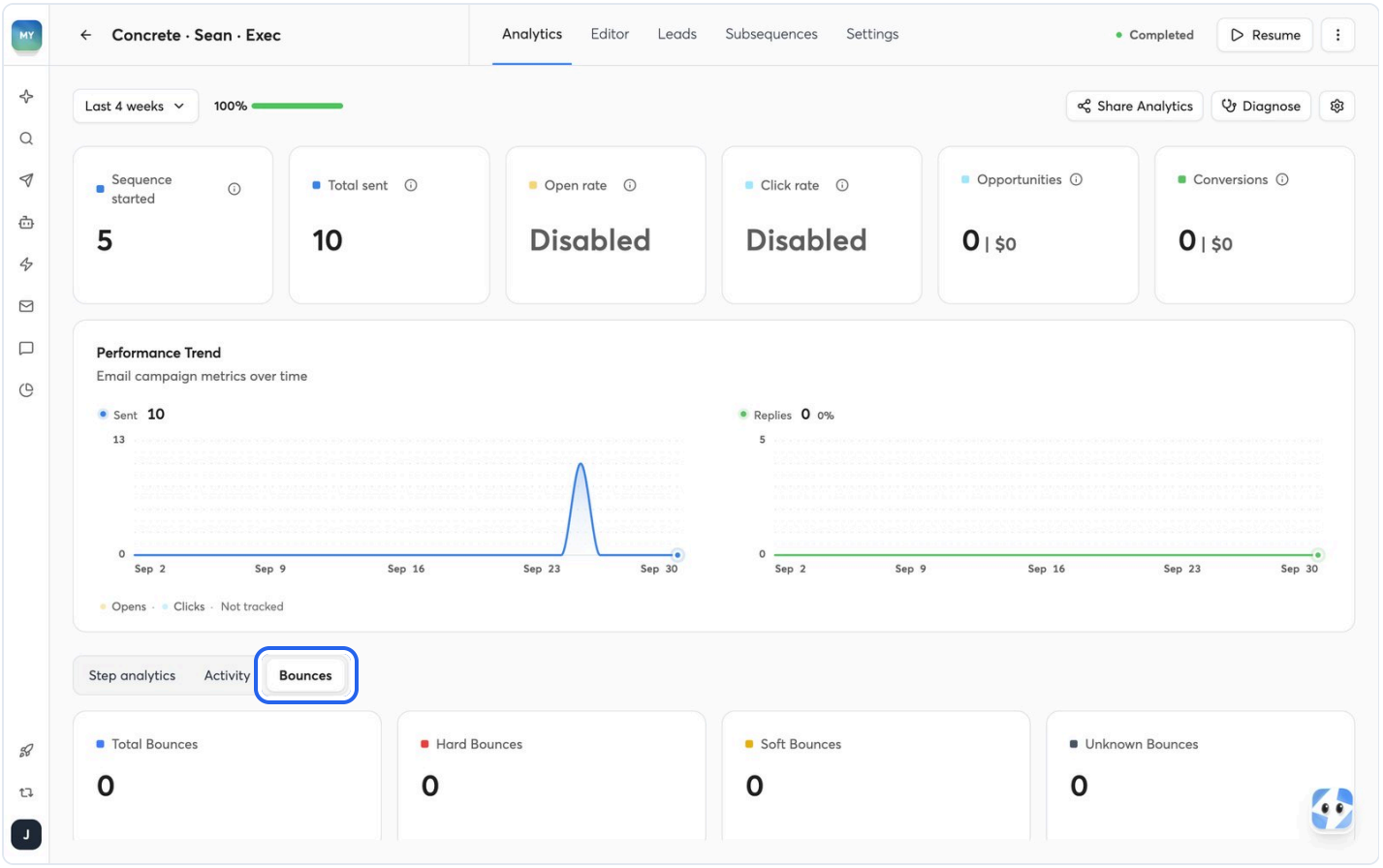


2 Check bounces

Press Escape, then open a campaign.

Under the chart, open the Bounces tab.

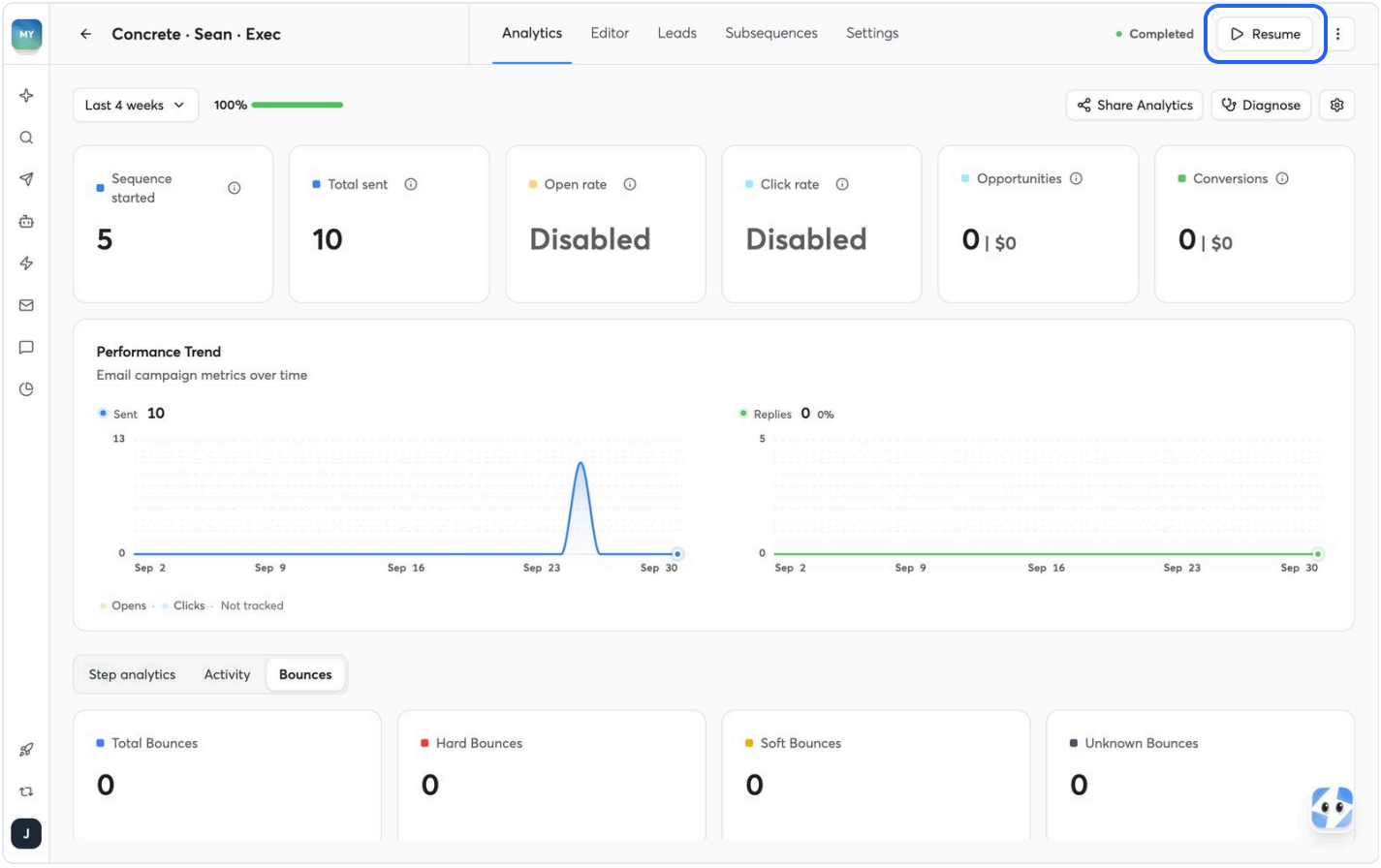
Check bounces every day. They must stay under two percent of the emails sent, which is two bounces in every hundred.



> ⚠ **Watch out.** Over 2 percent, pause the campaign, set each mailbox's daily limit back to last week's number, and check where the list came from before you resume.

3 Pause and resume

On a campaign that is sending, the top right button says Pause. Pause before you edit the emails. This one has finished, so the same button says Resume.



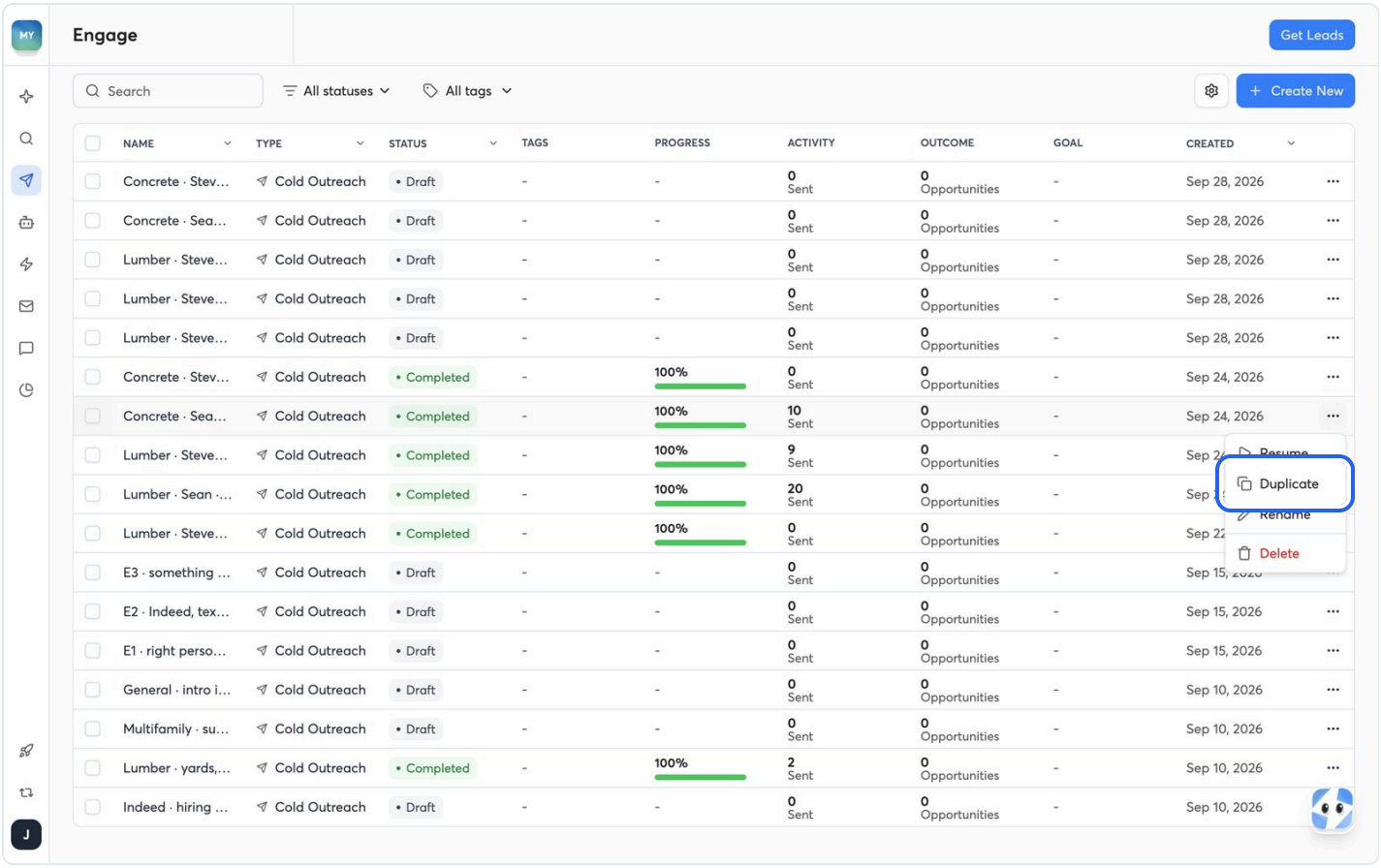
> ⚠ **Watch out.** Edit the emails only while the campaign is paused. The Editor saves as you type.

4 Duplicate a finished campaign

Back in Engage, find a campaign marked Completed.

A Completed campaign has emailed everyone on its list. To reach new people with the same emails, open the three dots on its line and pick Duplicate. Give the copy a new list, then launch the copy.

Press Escape to shut the menu.



> ⚠ **Watch out.** Resume and Delete sit in the same menu. Resume on a Completed campaign emails no one new, and Delete removes the campaign and its history. Pick Duplicate.

3 watch-outs to keep in mind Before you click

- ⚠ Over 2 percent, pause the campaign, set each mailbox's daily limit back to last week's number, and check where the list came from before you resume.
- ⚠ Edit the emails only while the campaign is paused. The Editor saves as you type.

⚠ Resume and Delete sit in the same menu. Resume on a Completed campaign emails no one new, and Delete removes the campaign and its history. Pick Duplicate.