

Return to Path

Understanding Meta Advertising Standards



Passed on December 19, 2024

About the ad review process at Meta

By Meta Blueprint 10m Beginner ☆☆☆☆ (1) Add review Report

Favorites

This lesson helps you understand how ads get reviewed at Meta and discover more about the Advertising Standards.



This lesson prepares you to:

- Explore the ad review process.
- Create ads that comply with Meta Advertising Standards.

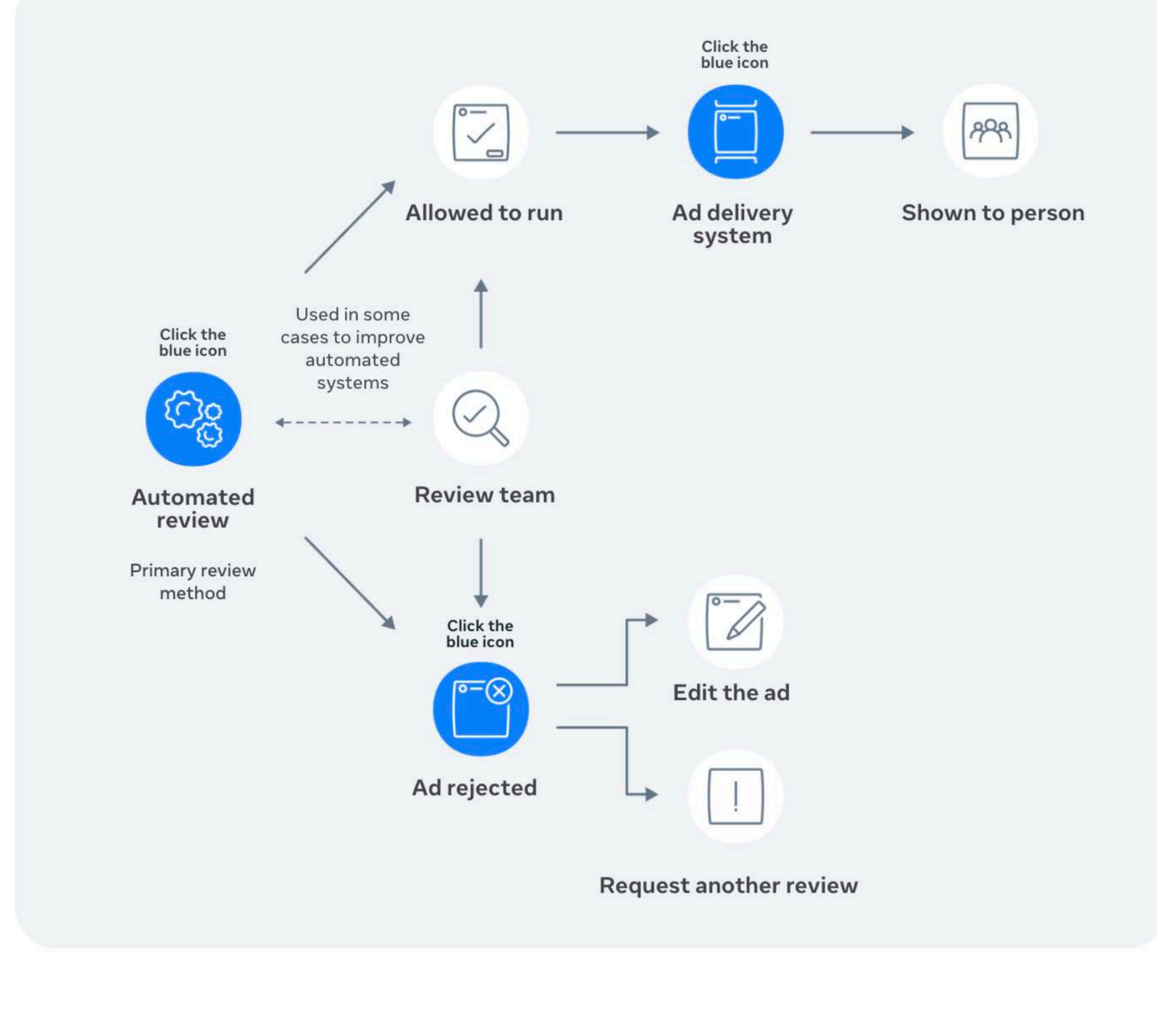
Ad review process

How ads are reviewed

Meta is committed to making its technologies safe for everyone. Understanding Meta Advertising Standards helps ensure a positive experience for people who engage with Meta technologies. They can also help you create ads that follow relevant policies and can reduce delays in an ad launch.

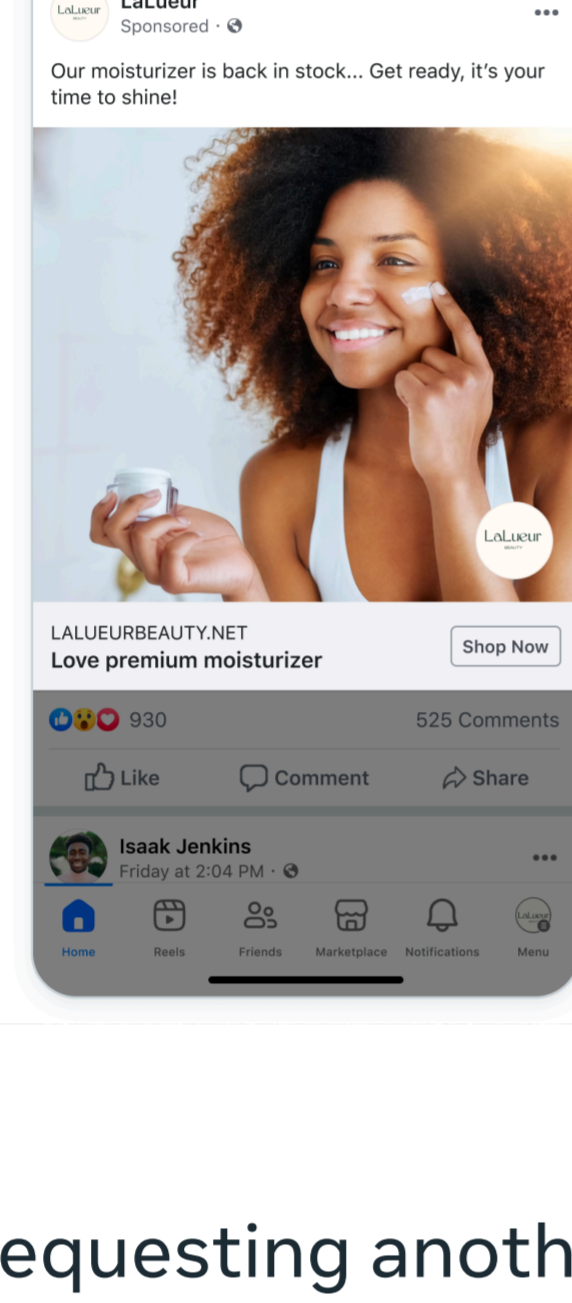
Each ad is reviewed using the Advertising Standards as a guideline, and ads are subject to multiple levels of review. Typically, most ads will be reviewed within 24 hours, although sometimes it may take longer. Incorporate time into your ad campaign to account for the ad review process and ensure your ads launch on time.

Click the blue icons to learn more.



How the ad review system works

When you create a campaign, each ad goes through a review process before it is shown to your audience. The ad review system relies primarily on automated tools and, in some cases, human reviewers to help determine ad approval or rejection.



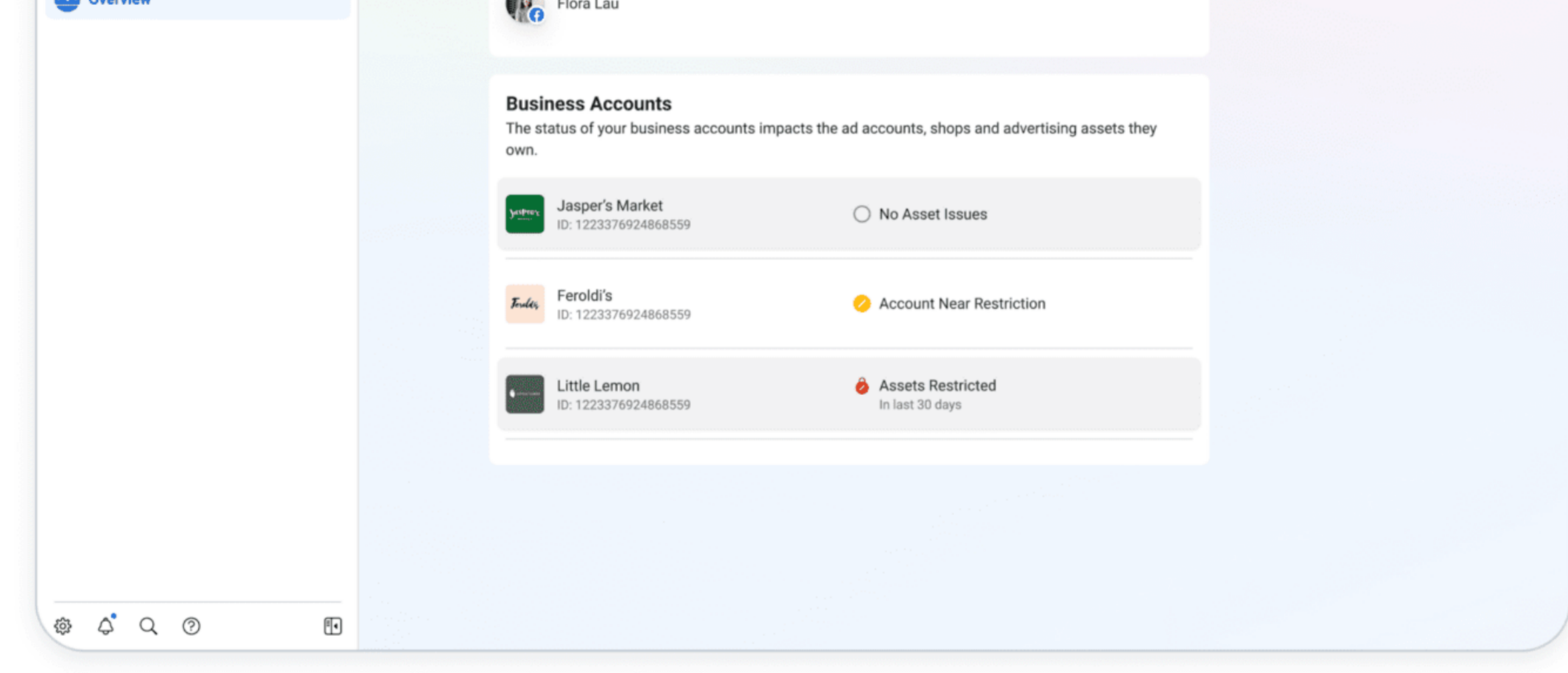
Specific components of an ad — such as images, text, targeting, positioning, and the content on the ad landing page — are reviewed. When your ad receives approval, delivery to its audience begins.

An ad may get rejected if there are components that do not meet the Advertising Standards. For example, an ad may not be approved if the landing page content isn't fully functional, if it doesn't match the product or service promoted in the ad, or if it doesn't fully comply with the Advertising Standards.

Requesting another review

If your ad is rejected, you have the option to make changes to meet the Advertising Standards. After you have made changes and saved your ad, it will be resubmitted and reviewed again. You can check the status of all your ad accounts and assets in Meta Business Support Home and respond to any issues identified in the dashboard.

If you believe the ad rejection was made in error, you can request another review in [Meta Business Support Home](#) and track the status of your requested review at any time. Let's take a closer look at the guidelines for creating ads.



Meta Advertising Standards

Meta uses the following standards to guide the review of ad content, such as images, text, positioning and landing page. Within the standards are specific criteria.

Expand the header to learn more.

+ Definitions

This lesson will focus on some, but not all, of the reasons ads are rejected. Being familiar with relevant policies and incorporating time to account for the ad review process can help reduce delays with an ad launch. Let's look at examples of the more common reasons an ad may get rejected during the ad review process.

Common reasons an ad is not approved

There are many reasons an ad may not be approved. For example, an ad for activewear may get rejected if it shows a cropped image of the torso of a model instead of the full body of a model. Because it only shows a portion of the body, it goes against the objectionable content standard on personal health and appearance. Let's take a look at content that goes against the Advertising Standards.

Explore the tabs to learn more.

| Dangerous content | Deceptive content | Objectionable content |
|--|-------------------|-----------------------|
| <ul style="list-style-type: none"> • Ads cannot promote the sale or use of tobacco or nicotine related products such as electronic cigarettes, vaporizers and other products that simulate smoking. • Ads cannot promote illicit or recreational drugs, or other unsafe substances, products or supplements. | | |

Advertising for specific businesses and products

There are restrictions on ad content associated with certain kinds of businesses and products, such as alcohol, online gambling services and financial services. Understanding content-specific restrictions before creating an ad may help reduce delays. Let's take a look at some examples.

Expand the headers to learn more.

+ Ads with content-specific restrictions

+ Social issues, electoral or political advertising

Business asset review

In some cases, certain behaviors and circumstances can lead reviewers to restrict or disable an ad account. If an ad goes against the Advertising Standards, the ad will be rejected and the associated business portfolio or its assets may be restricted.

Such restrictions may result in the loss of your ability to advertise on your Page or the loss of access to your account. Business assets include ad accounts, Pages and user accounts used for placing ads across Meta technologies. Let's look at some examples of what can lead to a disabled or restricted account.

Expand the headers to learn more.

+ Connected networks or associations

+ Content goes against Advertising Standards

+ Evading advertising

+ Inauthentic accounts

Key takeaways

Familiarize yourself with Meta Advertising Standards to help reduce delays.

Incorporate time for the ad review process to help ensure your ads launch on time.

Additional resources

Meta Transparency Center

- [Meta Advertising Standards](#)

Meta Business Help Center

- [Best practices to improve ad quality and performance](#)
- [About Meta's non-existent functionality advertising policy](#)
- [About Meta's personal attributes advertising policy](#)
- [How to edit your ad in Meta Ads Manager](#)
- [About Meta Account Quality](#)
- [Troubleshoot a rejected ad](#)
- [About advertising restrictions](#)
- [About ads for credit](#)
- [Ads about social issues, elections or politics](#)

Next Activity

How to troubleshoot ad rejections

Previous Activity
About the ad review process at Meta



How to troubleshoot ad rejections

By Meta Blueprint 5m Beginner ☆☆☆☆☆ (0) Report

♡ Favorites

This lesson provides guidance on how to troubleshoot ads so that they comply with Meta Advertising Standards for best results with an ad launch.



This lesson prepares you to:

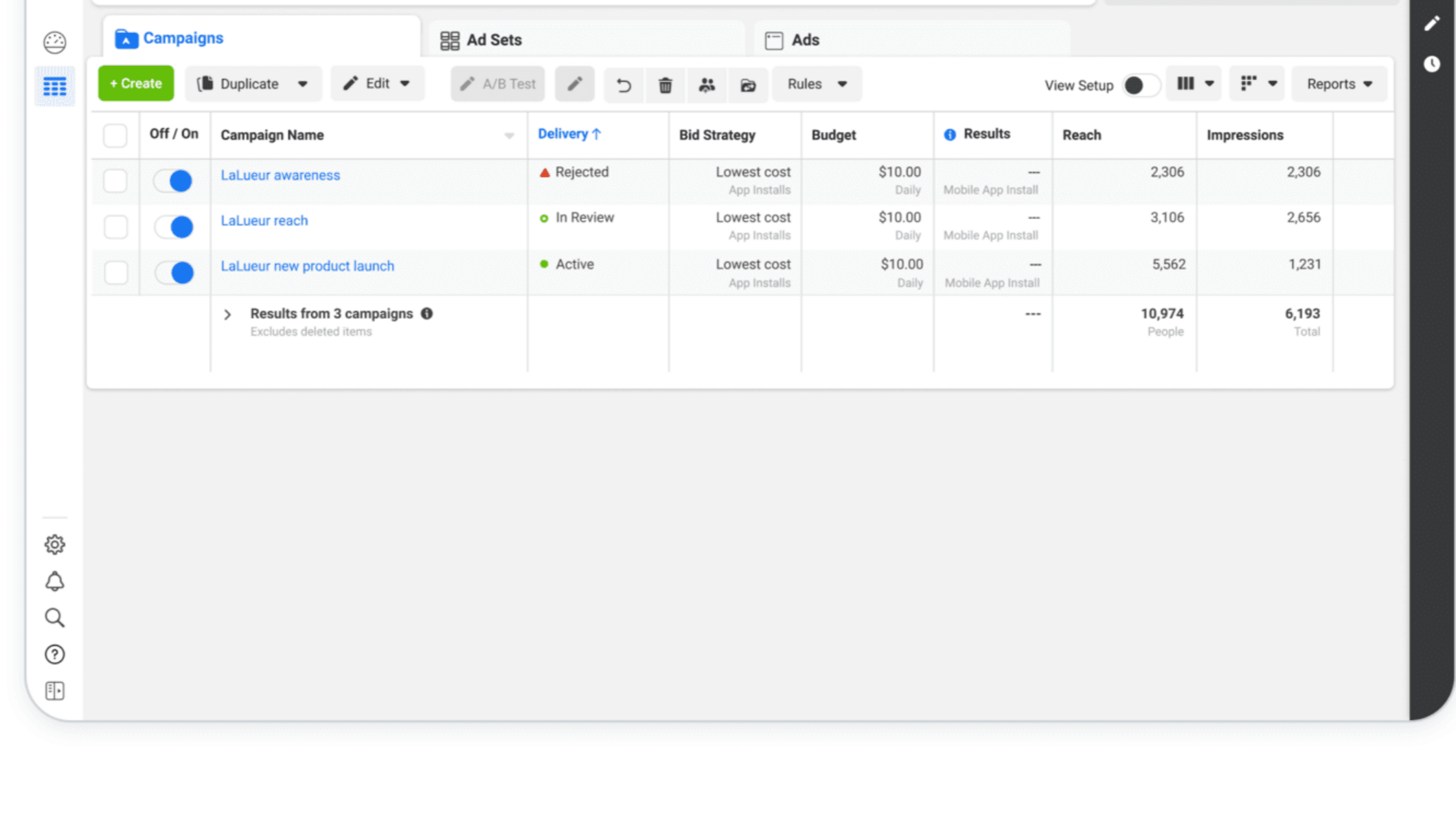
- Check ad status or request another review.
- Identify common reasons ads get rejected.

Common reasons ads get rejected

Understanding Meta Advertising Standards can make it easier for your business to more effectively place ads across Meta technologies and grow. There are many different reasons an ad may not be approved, but some types of violations are more common than others. Some of the more common ad rejection reasons are related to the text, ad visuals or landing pages.

To review the status of your ads, go to [Meta Ads Manager](#) and check the delivery column. A notation is provided in the column and will advise you of the ad status. For a complete list of all the statuses and descriptions, visit the link in the additional resources at the end of this lesson.

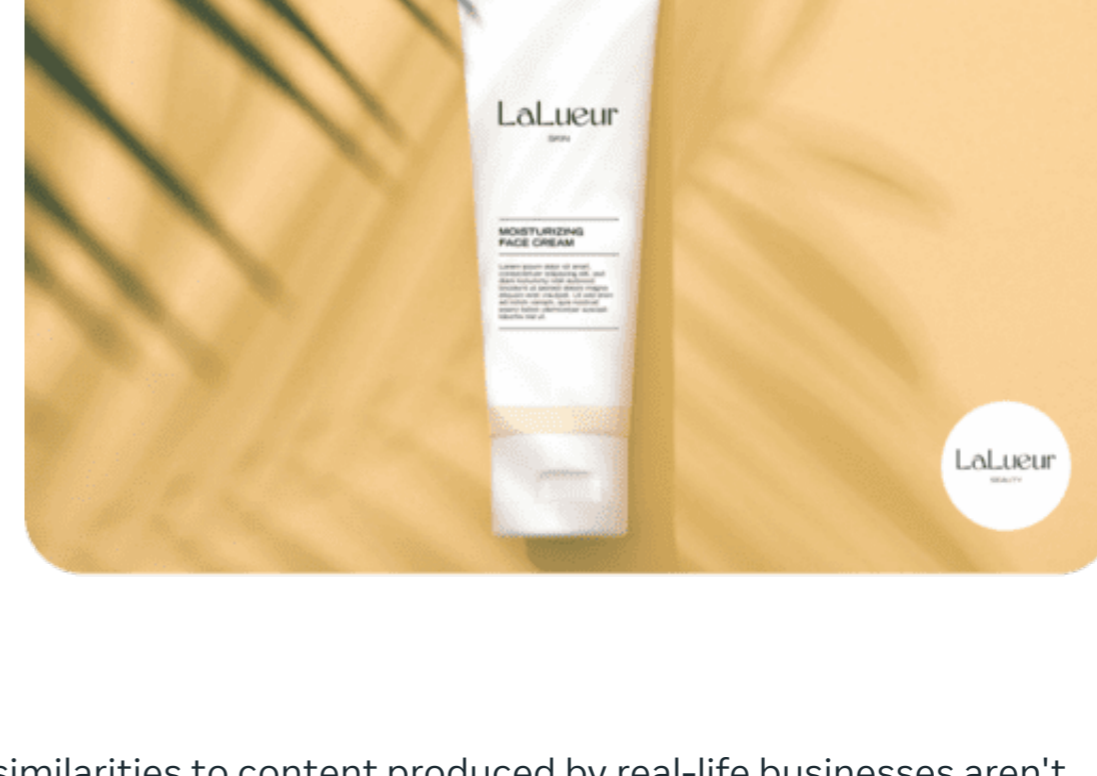
If you believe your ad was incorrectly rejected, you can also request a review of the decision in [Business Support Home](#). Let's look at some common reasons an ad may be rejected.



Personal health and appearance

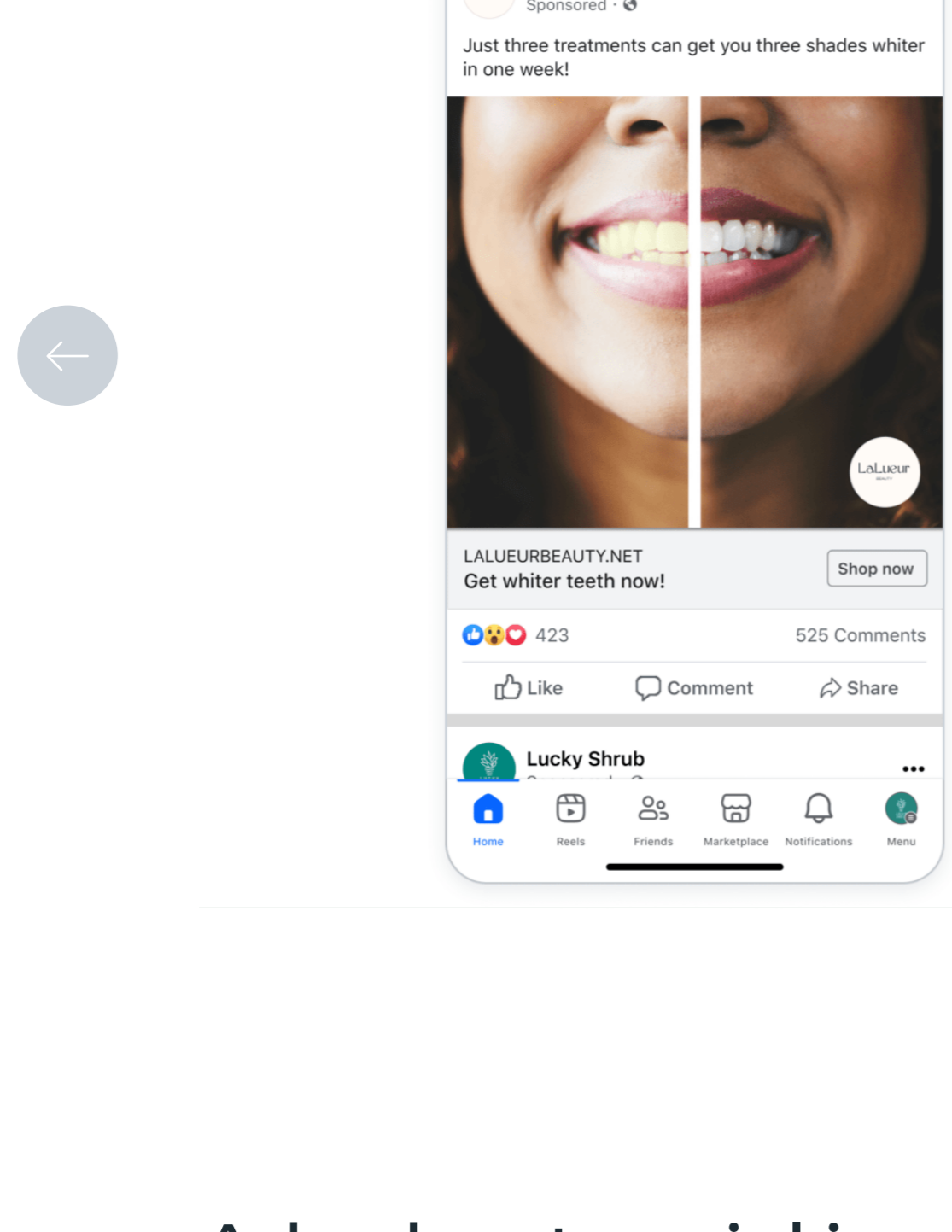
LaLueur

Gita owns LaLueur, a small beauty brand, and they are launching a new line of beauty products. One of her new products promotes teeth whitening, and she creates an ad that promises results within ten days using a before-and-after image. After placing her ad, Gita receives a notification that the ad is rejected. Let's learn more about how Gita can change the ad to meet the Advertising Standards.



Disclaimer: LaLueur is a fictitious business designed by Meta. Any similarities to content produced by real-life businesses aren't intentional.

Use the arrows to learn more.



Rejected ad

The ad goes against the Advertising Standards on personal health and appearance by using tactics that imply or attempt to generate negative self-perception in order to promote diet, weight loss or other health-related products. The ad includes an image that implies there is a specific appearance one should aspire to.

Ads about social issues, elections or politics

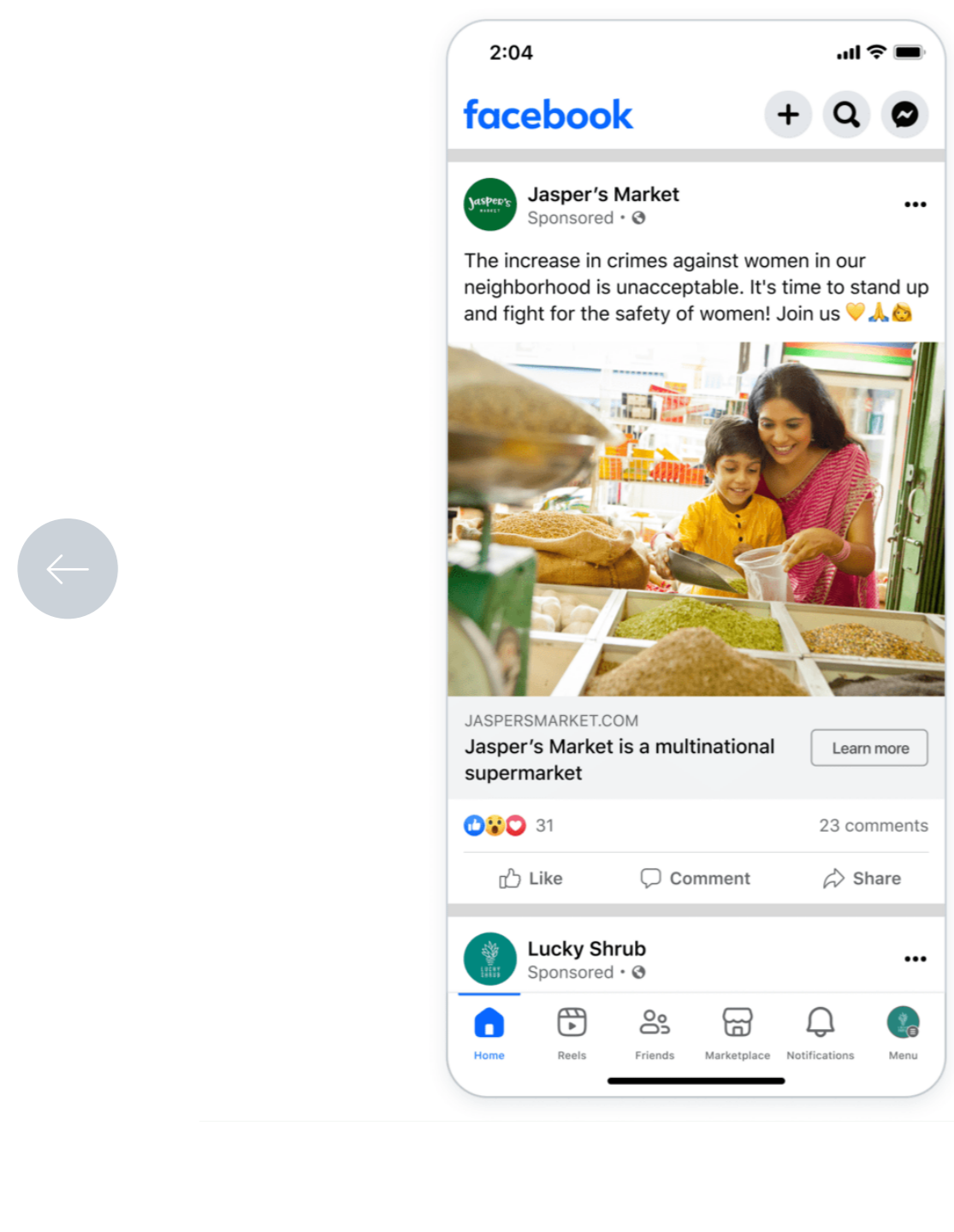
Jasper's Market

Sunil owns a small grocery store, and he runs an ad encouraging his followers to stand with him in the fight to stop crimes against women. He receives a notification that the ad was rejected. Let's learn more about how Sunil can change the ad to meet the Advertising Standards.



Disclaimer: Jasper's Market is a fictitious business designed by Meta. Any similarities to content produced by real-life businesses aren't intentional.

Use the arrows to learn more.



Rejected ad

The ad Sunil created contains information about social issues, elections or politics. If an ad includes discussion, debate or advocacy for or against social issues, as seen in the example, then the advertiser needs to go through the authorization process and place a **Paid for by** or **Published by** disclaimer.

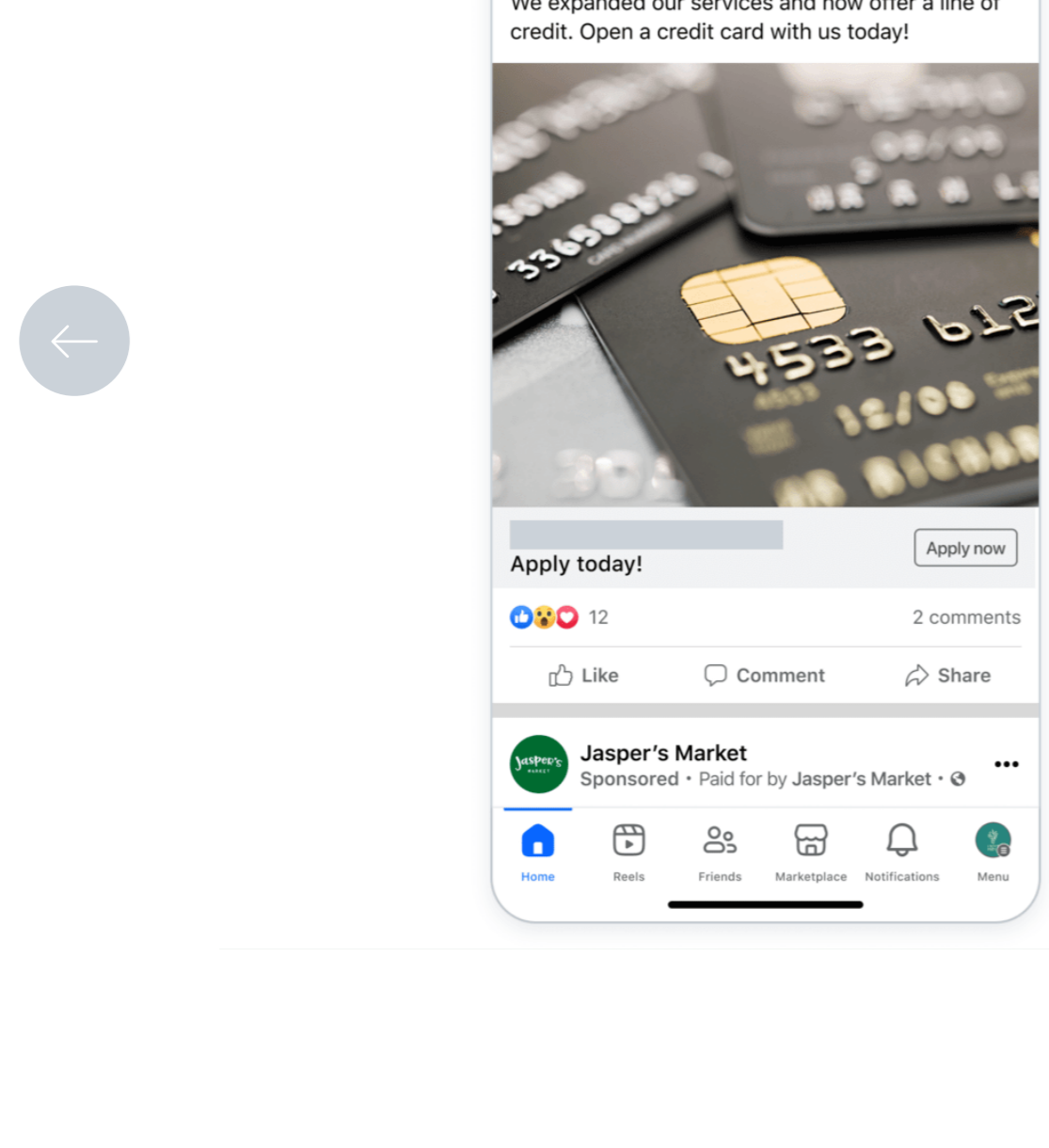
Ads with content-specific restrictions

Financial services

Kalyani is creating an ad for her small financial company that includes a promotion for a loan. The ad takes people to a form that requires them to enter their name and email information to qualify for a line of credit. After placing her ad, she gets a notification that the ad was rejected. Let's take a look at what Kalyani can do to meet the Advertising Standards.



Use the arrows to learn more.



Rejected ad

Kalyani cannot directly request personally identifiable information within the landing page for the ad. Additionally, businesses promoting credit cards or financial services have content-specific restrictions, such as targeting ads to people 18 years or older, and they may be asked to go through an authorization process.

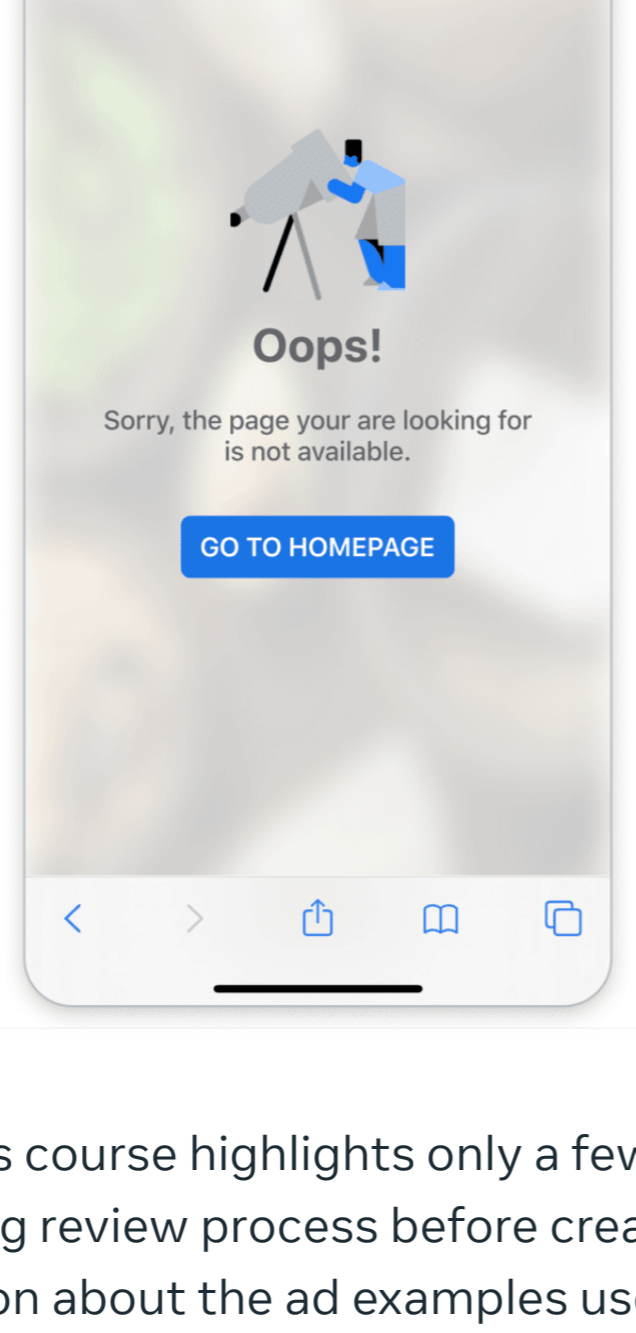
They are also required to disclose fees and interest rates in the ad.

Best practices for landing pages

All ads should be accurate and relevant to the product or service being offered for the audience viewing the ad. If your ad directs people to a landing page, the site that people are redirected to when they click on an ad. If your ad targets a landing page, it must clearly represent the company, product, service or brand that's being advertised.

Before placing an ad, consider the following best practices to ensure it complies with the Advertising Standards on landing pages.

Ads are commonly rejected for the following landing page issues:



- **Misleading product page:** The page doesn't clearly reflect the product or service promoted in the ad.
- **Inappropriate content:** The page contains content, products or services prohibited by the Advertising Standards.
- **Difficult navigation:** The page contains content that interferes with the ability to navigate away from it.
- **Page not found:** The page doesn't work properly.

Again, this course highlights only a few examples from the Advertising Standards. Understanding the advertising review process before creating an ad can help reduce delays with an ad launch. Further information about the ad examples used in the lesson and more resources on troubleshooting ad rejections are at the end of the lesson.

Key takeaways

Consider the purpose of your ad and determine whether the ad text, visuals and landing page are compliant with the Advertising Standards.

If your ad is rejected, review the Advertising Standards, edit your ad and resubmit it for approval.

Use best practices for landing pages and ensure your landing page works properly and reflects the product or services in the ad.

Additional resources

- Meta Transparency Center
 - [Meta Advertising Standards](#)
- Meta Business Help Center
 - [Ad quality: What you should know](#)
 - [Best practices to improve ad quality and performance](#)
 - [View campaign, ad set or ad delivery status in Meta Ads Manager](#)
 - [About Business Support Home](#)
 - [Troubleshoot a rejected ad](#)
 - [About advertising restrictions](#)
 - [About ads for credit](#)
 - [Ads about social issues, elections or politics](#)