

Native Ad Campaign Approval Checklist

Campaign Details

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Campaign name provided

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Objective is clearly defined

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Target audience outlined

Creative Materials

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Headline meets guidelines

☐

Description is accurate and clear

☐

Image/media meets specs

☐

Brand attribution visible

Compliance & Guidelines

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Content complies with ad policies

☐

Required disclosures included

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Privacy requirements met

Landing Page

☐

Destination URL correct and functional

☐

Landing page relevant to ad

☐

Tracking parameters applied

Notes