

# Why Do Your Ads Get Shut Down?

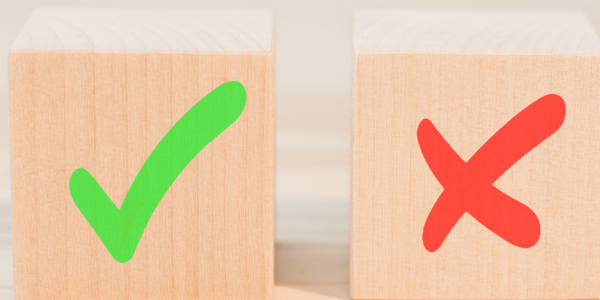
## How To Avoid It. + Spam Identification Guide

Advertising serves as a vital component of modern marketing strategies for your center, connecting you with your target audience and reaching those seeking abortion information, allowing you to offer them hope and life-affirming support.

However, as you may have already experienced, your ads may encounter shutdowns for various reasons, leading to disruptions in phone calls and texts and potentially impacting your ability to offer services and support.

Understanding the factors contributing to ad shutdowns is essential for maintaining effective communication with women searching for abortion information or pregnancy help in their communities.

CHOOSE *life*  
marketing



# Why Do Your Social Ads Get Shut Down?

There are four primary reasons your social ads may get shut down.

## VIOLATION OF ADVERTISING POLICIES

Ads may be removed if they violate the platform's advertising policies. In our industry, an easy violation is using personal attributes. For instance, targeting based on sensitive personal characteristics like race, religion, or health status is typically prohibited.

Let's look at an example of a personal attribute ad:

**Personal Attribute:** Physical health

**Ad text:** "Have you discovered you're pregnant? Come to our clinic for a free ultrasound."

**Violating content:** This ad contains a statement that assumes a condition - that your audience is pregnant, and uses the word "you."

**Alternative ideas:** Try highlighting the multiple services of your center.

You can view Meta's [personal attribute policy](#) to get a better idea and help ensure your ads are in compliance.



## META UPDATES

Social media platforms like Meta frequently update their targeting options. If an ad's audience selection doesn't align with the latest targeting criteria, the ad might be flagged.

The solution for this type of block is simply adjusting the targeting parameters to match the updated options, which should resolve the issue.

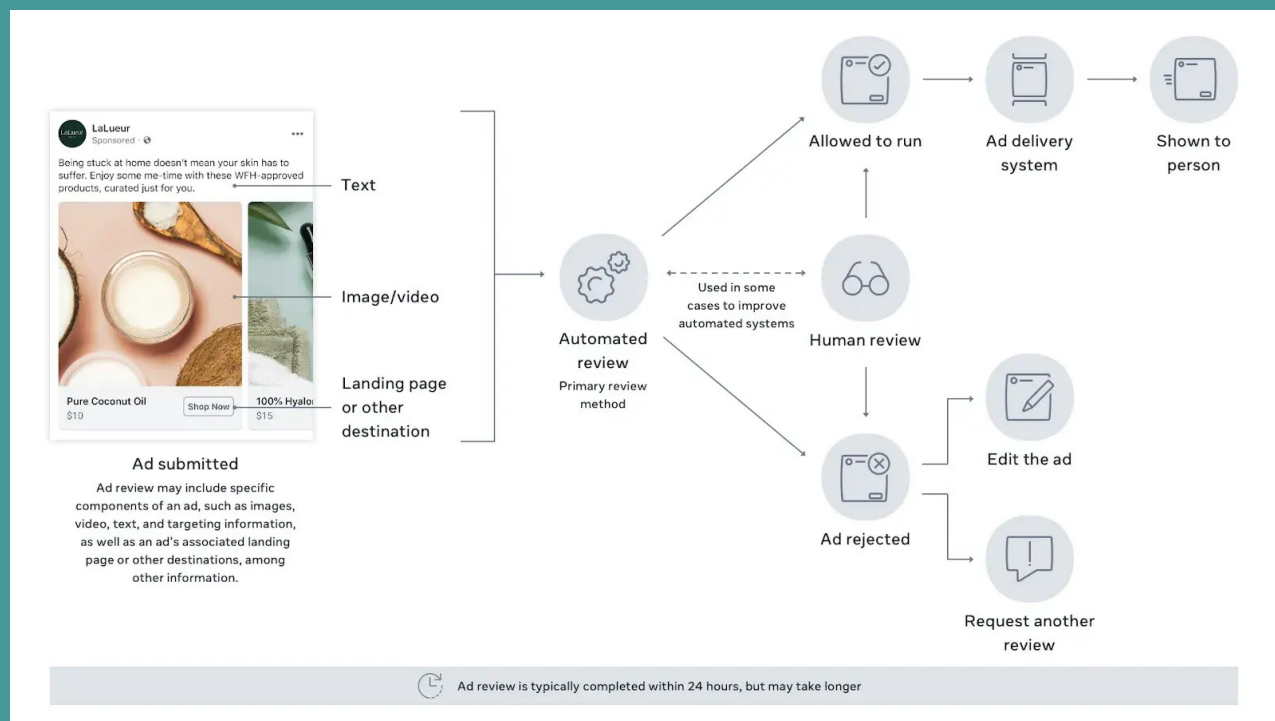
## LACK OF DISCLAIMER FOR POLITICAL/SOCIAL ISSUES ADS

Ads that touch upon political or social issues often require disclaimers to provide transparency. Failure to include such disclaimers can lead to ad shutdowns. Abortion is considered a political/social issue—more so as we approach the election.

Even though it may seem that your ads don't fall into this category, we recommend creating a disclaimer in case your ads get flagged for this specific circumstance.

You can learn how to make a disclaimer and link it to your ad account [here](#).

# AUTOMATED AI APPROVAL SYSTEM



Sometimes, ads are halted because the platform's AI detects something questionable. Even if the ad appears to comply with guidelines, it may trigger the automated system. The first thing to do to combat this type of error is to check over all the guidelines and make sure nothing seems out of line.

In such cases, requesting a manual review by a human reviewer could rectify the situation, especially if the ad adheres to all policies.

You can request reviews using [this link](#), which will take you to the business center.

## Why Your Google Ads Get Shut Down

Several factors can contribute to the suspension of Google ads, ranging from [policy violations](#) to technical issues. By identifying and addressing these factors proactively, advertisers can minimize disruptions and maximize the effectiveness of their advertising efforts.

Let's explore the most common reasons why Google ads get shut down and how you can prevent it from happening to your campaigns.

### ADVERTISER VERIFICATION

Advertiser verification is a mandatory requirement for running ads on Google Ads.

If ad shutdowns are due to incomplete advertiser verification, ensure that the verification process is completed promptly.

To verify your business for Google Ads, follow these steps:

1. Log in to your Google Ads account.
2. Go to the “Settings” tab.
3. Look for the “Advertiser verification” section.
4. Click on “Start verification.”
5. Fill out the form with accurate information about your business.

Once verification is successfully completed, ads will be eligible to run again on the Google Ads platform. Your active advertisements will showcase your geographical location and company name.

## **AD CRAWLERS & TECHNICAL ISSUES**

Google uses automated systems and crawlers to check your ads and websites.

The most common reason for an ad shutdown is ads being disapproved because of an error from Google’s automated systems or crawlers.

The most common policies when ads get disapproved are: Destination Not Working, Circumventing Systems, and Malicious Software.

Don’t get too hung up on these specific policies; all they mean is that Google’s crawler thinks it ran into an issue scanning your website.

While it’s mostly in error, it can be triggered if 1) Your page takes too long to load or 2) There is a broken link on the site.

## **RESOLUTIONS**

There are four steps you can take if you are getting these errors.

### **FIX WEBSITE ISSUES**

In cases where ad shutdowns are caused by technical issues such as broken destination URLs or website errors, prioritize resolving these issues.

### **CHECK URLS**

Check the destination URLs associated with the ads to ensure they are functioning correctly and directing users to relevant landing pages.

### **ADDRESS SLOW DOWNS**

Address any technical problems on the website that may be impacting ad performance, such as slow loading times.

### **REQUEST REVIEW**

Once the technical issues have been resolved, request a review of the ads to reinstate them on Google Ads.

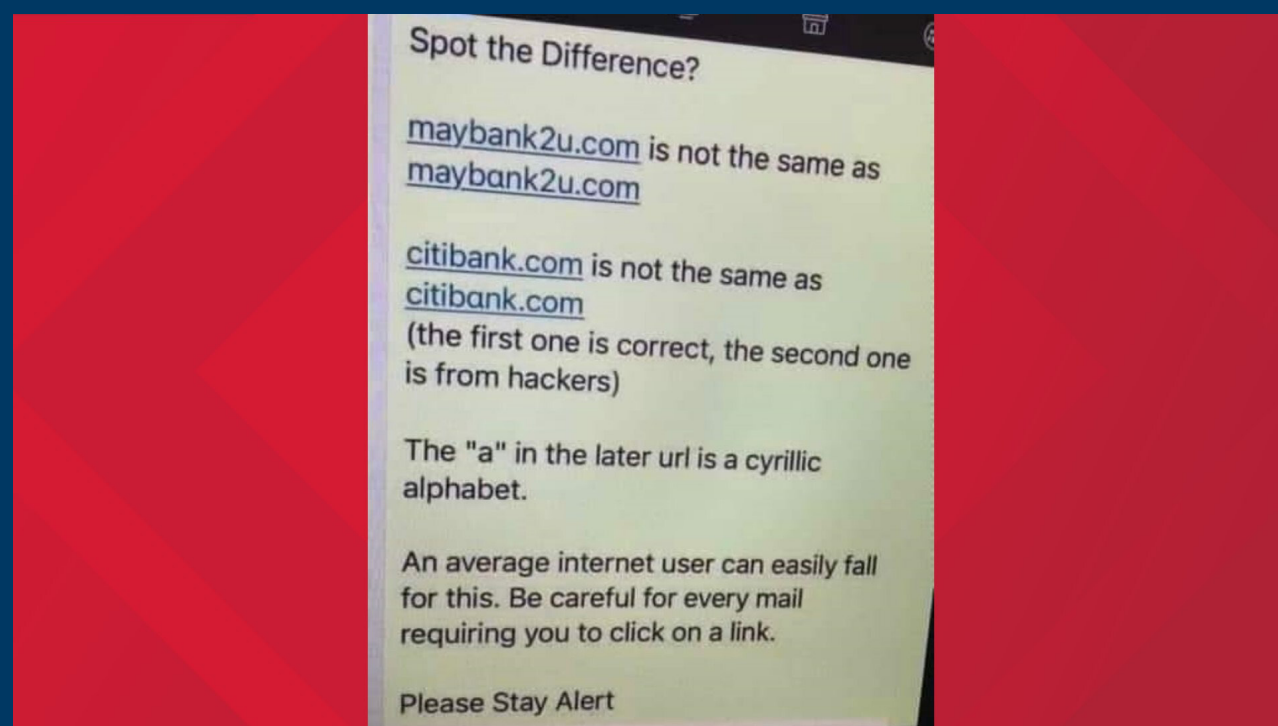
You can also [create a ticket with Google](#), [request a meeting](#), or if you have a specific Google rep assigned to you, you can reach out to them.

## SPAM IDENTIFICATION

Spam emails often resort to deceitful methods, with one of the most prevalent being the utilization of the Cyrillic alphabet to mimic authentic text. Recognizing and countering spam emails is essential for protecting accounts and thwarting phishing attempts.

Platforms like Facebook primarily engage with users through designated addresses and channels, emphasizing the importance of discerning legitimate communication channels to enhance online security.

## EXAMPLE OF CYRILLIC ALPHABET SPAM



## 2 BASIC RULES FOR SPAM MITIGATION

### 1. IF YOU GET AN EMAIL, ALWAYS CHECK WHO IT CAME FROM BEFORE CLICKING ANY LINKS.

Signs of potential spam emails include irregularities in the sender's email address, such as misspellings or variations of well-known domains.

Additionally, pay attention to the content of the email itself; messages containing unsolicited requests for personal information, urgent demands for action, or offers that seem too good to be true are often indicative of phishing attempts.

## 2. IF THE EMAIL DOESN'T LOOK RIGHT, IT IS LIKELY SPAM.

Before clicking on any links contained within the email, take a moment to carefully examine the sender's information. Legitimate emails typically come from recognizable and verified sources, such as reputable companies or individuals with whom you have a prior relationship.

## AUTHORIZED FACEBOOK CONTACT

When Facebook contacts you, they may do it in three different ways:

- 1. Messenger:** Facebook will send you a message with an issue, and 99% of the time, there is a clickable box to fix it. No one else can start a message with you and give you a box to click. If there is no clickable box in the message, it is spam.
- 2. Support inbox:** This can be found under your account settings.
- 3. Email:** Facebook may contact you using one of the emails listed below. If it does not come from one of the addresses listed, do not click on anything.

- » notification@facebookmail.com
- » noreply@facebookmail.com
- » @business.fb.com
- » @support.facebook.com
- » @fb.com
- » @meta.com
- » advertise-noreply@facebookmail.com
- » update@em.facebookmail.com
- » @mediapartnerships.fb.com
- » security@facebookmail.com

## Get Help From Choose Life Marketing

Navigating the world of online ads can be complex. At Choose Life Marketing, we understand the challenges of effectively managing Google and Social Media ads. That's why we've assembled a team of seasoned experts who specialize in navigating the nuances of these platforms.

Our dedicated professionals are equipped with the knowledge and experience needed to streamline the advertising process for you. Whether you're grappling with Google ads or navigating the intricacies of social media advertising, we're here to simplify the journey.

Let us handle the difficulties of online advertising so you can concentrate on what matters most – serving women, saving lives, and positively impacting your community.

[Reach out to us](#) to discover how we can develop a tailored strategy for your pregnancy center or pro-life organization. Or feel free to call us at 573-445-9295 to start a conversation about how we can best support your goals and advance your mission.

# Get More Information

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