



Ad Policy 101 for Performance Marketing on Facebook

November 2016

Policy Compliance

Facebook policy takes a three-tier approach to how it views advertising

The Ad on Facebook

- Does the ad make any unsubstantiated/sensational claims?
- Does the ad accurately reflect the product being sold on the landing page?

Post Click Experience

- Does the landing page convey clear info about the product?
- Is the landing page an advertorial?
- Is the landing page misleading?
- Does the landing page have unsubstantiated or sensational claims


Post Conversion Experience

- Does the product the user receives match what they were promised in the ad and on the landing page?

VSLs

Bad

May take 10 seconds to load. Make sure your sound is on.




Next
A new concern of spreading health hazard
Heart disease has been America's number 1 cause of death for

The information provided on this site is for informational purposes only and is not intended as a substitute for advice from your physician or other health care professional or any information contained on or in any product label or packaging. You should not use the information on this site for diagnosis or treatment of any health problem or for prescription of any medication or other treatment. You should consult with a healthcare professional before starting any diet, exercise or supplementation program, before taking any medication, or if you have or suspect you might have a health problem, you should not stop taking any medication without consulting your physician.

Good


Bloating, Gas, Abdominal Pain, Fatigue, Constipation, & Heartburn?

SCROLL BELOW TO ORDER




Because these symptoms are warning signs that an invasion of toxic bugs deep in your gut...

SCROLL BELOW TO ORDER



Introducing



Description:

- Inhibits Growth Of Bad Bacteria*
- Helps Repair Intestinal Damage Caused By Gluten*
- Aids The Breakdown & Removal Of Harmful Toxins*
- Helps Stop Bloating, Supports Better Digestion*
- Contains 15 Extremely Unique Probiotic Strains*

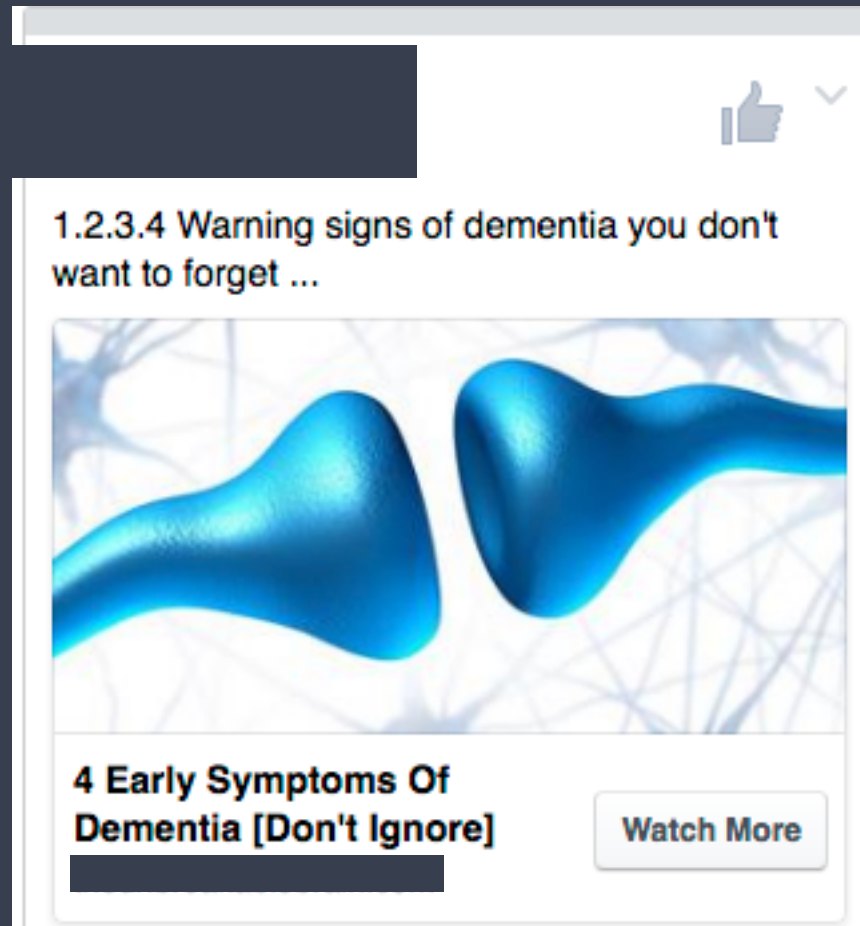
Package:
0.5 ounce bottle, 30-day supply

Suggested Use:
4 drops, 2 times per day before meals

AVAILABILITY:
IN STOCK, leaves warehouse within 48 hours.

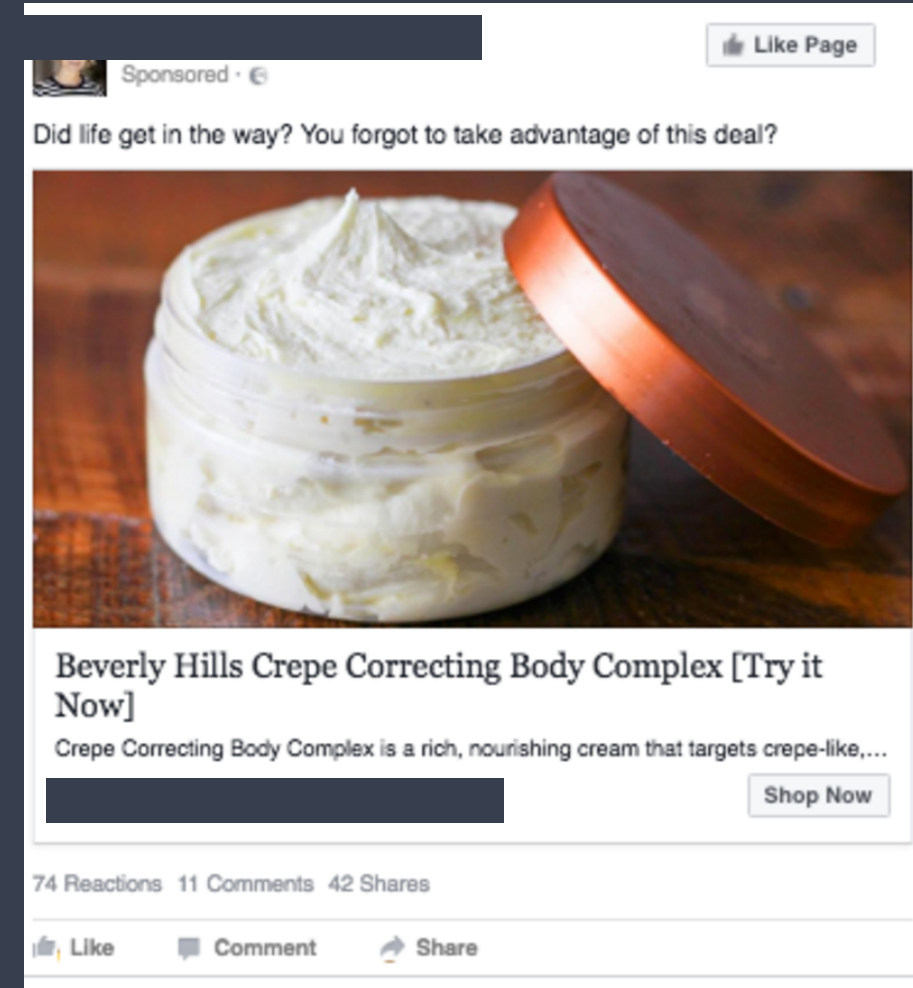
- The landing page cannot have only the VSL on it. It must contain information about the product. The user must be able to determine what product is being sold without having to watch the VSL
- Users must have control over the VSL – play, pause, fast forward, rewind. They must be able to see how long the video is
- The VSL cannot make unsubstantiated claims. You cannot promise to reverse Alzheimer’s disease, lost 50 lbs. in one month or anything of a similar nature. It’s also best to avoid clickbait language on your landing page. Ex – Health warning, shocking
- You should not promise X result in Y time frame. Ex – don’t promise you will remove wrinkles in 60 minutes
- You cannot have a claim at the top of the landing page (above the VSL) unless you also name the product in that claim. Ex – “health warning for those with diabetes” should be replaced with “Learn how Product X can help those with diabetes”

Bad



A Facebook advertisement with a white background. At the top right, there is a thumbs-up icon and a dropdown arrow. The main text reads "1.2.3.4 Warning signs of dementia you don't want to forget ...". Below this is a blue-tinted image of two human joints, possibly knees, with a white grid pattern overlaid. At the bottom left, the text says "4 Early Symptoms Of Dementia [Don't Ignore]" with a blacked-out line below it. At the bottom right, there is a "Watch More" button.

Good



A Facebook advertisement for a product. At the top right, there is a "Like Page" button. The text says "Sponsored · €" and "Did life get in the way? You forgot to take advantage of this deal?". Below this is a photograph of a white cream jar with a copper lid. The product name is "Beverly Hills Crepe Correcting Body Complex [Try it Now]". Below the name is a short description: "Crepe Correcting Body Complex is a rich, nourishing cream that targets crepe-like,..." followed by a blacked-out line. At the bottom right of the description area is a "Shop Now" button. Below the description, it shows "74 Reactions 11 Comments 42 Shares". At the very bottom, there are icons for "Like", "Comment", and "Share".

- The ads you run on Facebook MUST reference the fact that a product is for sale. You cannot promise that someone will be presented with an information presentation when in reality they are being sold a product
- It is not sufficient to describe what you are selling as “a product” or “a method/fix” without showing an image of the product. Either mention the name of the product you are selling in your ad copy, or show an image of the product
- Avoid using clickbait style language in your ad copy



You cannot have exit popups

Presales and Checkout Pages



**TRUSTED SOURCE
FOR UNBEATABLE DEALS!**
DEALS GO LIVE EVERY DAY AT 12PM EST



Hair Straightener Brush - Option for Holster and Matte Lipstick

\$24.99 ~~\$199.00~~

SAVE 87.0%

Color

Pink

Flat Iron and Holster Set

Without Holster & Matte Lipstick

Quantity

1

Add to Cart

The Deal is on!

The discount you offer should not be more than 50% off

Color

Blue

Green

Pink

add to
cart

description

965103 CLAIMED. HURRY! ONLY A FEW LEFT!

00

DAYS

03

HOURS

32

MINUTES

52

SECONDS

You cannot have a fake countdown timer that the user must check out by or fake limited inventory counter.

Advertorials

Would You Spend \$5 To Look 15 Years Younger? Christie Brinkley's New Wrinkle Remover Does Exactly That! Botox Doctors Are Outraged By Her Breakthrough!

FEATURED ON

COSMOPOLITAN

OZ

Health

TODAY

THE DOCTORS



Christie Brinkley was featured on The Today Show with Dr. Oz to launch her new skincare and anti-aging line, known as [Revive Serum](#). Discover how at 61 she looks half her age and how you can use the exact same product as her to look years younger!

During her 40 year modeling career, Christie Brinkley has miraculously managed to not age at all. Now, at 61, her secret is finally out. Today we're trying her new product here at People to see if you really can look decades younger in just a few minutes.

For our testing, we will use People's very own Kim Allen. During her 30 year marriage, Kim Allen's skin has deteriorated severely due to constant stress, sun damage, occasional wine and cocktails, and a few years of smoking. Kim will use the same product used by Christie Brinkley to see if Christie's Revive Serum can make her wrinkles and lines go away.

Read on to discover how Kim Allen successfully restored decades of youth to her face using Christie Brinkley's groundbreaking tip.

Advertorials cannot look like an objective, third party wrote the article or like it's a newsletter.

You cannot pretend to be an independent media entity that you are not.

Advertorials should not use clickbait style language designed to shock the reader.

Advertorials are not permitted in the health industry and are a discouraged tactic in all other industries.

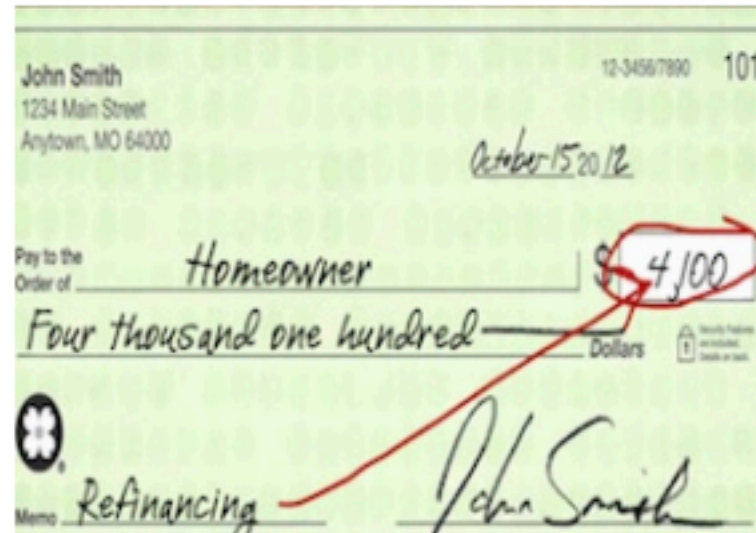
Banks 'in shock' after new home payoff tip leaked

📅 October 28, 2016

You think your mortgage rate is already low? Think again!

You've heard it from your friends, your bank, your broker: "Your mortgage rate is super low already." In reality, you are probably wasting a lot of money. Money that is going to make your bank's CEO even richer than they are already. It's time to stop that and there's a simple trick for that.

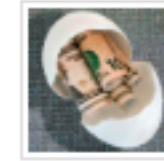
Millions of Americans are eligible, but most don't know the brilliant government program called the Home Affordable Refinance Plan



Recent Posts



[Little known way to pay off mortgage](#)



[The secret to defeating credit card debt](#)



[Are you getting the most from your insurance?](#)

Potential Savings

You cannot have a byline with a date, author name or city name

You cannot have "Dear Reader..."



I'M A CLEAN FREAK.

If you're like me, you HATE touching stuff in a hotel room, in dirty a office, in a subway, in school or in a taxi or Even in my own car!

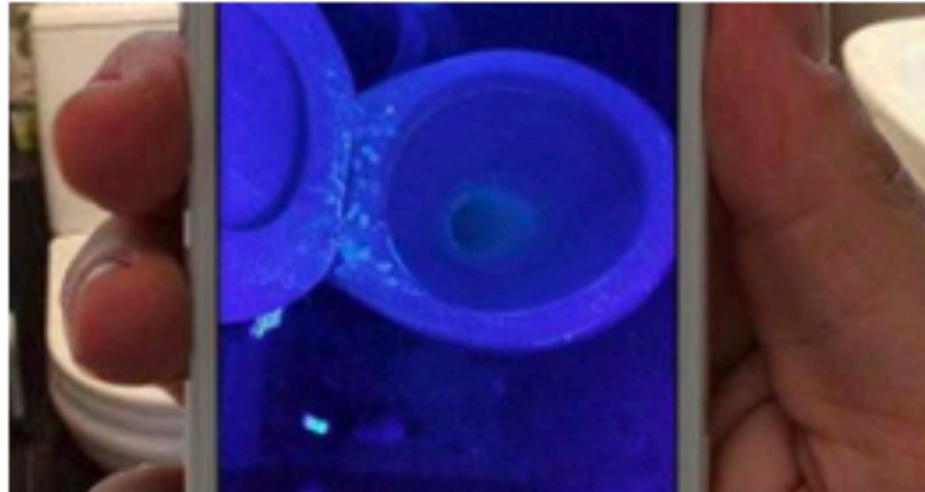
The thought of all the creepy crawlies living on stuff made my stomach turn.

I started looking at these ultraviolet light disinfectant wands because they looked pretty cool. I liked the idea that I could kill bacteria without the use of bleach, alcohol and other harmful sprays and liquids.

After TONS of research and talking to EXPERTS, I finally found the best of the best UV sanitizers. Some were too weak, some didn't cover the whole spectrum, and some just didn't work. But one, the patented UV SAFE™, just came out and it ticks every box!

Wave it over a surface, and it kills 99.9% of bacteria and viruses on the surface. I got very excited when I saw it was travel size because I HATE touching stuff in a hotel room. I usually bring a zip lock baggie and immediately bag the remote, turn the bedspread inside out and try not to touch the phone. I thought, "Great! I can just wave my magic wand and kill everything!"

I used to suffer from constant sniffles, colds, rashes and worse. After taking the UV SAFE™, I could go anywhere, do anything, and I stopped worrying about germs and diseases. I no longer had to fear public toilets (oh yeah, they can be absolutely DISGUSTING). I even bought one for my sister, who had a newborn!



You cannot make it look like a blog or be an account of someone's first person experience

Subscriptions and Free Trials

Facebook's full subscription and free trial policy is listed here:
<https://www.facebook.com/business/help/128776380545106>

The first time you ask a user for a piece of personal information (email, name, phone number, address, etc.) you must say the price, billing interval, how to cancel and have an opt-in checkbox for the terms and conditions.

The checkbox cannot be opted-in by default.

This information cannot be intentionally hidden.

Other Best Practices

Brand Consistency

Have your landing page includes links to the Facebook, Twitter, YouTube, etc. pages for the product you are selling.

Have a “contact us” or “about us” tab on your landing page.

Provide links to security certificates on your landing page/checkout page. These should be functional links, not just pictures of the security certificate.



Facebook Ad Guidelines

All other Facebook ad policies apply as well. See here for more details:
<https://www.facebook.com/policies/ads/>

facebook