




Facebook Lead Ads: Getting Disapproved

Process and Tips To Get Your Ads Approved


Disapproved Ads


Your ad is disapproved Inbox x

 **Facebook Ads Team** <advertise-noreply@support.facebook.com> [Unsubscribe](#)
to me ▾

 Your ad isn't approved

Your ad isn't approved because it doesn't comply with our Advertising Policies. You can click the ad name below to see why it wasn't approved and edit the ad to have it reviewed again.

 **The following ad needs your attention (1)**

	Ad: lead gen	Edit Ad
	Account: [blurred]	
	Campaign: [blurred]	
	Ad Set: [blurred]	

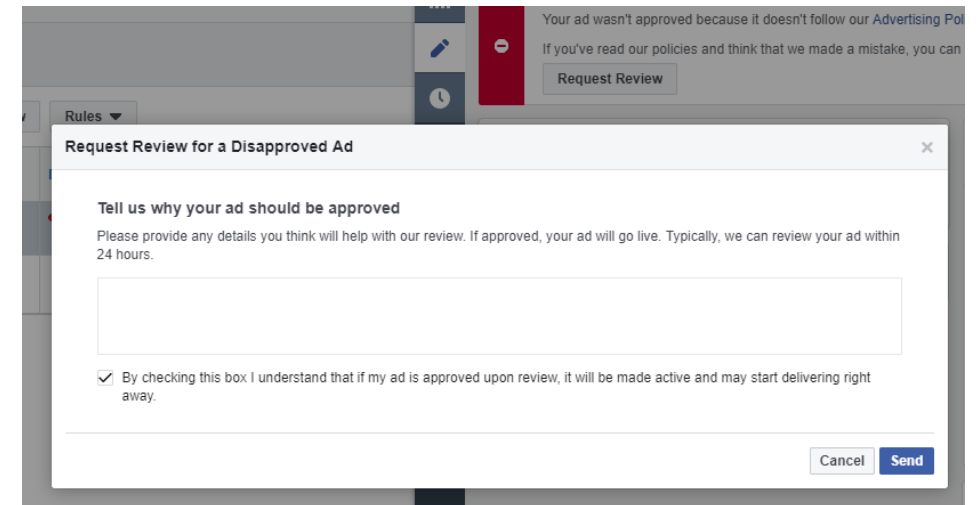
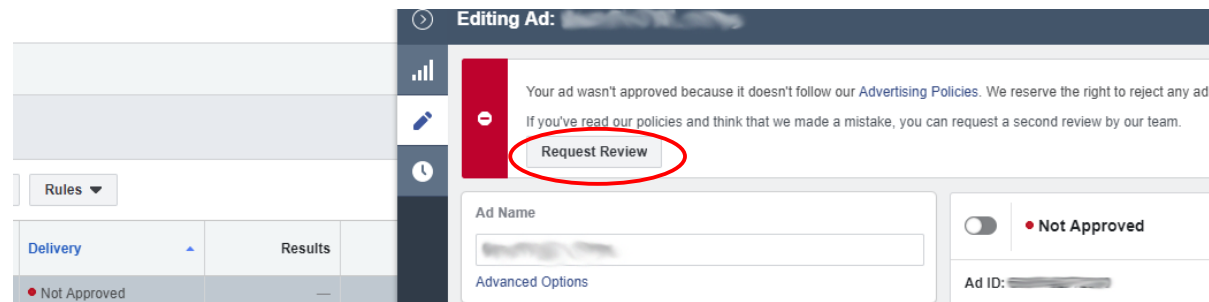
Lead Ads can be disapproved for a number of reasons. If after submitting your ad you get a email from Facebook Ads Team – with a disapproved message. You can make edits and submit for review again. We've gathered some tips and steps you can take to get your ads approved and/or appealed.

During the initial ad review process, Facebook checks your ad's images, text, targeting, and positioning, in addition to the content on your ad's landing page. *Your ad will not be approved if the landing page content isn't fully functional, doesn't match the product/service you are promoting in your ad or doesn't fully comply with Facebook's Advertising Policies.*

Note: Make sure your Facebook page associated with your ad account has same landing page URL as your privacy policy. Within the Lead Ad campaign set up, you will have to enter your privacy policy link. This is a HUGE red flag and will be one of the main reasons your ads don't get approved.

Appeal Ad

- If your ad isn't approved for not fully complying with Facebook's policies, you can edit it and resubmit for review. Go to your ad edit tool...



Disapproved Lead Form

- If your ad isn't approved due to the lead form – you must edit it and resubmit. Keep in mind the privacy policy URL you enter.

Your ad wasn't approved because it doesn't comply with our [Lead Ad Terms and Conditions](#). There are certain types of information you can't ask for in your lead form questions.

How to fix: Review our terms and edit your form to comply with our policies

You can check the status of your review in your Support Inbox.

Lead Form

Targeting-copy ▼ [Create Lead Form](#)

Privacy Policy

Because you will be collecting customer information, you need to include a link to your company's privacy policy. Your link will appear with Facebook's default privacy disclaimer.

Link Text

Link URL

Custom Disclaimer

You can add additional notices like marketing opt-ins and legal disclaimers to the default Facebook privacy disclaimer.

Add custom disclaimer

Appealing Multiple Ads

- You can file an appeal and list multiple Ad ID numbers (found on your ads editing screen) at once
- after selecting the “I’m referring to another ad” radio button in the following form: [Appeal Form](#)

Appeal a Disapproved Ad

Please fill out this form to help us find out why your ad wasn't approved.

Your Most Recent Disapproved Ad
We can't find any disapproved ads under your account right now but you can still submit this form to get help. Please describe the issue and share the link to the ad from your Ads Manager in the box below.

Is this the ad you want to appeal?

I'm referring to this ad
 I'm referring to another ad

Recommended Help Topics:

[▶ Find Facebook ad account and ad ID numbers](#)

[Learn More](#)

[Send](#)

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Please fill out this form to help us find out why your ad wasn't approved.

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We can't find any disapproved ads under your account right now but you can still submit this form to get help. Please describe the issue and share the link to the ad from your Ads Manager in the box below.

Is this the ad you want to appeal?

I'm referring to this ad
 I'm referring to another ad

Other Disapproved Ads From Your Account
Please select all the ads you think should've been approved.

Ad Account IDs to Show

[Unselect All](#)

[Show More](#)

	Ad ID	Ad Name	Ad Creation Date	Ad Status
<input type="checkbox"/>	688742123456	Facebook - Campaign	2018-06-21	DISABLED
<input type="checkbox"/>	688742123456	Facebook - Campaign	2018-06-21	DISABLED
<input type="checkbox"/>	688742123456	Facebook - Campaign	2018-05-25	DISABLED
<input type="checkbox"/>	688742123456	Facebook - Campaign	2018-05-27	DISABLED
<input type="checkbox"/>	688742123456	Facebook - Campaign	2018-05-28	DISABLED

Page 1 of 1 ◀ ▶

Enter other Ad IDs
If the ad you wanted to appeal isn't shown above, or you're writing in on someone else's behalf, please enter the ad ID below and click Confirm.

[Add More](#) [Confirm](#)

Recommended Help Tips

Verify Compliance - Selected Facebook Page – If you have multiple pages

Create New Ad Set ⓘ Create Multiple New Ad Sets ⓘ

Ad Set Name ⓘ Sellers [Advanced Options](#)

Page
Choose the Facebook Page you want to promote.

Facebook Page ⓘ Real Estate +

Info Please read and accept Facebook's Lead Ads Terms before creating your ad for this page. [View Terms.](#)

Find Your Ad Account – If you have multiple accounts

Facebook Ad Account ▾

Search

YOUR PERSONAL ACCOUNTS

My Facebook Ad Account
Account #: 288408345

ANTHONY'S TEST ACCOUNT

Facebook Ad Account #2
Account #: 187408345

Facebook Ad Account
Account #: 187408345 ✓

Note: Ad policies apply to the ad's sponsoring Facebook Page, as well as to the entire domain of the ad's on/offsite landing webpage.

Appeal Decision

- Appealing the decision takes 2-7 business days.
- If you can't edit your ad or feel it was a mistake that it wasn't approved, you can appeal the decision – contacting chat support [here](#).
- Or directly in your Ads Manager – via the ad editing tool – Appeal

Ads-Done-For-You Service

- Recap: You can appeal and submit your denied ads if you feel they were denied in error. Make sure you take a look at your destination URL and Privacy Policy page and your policy aligns with Facebook's Lead Ads Terms and Conditions. If you are interested in having your Facebook Ads managed and optimized by us, feel free to give us a call.
- Email: Info@39Celsius.com
- Phone: 866-202-6412
- Or visit: www.39celsius.com