# Moderation

- Examples of good creatives
- Prohibited Content Policy
- Moderation Timings

# Examples of good creatives

## Summary

This page provides examples of effective push notification creatives and explains the elements that contribute to higher engagement and click-through rates.

## Before You Begin

- Role: Advertiser
- Recommended knowledge:
  - Create Creative Push and Inpage Push
  - Prohibited Content Policy

## Example 1: Clear Product Offer

Title

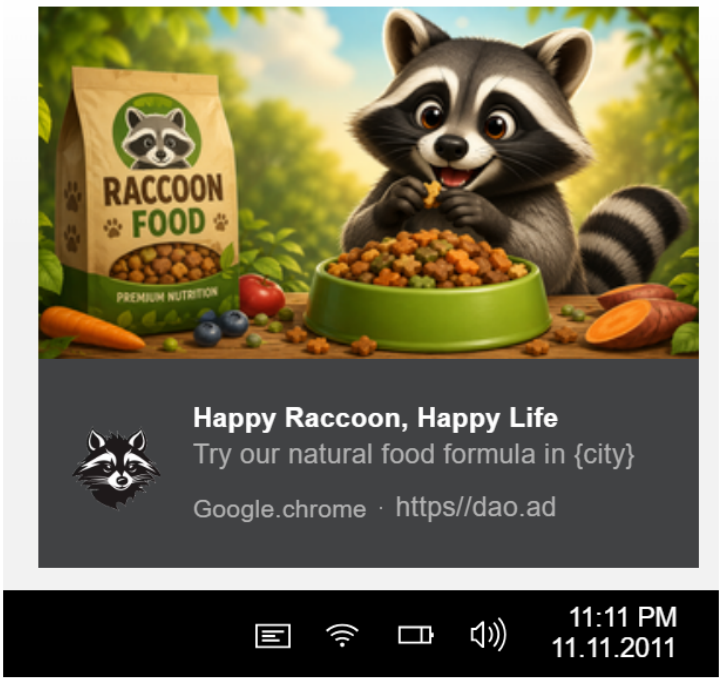
> Happy Raccoon, Happy Life

Text

> Try our natural food formula in {city}

**Why it works**

- Clear and easy to understand.
- The product is visible in the image.
- The title matches the landing page content.
- Uses dynamic personalization with `{city}`.
- No misleading claims.




## Example 2: Curiosity-Based Creative

Title

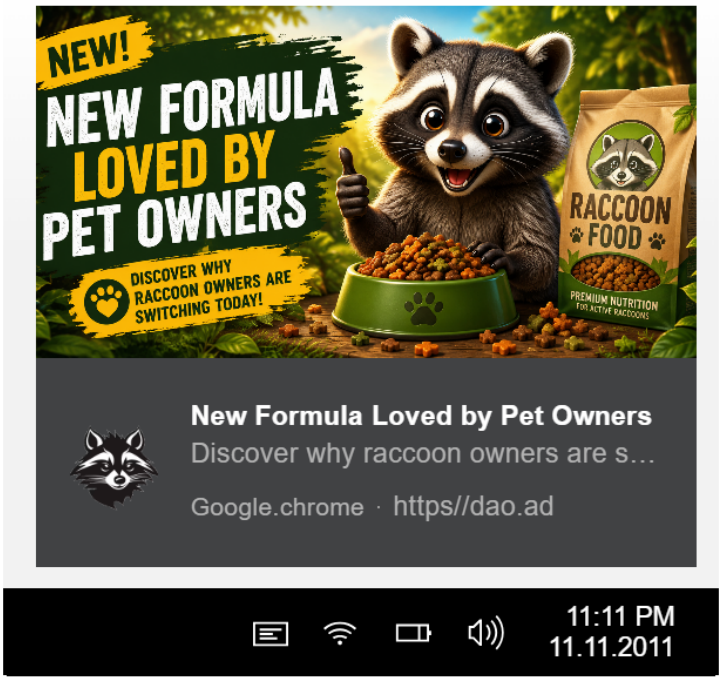
> New Formula Loved by Pet Owners

Text

> Discover why raccoon owners are switching today.

**Why it works**

- Creates curiosity.
- Does not use clickbait.
- Clearly describes the offer.
- Encourages the user to learn more.




## Example 3: Benefit-Oriented Creative

Title

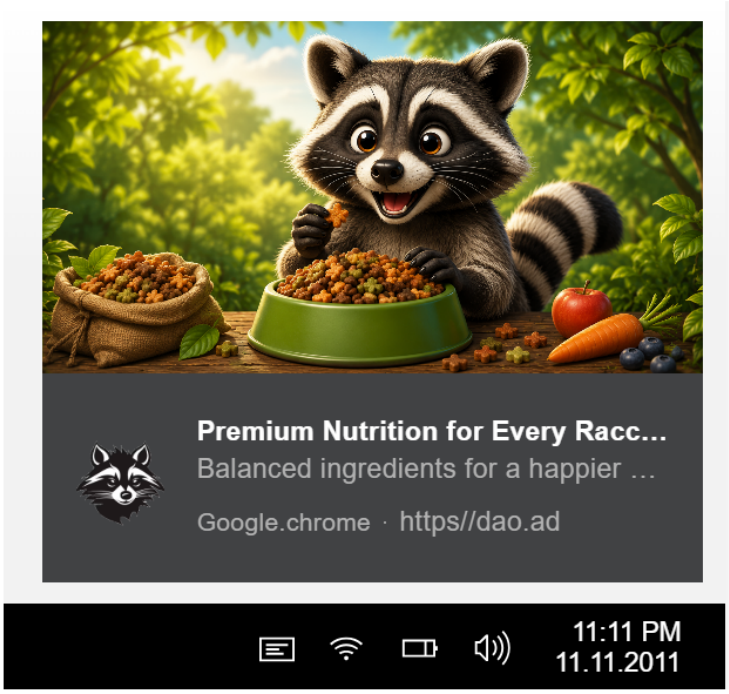
> Premium Nutrition for Every Raccoon

Text

> Balanced ingredients for a happier and healthier pet.

**Why it works**

- Highlights the main benefit.
- Positive and trustworthy tone.
- No exaggerated promises.




## Best Practices

**Use high-quality images**

1. Clear product visibility
2. Bright and attractive visuals
3. Readable on mobile devices

## Keep titles short

Recommended:

> 20–50 characters

**Examples:**

- Healthy Pet Formula
- Premium Nutrition
- Happy Raccoon Life

## Match creative and landing page

The user should see the same product and message after clicking the ad.

## Use personalization

Supported macros:

- `{city}`
- You can use Emoji for Title and Description

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## Common Mistakes

 **Excessive capitalization**

> FREE!!! CLICK NOW!!!

 **Misleading claims**

> You Won $1000

 Low-quality images

 Unclear offer

 Clickbait without relevant landing page

## Troubleshooting

**Issue:** Low CTR

**Solution:**

- Test different titles.
- Use a stronger image.
- Simplify the message.
- Check targeting settings.

**Issue:** High CTR but low conversions

**Solution:**

- Ensure the landing page matches the creative.

- Review the offer relevance.
- Verify tracking and postback settings.

## Related

- Create Creative Push and Inpage Push
- Prohibited Content Policy
- Tracking & Postback

# Prohibited Content Policy

## Summary

This page explains what content is not allowed in DAO.AD campaigns, creatives, and landing pages.

## Before You Begin

- Role: Advertiser

## Prohibited content rules

Advertisers must not promote content that violates DAO.AD policies, applicable laws, or third-party rights. Campaigns containing prohibited content may be rejected, paused, or permanently removed.

The following types of content are prohibited:

- Adult content, nudity, sexual acts, sexually suggestive creatives, and adult landing pages.
- Content involving minors in sexual or suggestive contexts.
- Violent, graphic, shocking, or offensive content, including blood, gore, torture, abuse, or dead bodies.
- Scare tactics, including fake virus alerts, security warnings, or claims about device problems.
- Fraudulent, deceptive, misleading, phishing, scam, or questionnaire-based offers.
- Illegal goods and services, including weapons, explosives, drugs, and related products.
- Malware, ransomware, spyware, auto-downloads, browser exploits, or malicious software.
- Fake system notifications, operating system updates, or technical support messages.
- Copyright or trademark violations, including unauthorized use of brands, logos, celebrities, or copyrighted materials.
- Cloaking, redirects, content substitution, or any attempt to bypass moderation.
- Hate speech, discrimination, harassment, or content promoting violence against individuals or groups.
- Advertising materials that violate local laws or regulations in targeted countries.

## Enforcement

DAO.AD reserves the right to reject, suspend, edit, or permanently remove any campaign that violates these requirements. Repeated violations may result in account restrictions or account suspension.

## Troubleshooting

**Issue:** My campaign was rejected

**Solution:**

- Review your creatives and landing pages for prohibited content.
- Ensure that your campaign complies with DAO.AD Terms of Use.
- Remove any misleading, offensive, adult, illegal, or prohibited materials.
- Submit the campaign again for moderation.
- Contact DAO.AD Support if you need clarification regarding the rejection reason.

**Issue:** I am not sure if my content is allowed

**Solution:**

- Review the prohibited content rules on this page.
- Avoid using content that could be considered misleading, offensive, or harmful.
- Contact DAO.AD Support before launching the campaign if you are unsure.

## Related

- Terms of Use
- Refunds & Chargebacks
- Create Creative Push and Inpage Push
- Create a push campaign

# Moderation Timings

## Summary

This page explains how DAO.AD moderation works, including typical review times and what to do if your campaign or creative is rejected.

## Before You Begin

- Role: Advertiser

## Moderation timings

DAO.AD moderation operates **24/7**, so campaigns and creatives can be submitted at any time.

During business hours, moderation usually takes **30-40 minutes**, depending on the creative and campaign details.

Submissions made outside business hours may take longer to review.

Moderation time may also vary depending on:

- the type of campaign and creative;
- the complexity of the offer;
- whether additional information or clarification is required;
- the current moderation workload.

## After submission

Once submitted, your campaign or creative is reviewed by the DAO.AD moderation team.

The moderation team may:

- **Approve** the campaign or creative;
- **Reject** it with a reason or comment;
- Request changes or additional information.

If your campaign is rejected, check the moderation comment first. It usually explains what needs to be changed before resubmission.

## Troubleshooting

**Issue:** My campaign was rejected

**Solution:**

- Check the moderation comment for the reason.
- Check the Prohibited Content Policy to make sure your advertising materials comply with DAO.AD rules.
- Check your destination links and make sure they open the correct offer.
- Make the required changes and resubmit the campaign.
- Contact the DAO.AD Support team if you need further clarification.

## Related

- Prohibited Content Policy
- Examples of good creatives