

Moderation

- [Examples of good creatives](#)
- [Prohibited Content Policy](#)

Examples of good creatives

Summary

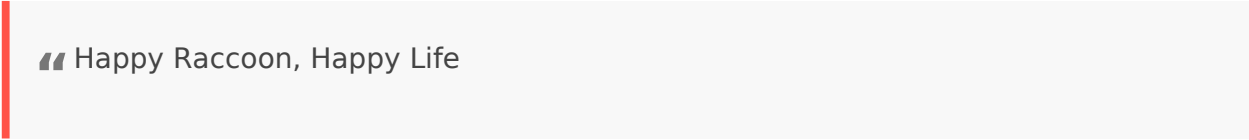
This page provides examples of effective push notification creatives and explains the elements that contribute to higher engagement and click-through rates.

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

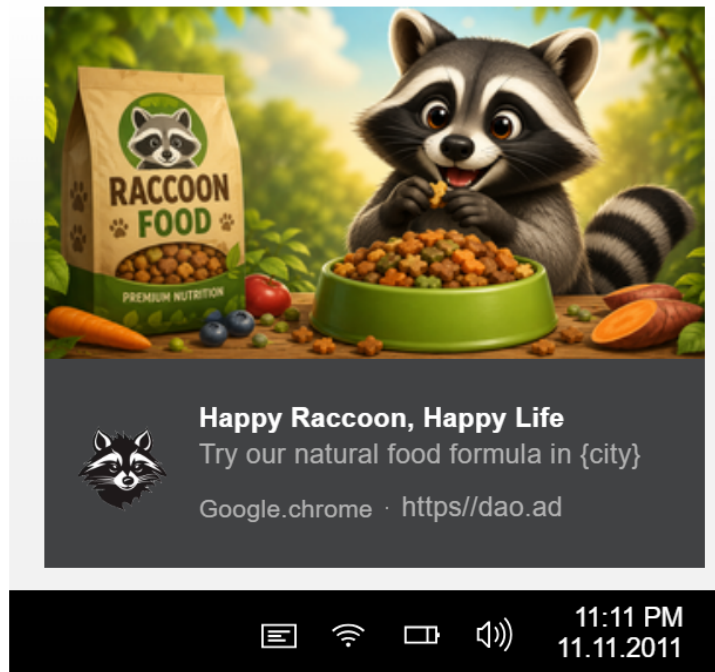
Text



“ 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

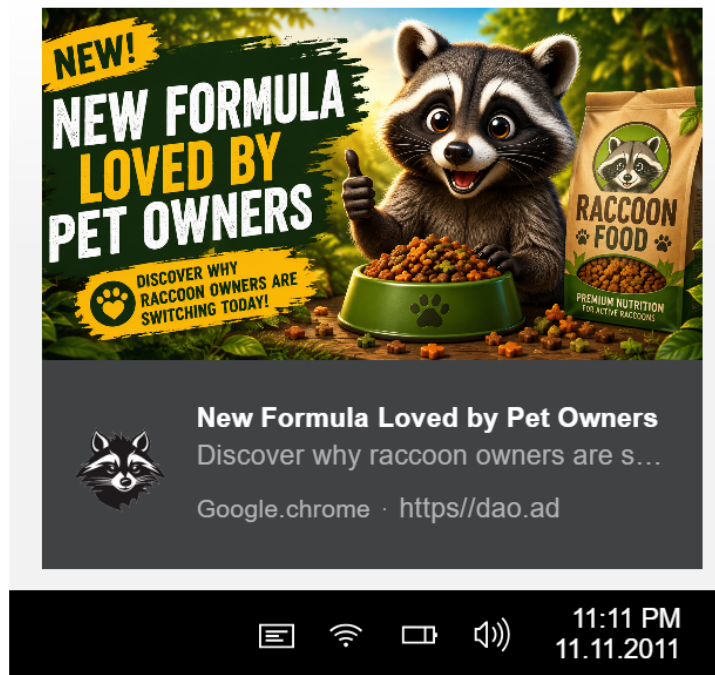
“ New Formula Loved by Pet Owners

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

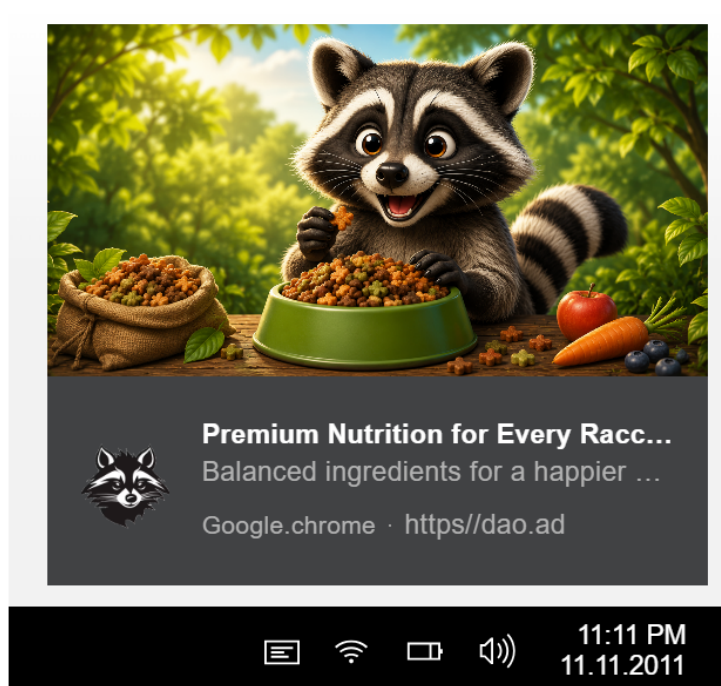
“ Premium Nutrition for Every Raccoon

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.

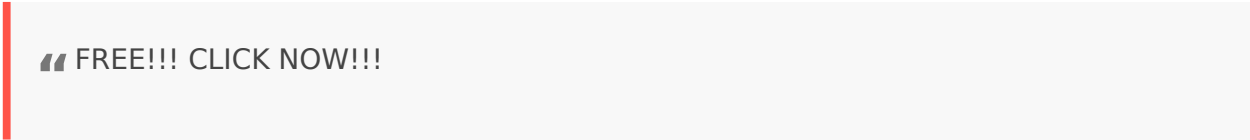
Use personalization

Supported macros:

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

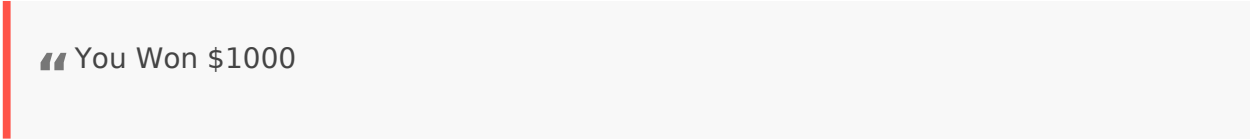
Common Mistakes

❑ Excessive capitalization

A light gray rectangular banner with a vertical red line on the left side. Inside the banner, the text "FREE!!! CLICK NOW!!!" is written in a bold, black, sans-serif font, all in uppercase letters.

“ FREE!!! CLICK NOW!!!

❑ Misleading claims

A light gray rectangular banner with a vertical red line on the left side. Inside the banner, the text "You Won \$1000" is written in a bold, black, sans-serif font.

“ 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](#)