Creatives & Moderation

- Create Creative
  - Create Creative Push and Inpage Push
  - Create VAST Link
  - Create Youtube Link
- Moderation
  - Examples of good creatives
  - Prohibited Content Policy
  - Moderation Timings

Create Creative

Create Creative Push and Inpage Push

Summary

Create a creative to attract users and generate traffic for your advertising campaign.

Before You Begin

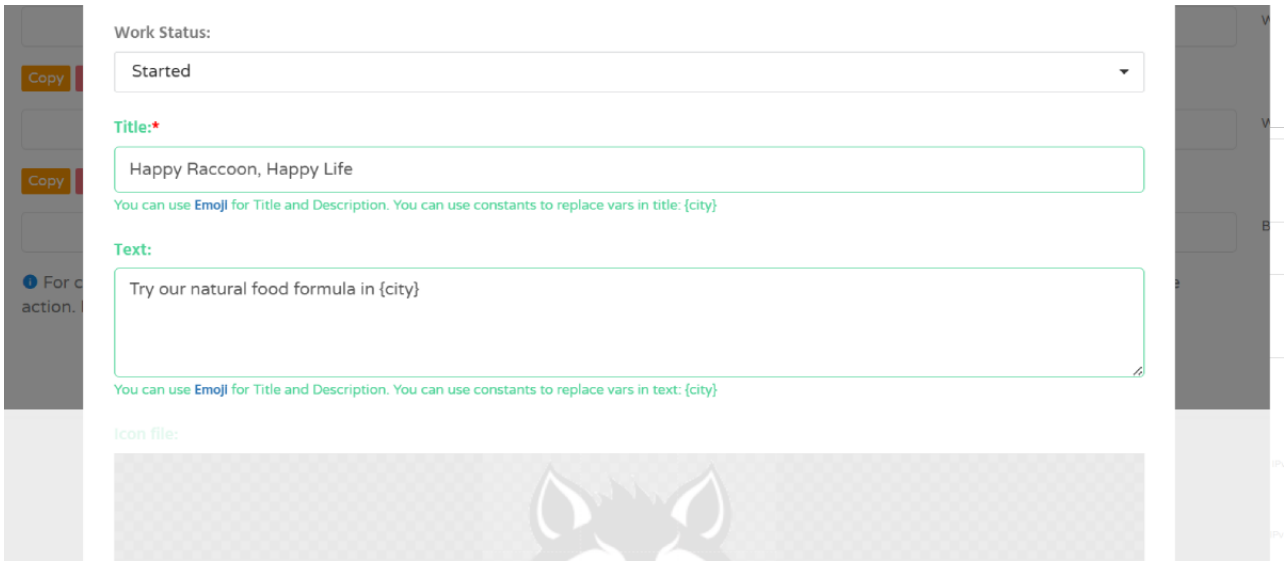
- Role: Advertiser.
- Required information:
  - Title & Text
  - Icon and Image file
  - Landing page URL
  - Tracking parameters (optional)
- Estimated time: 10 minutes

Steps

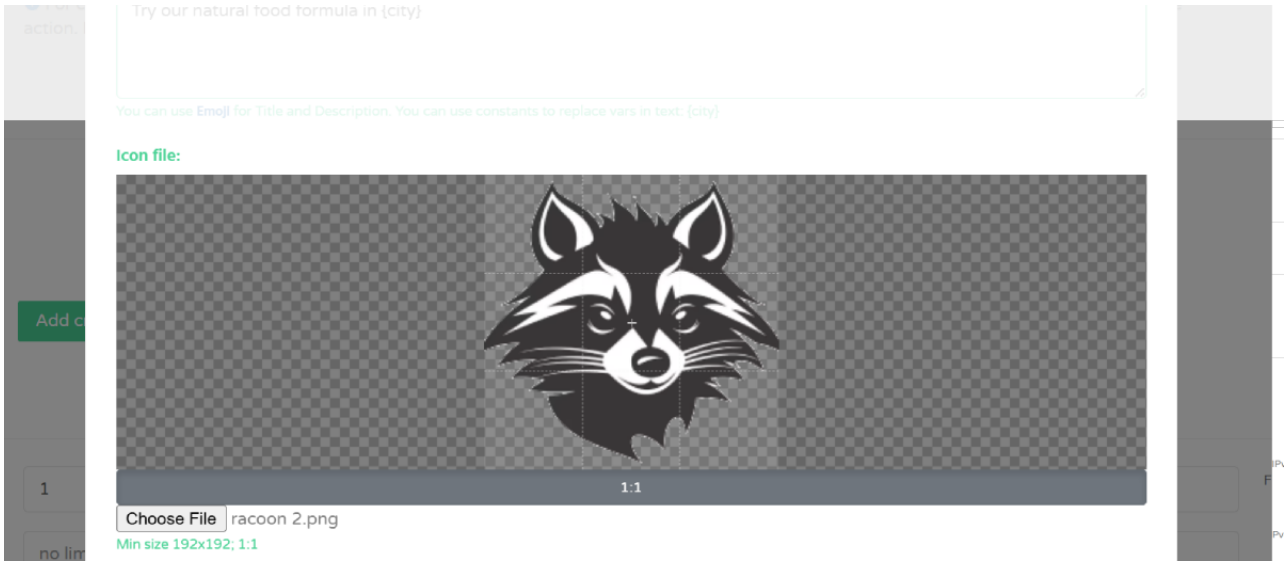
1. Locate the **Select Creative** section in your campaign and click **Add Creative**.



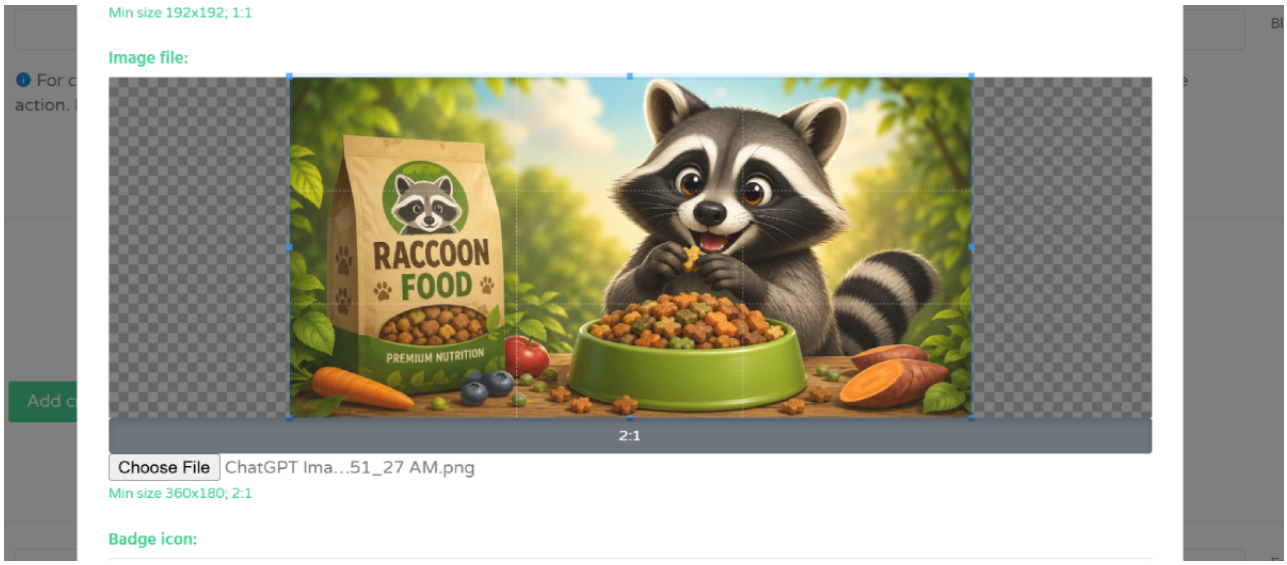
2. Enter the title and description for your creative.



3. Upload an icon image.
   Requirements:
   - Aspect ratio: 1:1
   - Minimum size: 192×192 px



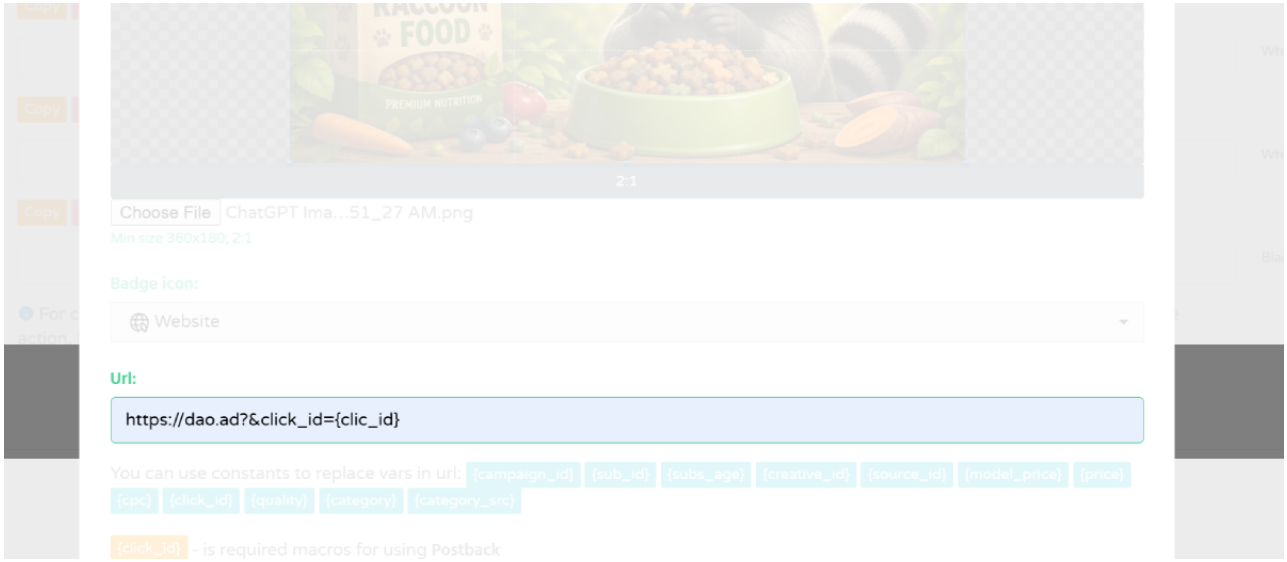
4. Upload the main image.
   Requirements:
   - Aspect ratio: 2:1
   - Minimum size: 360×180 px



5. Select a badge icon for your push notification.

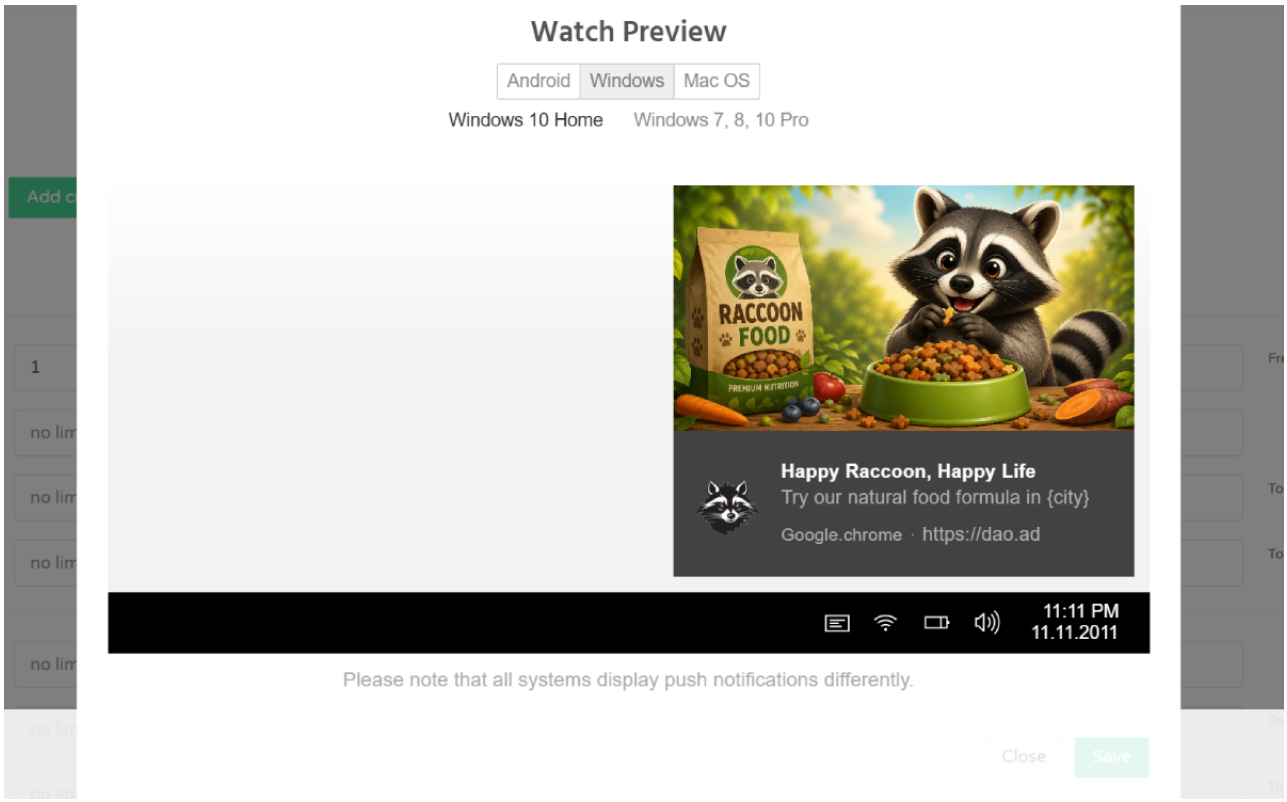


6. Enter the destination URL for your offer or landing page.

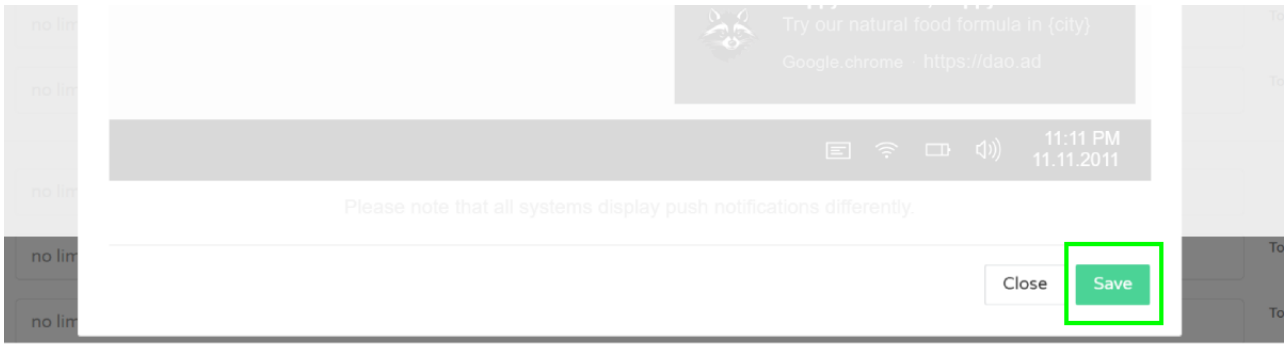


> **Note:** Add tracking parameters such as `{click_id}` if you plan to use conversion tracking and postbacks. Discover full information about Tracking parameters and Postback.

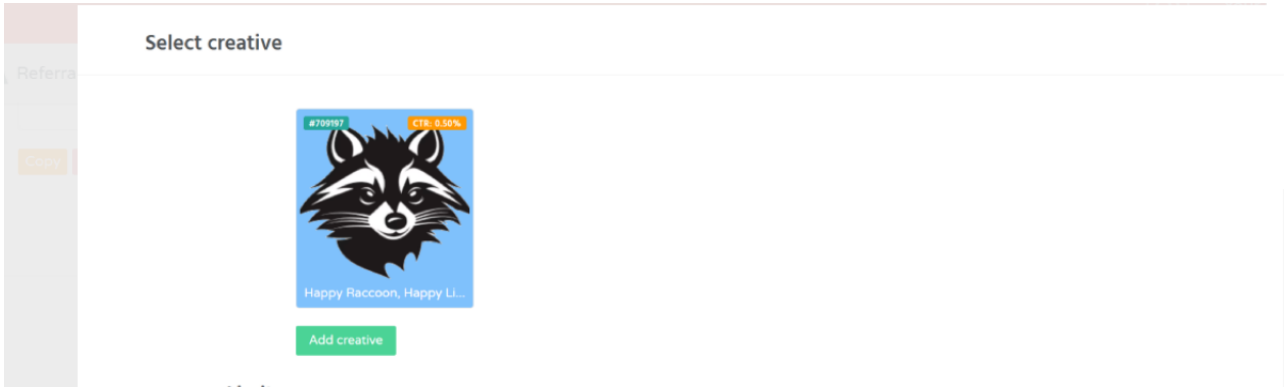
7. Review the creative preview for desktop and mobile devices.



8. Click Save



9. The newly created creative now appears in your campaign.



Troubleshooting

Issue: Unable to save creative

Solutions:

- Check the Title and Icon. Your ads should contain at least Title and Icon
- contact DAO.AD Support

Issue: Creative does not get traffic

Solution:

- Verify that the creative status is Active.
- Make sure the campaign is active and has sufficient budget.
- Check that the creative has been approved by moderation.

Verification

After saving the creative, it appears in the **Select Creative** section and becomes available for campaign delivery.

Related

- Creative Guidelines
- Examples of good creatives
- Tracking Configuration Models
- Fund Your Account
- Terms of Use

Create VAST Link

Summary

This page explains how to create a Video campaign using a VAST Link that delivers video ads through the IAB VAST standard.

Before You Begin

- Role: Advertiser.
- Required information:
  - Destination VAST Link
  - A valid VAST XML endpoint
- Estimated time: 5 minutes

Steps

1. Navigate to Campaigns and select Video from the campaign type list.
2. Click the Create Campaign button.
3. Enter the campaign name, select VAST Link as the source type, and provide the destination VAST URL.
4. Configure your targeting options and bidding settings.
5. Set the Black list or White list, if needs.
6. Save the campaign. Once submitted, it will be reviewed by the DAO.AD moderation team.

> Note: DAO.AD validates the provided URL before saving the campaign. The endpoint must return a valid VAST XML response that is publicly accessible.

Troubleshooting

Issue: Campaign cannot be saved because the provided VAST Link is invalid.

Possible causes

- The URL returns HTML instead of XML.
- The endpoint is unavailable.
- The XML is malformed.
- Authentication is required.
- The VAST response is empty.

Solutions

- Verify that the URL returns a valid VAST XML document.
- Ensure the endpoint is publicly accessible.
- Check that the response uses the correct XML format.
- Confirm that the VAST response contains at least one playable media file.

Related

- Create Youtube link
- Creative Guidelines
- Fund your account
- Domain Volumes Video

Create Youtube Link

Summary

This page explains how to create a Video campaign using a YouTube video URL. DAO.AD uses the provided YouTube link as the video creative for your campaign.

Before You Begin

- Role: Advertiser.
- Required information:
  - YouTube video URL
- Estimated time: 5 minutes

Steps

1. Navigate to Campaigns and select Video from the campaign type list.
2. Click the Create Campaign button.
3. Enter the campaign name and keep **Default** selected as the source type.
4. Configure your targeting options and bidding settings.
5. Set the Black list or White list, if needs.
6. Scroll down to the Select creative block and click Add creative.
7. Enter a creative title and select YouTube as the creative type.
8. Paste the YouTube video URL and click Save Creative.
9. Save the campaign. Once submitted, it will be reviewed by the DAO.AD moderation team.

> Note: Ensure that the provided YouTube video is publicly available and has not been removed or restricted.

Troubleshooting

Issue: My ads does not receive traffic.

Solutions

- Verify that the campaign status is Active.
- Verify that the YouTube URL is valid and publicly accessible.
- Ensure that your account has a sufficient balance to run the campaign.
- Verify that your targeting settings are not overly restrictive or conflicting.

Related

- Create VAST link
- Creative Guidelines
- Fund Your Account
- Domain Volumes Video

Moderation

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

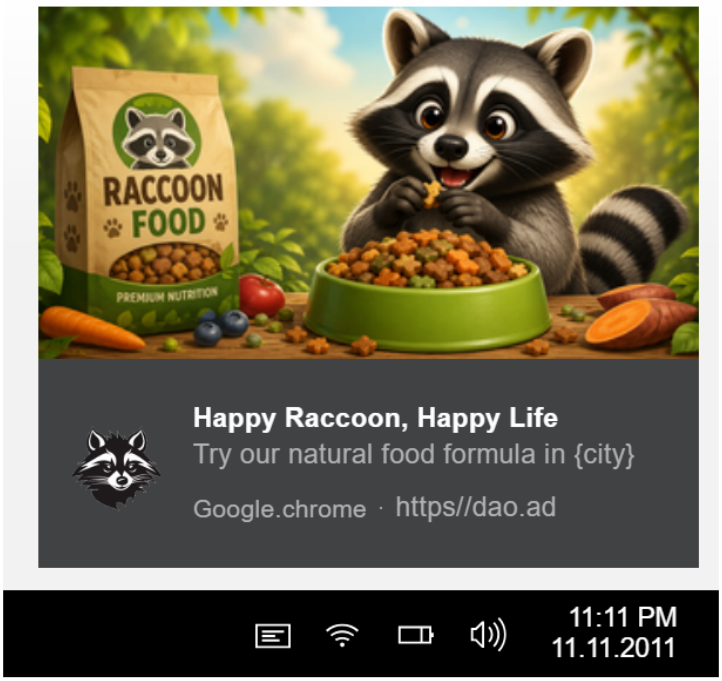
> Happy Raccoon, Happy Life

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

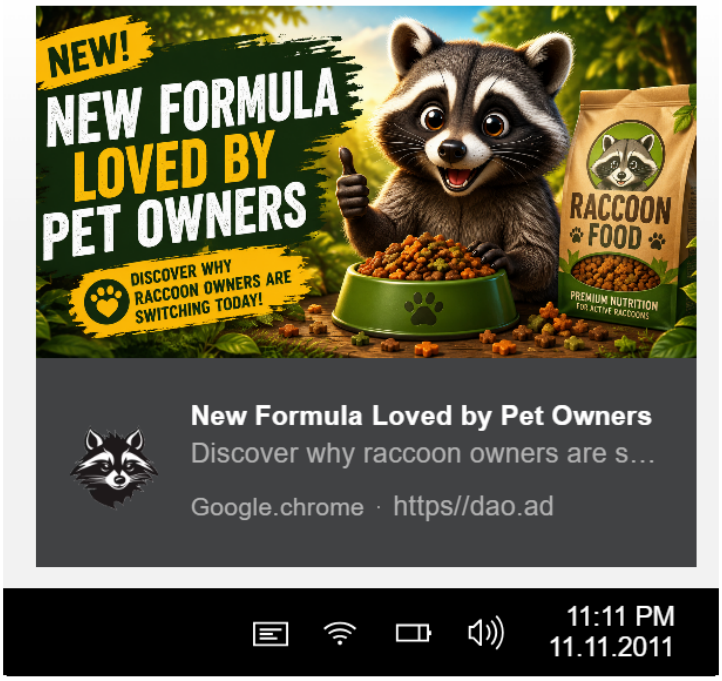
> New Formula Loved by Pet Owners

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

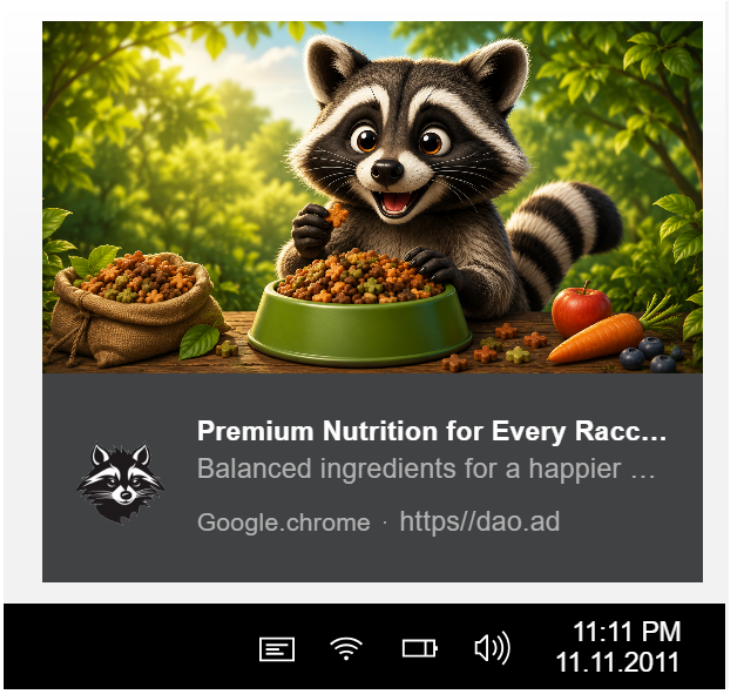
> Premium Nutrition for Every Raccoon

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

> 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

Moderation

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