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

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