

Site/App Approval

Summary

Every new traffic source submitted to DAO.AD is reviewed before it becomes active. The moderation team verifies ownership, traffic quality, content compliance, and technical requirements to ensure the source meets platform policies.

Note: Link sources do not require website ownership verification or code installation. They are intended for traffic sources that do not have a dedicated website.

Before You Begin

- Role: Webmaster
- Required information:
 - Approved Site or Link source
 - Working website or traffic source
 - Correct traffic category
- Accessible traffic statistics

Estimated time: Usually a few minutes (may take longer depending on workload)

Approval Process

After submitting a new traffic source, DAO.AD performs a moderation review before activation.

During the review, moderators verify:

- Website ownership (for Site sources)
- Website availability
- Traffic quality
- Selected category
- Content compliance
- Technical requirements
- Policy compliance

If everything meets the requirements, the source status changes to **Approved** and traffic monetization becomes available.

Possible Source Statuses

Status	Description
Pending	The source is waiting for moderation.
Approved	The source has been approved and is ready for monetization.
Rejected	The source was declined because it doesn't meet one or more requirements.
Disabled	The source has been manually disabled or suspended.

Common reasons for rejection

A source may be rejected for several reasons, including:

- Website cannot be accessed.
- Verification failed.
- Incorrect or misleading category.
- Invalid or insufficient traffic statistics.
- Unsupported website content.
- Low-quality or prohibited traffic.
- Violation of DAO.AD policies.

If your source is rejected, review the provided information, correct any issues, and submit it again.

How to Speed Up Approval

To reduce moderation time:

- Make sure your website is publicly accessible.
- Verify website ownership correctly.
- Select the appropriate category.
- Provide accurate traffic statistics.
- Submit complete information.
- Ensure your website complies with DAO.AD policies.

Troubleshooting

Issue: My source is still pending.

Solution: Approval usually takes only a few minutes, but may require additional review during periods of high moderation activity.

Issue: My source was rejected.

Solution: If you believe the rejection was made by mistake, contact your account manager or DAO.AD Support.

Related

- [Site vs Link](#)
 - [Create a Site Source](#)
 - [Create a Link Source](#)
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