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Keep Your Facebook Ads From Being Rejected During COVID-19



Facebook ads have been the perfect platform for ecommerce stores to promote their brand. With the COVID-19 pandemic bringing most businesses to a halt, consumers are looking to ecommerce stores even more now as a safe alternative.

However, advertising on Facebook isn't always easy. Before you publish your ad, it has to go through reviews to ensure it follows Facebook's ad policies.

Since the review process is automated, it's not always accurate. With new policies being incorporated because of the pandemic, there has been an increase in ads being incorrectly disapproved and a delay in responses to appeals.

This means you have to wait longer for your ad to be approved. It also means your consumers have to wait to be shown your ad. This can be a detriment to your ecommerce store.

We have compiled a list of practices to avoid to ensure your Facebook ads don't get rejected.

getting rejected

Here are the top 13 ways to avoid the appeal process and keep your ecommerce Facebook ads from being rejected:

Problem 1: Your ad exploits the COVID-19 pandemic

If you are advertising products from your ecommerce store related to the Covid-19 pandemic, it's important to make sure you adhere to Facebook's new ad guidelines.

As of now, ads for certain medical supplies such as hand sanitizer, medical face masks, surface disinfecting wipes, and COVID-19 testing kits are prohibited.

Non-medical face masks can be advertised. However, they will be prohibited if you're using them to create a sense of urgency or promising medical safety.

Overall, Facebook is looking for ads that prey on consumers' fears of the pandemic. They're also looking for ads that inflate the prices of important personal protective equipment.

To avoid this problem, double check that your content does not reflect this behavior.

Problem 2: Your ad copy is too specific to an individual

While targeting your specific audiences is okay, targeting individuals is not. Facebook will reject ads if they are too personalized for your consumer. For example, ads that use someone's name or other personal attributes are not permitted.

Though these ads may be eye-catching for the viewer, Facebook prefers your ads to be relatively general. Ads should be targeting a similar group rather than an individual.

To avoid this problem check your ad copy to ensure that it is not overly specific. It should be able to apply to more than a few people.

Problem 3: Your ad is for prohibited products

Before making your Facebook ads, ensure that the products from your ecommerce store are allowed to be advertised on Facebook. Facebook prohibits the advertisement of products that can lead to lengthy lawsuits.

To name a few, products that often get rejected include medication, supplements, tobacco, or other items deemed controversial. These are banned because regulations for these types of products, mainly items that affect your health, vary from country to country.

To avoid this problem do your research on the rules and regulations of Facebook and for the countries your target audience resides.

Facebook has since gotten rid of this rule, but ads with high text images can still be rejected or have its reach restricted.

Text can include numbers, text based logos, and watermarks. Full product images, legal text, and other non promotional content does not count as text.

Now, Facebook has a ranking system to determine whether your ecommerce Facebook ad will be rejected. It includes an OK, Low, Medium, and High rating of text. At the OK level, your ad will run normally and at the high end, your ad may not run. In the middle, your ad's reach may be restricted.

To avoid this problem, you can upload your ad image to Facebook's new text overlay tool to see the chances of it being rejected or restricted.

Problem 5: Your ad includes before and after photos

Another practice that may result in your Facebook ads being rejected is the inclusion of before and after photos.

Though this is typical of weight loss products, it can also include before and after images of someone wearing your clothes, using skincare products, and more.

This is due to the fact that the ad can be misleading in promising someone a result they may not achieve using products from your ecommerce store.

To avoid this problem, try a different method of communicating the effects or benefits of your product. Social proof such a customer review has less of a chance of being rejected.

Problem 6: You ad includes fake buttons

While you can advertise a variety of media including video, static images, gifs, and more, Facebook will reject your ad if it includes a fake button. What this looks like is a static image with a play button overlay that makes the media seem like a video.

This is considered an ad that portrays a non-existent functionality. Content such as this will be rejected because it deceives users into thinking they will see a video when in reality they will be led to a landing page from your ecommerce store.

To avoid this problem, simply make the function of your content clear. If your goal is to lead consumers to your website include a link or a call to action that says this.

Problem 7: Your ad violates usage rights

If your ad includes content that violates or infringes upon rights such as copyrights, trademark, privacy, publicity, or proprietary rights it will be rejected by Facebook.

To avoid this problem, it's best to only use your personal content or fair use content that you have the right to use. If you are using content that isn't yours, do your research and make sure it's not licensed.


Problem 8: Your ad uses the word "Facebook" incorrectly

In your ad copy, you can mention Facebook, however, there are strict guidelines to the usage of the name. If you don't comply with these rules, your ad will be dismissed.

To go along with the rules make sure you write Facebook with a capital "F" and display the word "Facebook" in a similar size and font.

Don't use the Facebook logo in place of the word, add any characters to the word "Facebook" or use it as a verb, or alter the Facebook logo in your ad image.

To avoid this problem, try your best not to mention Facebook. If you absolutely have to, be sure to follow their guidelines.

 Keep your Facebook ads from being rejected

Problem 9: Your ad copy makes unrealistic claims

It's best to not create ads that make unrealistic claims if you want to prevent your ad from being rejected. Unrealistic claims are statements that are not at all reasonable for someone to achieve.

This also includes overpromising results on a product. For example, claiming that your product can make someone one million dollars richer overnight or get them more friends is unrealistic.

This practice is explicitly prohibited in Facebook's ad policies, and could possibly shut your ad account down. This will result in a loss of potential traffic to your ecommerce store.

To avoid this problem, don't over promise and under deliver. Only include claims that you can prove and guarantee your consumer can achieve.

Problem 10: Your ad's display URL doesn't match the destination page

One of the most common reasons Facebook ads get rejected is because the display URL does not match the destination page. The display URL is the URL found at the bottom of your ad.

The issue arises when a user clicks on a link thinking that they'll be taken to a page from your ecommerce store, but are led to another. Facebook considers this a deceptive practice that can ruin a user's experience.

To avoid this problem, leave the link text for the display URL blank. Another solution is to double-check that the link text matches your domain on your ad.

Problem 11: Your ad includes poor grammar

This is due to the fact that improper grammar can completely change the meaning of your ad, thus deceiving consumers. It can also ruin their user experience if they can't understand your ad.

To avoid this problem double-check your grammar before running your ad. For extra help, send the copy through a grammar checker to catch mistakes you may not see.

Problem 12: Your ad isn't clear about what you're selling

By now you can see that the theme of Facebook's rejection criteria is all about deceiving your consumers. It's no surprise that being unclear about what you're selling will result in your ad being rejected.

For example, if your ad image is irrelevant to the offer you're making in your copy, the ad won't be accepted. The same thing can happen if you describe your product or a solution to consumer pain points, but don't provide an image.

To avoid this problem make sure to provide enough details and content about your product. Include an image and ad copy that applies to your product.

Problem 13: Your ad leads to a non-functioning landing page

One final practice that will get your Facebook ad rejected is if your linked landing page is nonfunctioning. Again, this involves considering the user's experience.

Clicking on a call to action only to be led to a page from your ecommerce store that doesn't work, ruins the user experience. This can also apply if your link does work, but the landing page is difficult to navigate. The page would be nonfunctional to the average user.


To avoid this, make sure to thoroughly examine your landing pages. Make sure it contains no broken links and that it is easy for users to navigate.

How Brainity helps you create successful Facebook ads

As mentioned before, advertising is especially important now with an increase in ecommerce transactions as a safe alternative to shopping in person. If you need help creating ads that will increase traffic to your ecommerce store and boost sales, Brainity can help.

Brainity helps you create engaging automated ads that implement advanced strategies to help you deliver ads to curated audiences most likely to become customers. We also help you save time and effort, guiding you towards best practices and giving you the tools to become your own ad expert.

Try Brainity risk free for 14 days, no credit card required, to see how we can improve your ad experience.

 Facebook tips and tricks

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