



Your Digital Partner

Instagram Advertising Not Approved? Here Are Common Reasons Why

Instagram advertising is considered one of the most effective ways to promote a business's products and services. It is also used to improve brand awareness and engage with your targeted customers. However, there are times when IG ads are not approved.

There are several reasons why Instagram ads are disapproved. However, that doesn't mean that you can no longer use this social media platform in promoting your products and services. Chances are, your ads are not properly optimised or not properly set up.

A Glimpse About the Ad Review Process Both Instagram and Facebook ads are reviewed first according to advertising policies before they can show up. The following are examined during the ad review process:

Text Images Positioning Targeting Functionality and post-click content Ads are usually reviewed within a day, though other ads may take longer. A notification will be sent to know if the ad is approved or not.

Common Reasons Why Your Ads Are Not Approved You may have been wondering why your Instagram ad is not approved. Here are some of the possible reasons:

Your Instagram Is Not Set Up Properly When your Instagram business account is not set up correctly, you can't create and run Instagram advertising properly. You should also be an admin of your brand's Facebook page since IG ads are created using Facebook Ads Manager.

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