

Meta Ads launch checklist for remittance apps

Everything to have in place before your first Meta campaign goes live, including the checks that cause rejection after launch rather than before it.

Use this when	Time to run	Length	Category
Before a first Meta campaign, or after a rejection	3 hours	6 pages	Paid Growth

Meta treats money transfer as a restricted financial category. Most remittance launches fail here for reasons that have nothing to do with targeting or creative: an unverified domain, an unsubstantiated rate claim on a landing page, or an events setup that reports installs and nothing else.

Work through this in order. Sections 1 to 3 must be complete before you submit anything. Sections 4 to 6 can run in parallel with review.

This covers advertising and marketing compliance only. It is not legal, licensing or AML advice. Where a requirement touches your regulated permissions, take it to a qualified adviser.

1 • Business and entity readiness

Complete before any submission. Roughly 45 minutes if the documents are to hand.

- ☐ Business Manager created under the legal operating entity
Not under a personal profile and not under a marketing agency's entity
- ☐ Business verification submitted
Certificate of incorporation, business address and a verifiable phone number
- ☐ Legal entity name matches the name on your licensing evidence exactly
A trading name mismatch is one of the most common silent rejections
- ☐ Domain verified via DNS TXT or meta tag
Required before Aggregated Event Measurement can be configured
- ☐ Two people hold admin access
Single-admin accounts become unrecoverable when that person leaves
- ☐ Payment method registered in the operating entity's name
- ☐ Two-factor authentication enforced across all admins

2 • Financial services advertiser status

This is what most teams discover too late.

- ☐ Confirmed whether your target markets require financial services verification
Requirements vary by country of the advertiser and the audience
- ☐ Licensing or registration evidence prepared in the format Meta requests
Not a generic company document bundle
- ☐ Landing page states the operating entity and its regulatory status
- ☐ Landing page carries substantiation for every rate, fee and speed claim
The substantiation must be visible on the page, not held internally
- ☐ Comparison claims name the specific alternative
'Cheaper than the banks' without naming a comparison basis is unsupportable
- ☐ No claim implies a guaranteed outcome, saving or delivery time
- ☐ Terms, privacy policy and complaints route linked in the footer

The single most common rejection reason in this category is an unsubstantiated rate or fee claim on the destination page. Fix the page before you fix the ad.

3 • Measurement before spend

If this is not right, the algorithm optimises toward the wrong person.

- ☐ Meta Pixel installed and firing on the site
- ☐ Conversions API configured server-side
Browser-only tracking loses a material share of events in this category
- ☐ Event deduplication verified between Pixel and CAPI
Duplicate events inflate reported conversions and mislead bidding
- ☐ App SDK or MMP integration live if you run an app

- ☐ Events instrumented through to first completed transfer

At minimum: signup, KYC started, KYC completed, first transfer

- ☐ Aggregated Event Measurement priority order set

Put the transfer event above install, not the other way around

- ☐ Custom conversions created for post-KYC events

- ☐ Test events confirmed firing in Events Manager before launch

Optimising to installs or signups is the default and it is wrong here. A campaign that produces cheap installs which never verify costs you twice: once to acquire and again in support.

4 • Audience and targeting

Diaspora targeting is a language and behaviour problem before it is a demographic one.

- ☐ Corridor defined by send country and receive country, not by nationality alone
- ☐ Language targeting matches how the corridor actually communicates
Many senders use English interfaces but respond to native-language creative
- ☐ Custom audiences built from your own sender data where consent allows
- ☐ Lookalikes seeded from completed senders, not from installs
A lookalike of installers finds more installers
- ☐ Exclusion audience for existing verified senders on acquisition campaigns
- ☐ Retargeting audience for stalled KYC, separated from general site visitors
- ☐ Special ad category restrictions checked for your markets
Some jurisdictions restrict targeting options for financial products

5 • Creative that survives review

- ☐ Every rate or fee shown in creative matches the live rate on the landing page
- ☐ No superimposed text implying a guaranteed saving or speed
- ☐ Testimonial-style creative carries disclosure
Includes UGC and creator content
- ☐ Creator content has written usage rights and disclosure agreed before filming
- ☐ Native-language versions produced for each corridor, written not translated
- ☐ At least three distinct creative concepts per corridor at launch
Paid social in this category is a creative testing problem before it is a targeting one
- ☐ Landing page and ad tell the same story
A rate quoted in the ad and absent on the page is a policy problem and a conversion problem

6 • Launch and first week

- ☐ Budget set to reach the conversion event's learning threshold
Optimising to a rare event on a small budget produces noise
- ☐ Campaign structure by corridor, not by creative theme
- ☐ Naming convention documented and applied
You will need it when three people are in the account
- ☐ Automatic rules set for spend anomalies
- ☐ Reconciliation check scheduled for day 7
Compare Meta-reported conversions against your own event data
- ☐ A named person owns the account, not a shared login

Day	Check	What you are looking for
1	Delivery started	No policy flag, no learning limited state
3	Event volume	Enough post-KYC events for the algorithm to learn from
7	Reconciliation	Meta-reported conversions against your own records
14	Cost per completed send	The only number that decides whether this scales

Day	Check	What you are looking for
21	Creative fatigue	Frequency and CTR decay by corridor

If cost per install looks excellent at day 14 and cost per completed send does not, the campaign is working exactly as instructed and the instruction is wrong.

Want us to run this for you?

A fixed-fee growth audit covers acquisition, KYC completion, retention and tracking across your corridors. Two weeks, a written roadmap, and you keep it whether or not we work together.
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