Bussinesstan

GROWTH AND TECHNOLOGY FOR CROSS-BORDER MONEY MOVEMENT

CL.02 · PAID GROWTH · CHECKLIST

Financial services ad account verification pack

What Google, Meta and TikTok each require, what causes rejection, and how to file all three in parallel instead of losing six weeks to sequence.

Use this when	Time to run	Length	Category
Before a corridor launch, or after a rejection	2 hours to prepare	9 pages	Paid Growth

Financial services verification stalls most remittance launches for six to eight weeks. Almost none of that is processing time. It is sequential filing, evidence supplied in the wrong format, and resubmitting the same file after a rejection that named a different problem.

Prepare everything in section 1, then file all three platforms on the same day. Sections 2 to 4 list what each platform actually asks for.

> This covers advertising platform verification only. It is not legal, licensing or AML advice, and it does not address whether your business holds the permissions it needs to operate in a given market.

1 · The shared evidence pack

Prepare once, submit three times. Roughly 90 minutes.

- [ ] Certificate of incorporation or equivalent registration document
- [ ] Legal entity name, trading name and any variations documented
  Mismatches between these three cause more rejections than anything else
- [ ] Registered business address with a verifiable public record
- [ ] Business phone number that answers
  Platforms do call
- [ ] Licensing, registration or authorisation evidence for each target market
- [ ] Regulator reference number where one exists
- [ ] Website domain owned by the operating entity, verifiable in WHOIS or DNS
- [ ] Named individual authorised to make the application
  Same person across all three platforms
- [ ] Screenshots of the destination page as it will appear at launch

2 · Landing page compliance

Do this before submitting anywhere. It is the most common cited reason.

- [ ] Operating entity named on the page, not only in the footer
- [ ] Regulatory status stated in plain language
- [ ] Every rate, fee and speed claim substantiated on the page
  A footnote linking to a real basis, not an internal document
- [ ] Comparison claims name the specific alternative and the basis
- [ ] No language implying guaranteed savings, speed or outcome
- [ ] Total cost of transfer shown or clearly reachable
  Headline rate without fees is a frequent objection
- [ ] Terms, privacy policy, cookie policy and complaints route linked
- [ ] Contact route that a reviewer can actually use

> A page that is compliant today and changes next week will trigger a re-review. Lock the destination page before you submit and treat changes to it as a controlled release.

3 · Platform-specific requirements

Google Ads

- ☐ Advertiser verification completed for the payments or financial services category
- ☐ Business operations verification submitted where required
- ☐ Local market requirements checked for each country you will advertise in
  Requirements differ materially by country
- ☐ Payment profile matches the verified entity
- ☐ Conversion tracking live before submission
  An account with no conversion setup reads as untested

Meta

- ☐ Business verification complete
  Separate from and prior to financial services review
- ☐ Domain verified via DNS or meta tag
- ☐ Special ad category status confirmed for your markets
- ☐ Page linked to the verified Business Manager
- ☐ Pixel and Conversions API live with deduplication verified

TikTok

- ☐ Business Center created under the operating entity
- ☐ Business verification submitted with matching documentation
- ☐ Financial services advertiser status requested for each target market
- ☐ Pixel and Events API configured
- ☐ Creative pre-checked against financial services creative rules

4 · Filing sequence

This is where the six weeks are recovered.

Day	Action	Note
0	Evidence pack complete, landing page locked	Nothing is submitted before this
1	All three platforms submitted	Same day, parallel, not sequential
1	Named owner assigned per platform	One person tracks each application
3	Prepared responses drafted for the two most likely objections	Documentation format and claim substantiation
7	Follow up where no acknowledgement received	None
11	Objections answered with the specific evidence requested	Never resubmit the same file unchanged
14	Typical clearance point where preparation was complete	None

5 · If you are rejected

- [ ] Read the stated reason literally, not interpretively
- [ ] Identify which specific requirement was not met
- [ ] If no reason was given, request one through the support channel
  Do not resubmit blind
- [ ] Fix the underlying issue before resubmitting
  Resubmitting an unchanged application counts against you
- [ ] Document the objection and the resolution
  You will face it again in the next market

> Timelines vary by market, entity structure and licensing status. Two weeks with full preparation is typical rather than guaranteed. Six to eight weeks without it is also typical.

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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