Bussinesstan

GROWTH AND TECHNOLOGY FOR CROSS-BORDER MONEY MOVEMENT

DL.08 · CONSULTING · TEMPLATE

Marketing compliance review template

A claim-substantiation and disclosure record your team completes before legal sees an asset, so review takes days rather than weeks.

Use this when	Time to run	Length	Category
Before every asset enters compliance review	15 min per asset	Per asset	Consulting

Compliance review in remittance marketing is slow for a predictable reason: assets arrive with claims that nobody has evidenced, so the reviewer has to ask rather than approve. Every question adds days.

This form is completed by whoever produced the asset, before it enters review. Teams that adopt it typically move review from weeks to days, because the reviewer is checking evidence rather than requesting it.

> This is a working record for marketing teams. It does not constitute compliance approval and does not replace your compliance function or a qualified adviser. Financial promotion rules vary by market.

Asset details

Field	Entry
Asset name	
Asset type	Ad / landing page / email / social / video / other
Markets it will run in	
Corridors referenced	
Produced by	
Date submitted	
Intended live date	
Channels	

1 · Claim substantiation

Every factual claim. One row each. Add rows as needed.

Claim as written	Type	Evidence and where it is held	Verified by
	Rate / fee / speed / comparison / other		

> A claim with no row here has not been checked. Reviewers should reject an asset with unrecorded claims rather than researching them.

2 · Prohibited claim check

- ☐ No guaranteed delivery time
- ☐ No guaranteed saving or amount
- ☐ No unqualified 'cheapest', 'fastest' or 'best'
- ☐ No comparison naming a competitor without a stated basis
- ☐ No implication of regulatory status the business does not hold
- ☐ No suggestion the service is free unless it genuinely is
- ☐ No tax, immigration or personal financial advice
- ☐ No claim about a payout partner's capability without their confirmation

3 · Disclosure check

- ☐ Operating entity named where required
- ☐ Regulatory status stated where required for the market
- ☐ Fees disclosed or clearly reachable alongside any rate
- ☐ Rate basis and margin disclosed where a rate is shown
- ☐ Terms and conditions linked
- ☐ Paid partnership disclosed on creator and influencer content
- ☐ Any illustrative figure labelled as illustrative
- ☐ Any testimonial genuine, with written permission on file

4 · Destination check

The asset and its destination are reviewed together.

- ☐ Destination page carries substantiation for every claim in the asset
- ☐ Rate shown in the asset matches the rate on the destination
- ☐ Destination page states the entity and regulatory status
- ☐ Privacy policy, terms and complaints route reachable from the destination
- ☐ Destination page is the correct corridor

> An asset is compliant only in combination with where it sends people. A substantiated ad pointing at an unsubstantiated page is not approvable.

5 · Sign-off

Stage	Name	Date	Outcome
Produced by			Submitted
Marketing check			Passed / returned
Compliance review			Approved / returned / rejected
Approved for live			

6 · Change control

- ☐ Any change to a substantiated claim requires re-review
- ☐ Rate and fee figures reviewed on a scheduled cycle
  An asset compliant at launch stops being compliant when pricing moves
- ☐ Expiry date set for any asset containing a figure
- ☐ Withdrawal route documented and tested
- ☐ Completed forms retained per your record-keeping policy

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.
bussinesstan.com/growth-audit · hi@bussinesstan.com