

Campaign Name

Campaign Type

Channel / Advertising Network

Ad Format and Sizes

CHECKLIST

1. Compliance with sizes and formats, file optimization	
○ The ad is created in all necessary sizes	<input type="checkbox"/>
○ The format meets the platform requirements	<input type="checkbox"/>
○ The file size does not exceed the limit	<input type="checkbox"/>
○ The images and video files are compressed without significant loss of quality	<input type="checkbox"/>
○ The animation does not exceed the recommended duration	<input type="checkbox"/>
○ The ad loads quickly	<input type="checkbox"/>
2. Display on different devices and browsers	
○ The ad displays correctly on different devices:	
○ Desktop	<input type="checkbox"/>
○ Mobile	<input type="checkbox"/>
○ Tablet	<input type="checkbox"/>
○ The ad displays correctly in different browsers:	
○ Google Chrome	<input type="checkbox"/>
○ Safari	<input type="checkbox"/>
○ Microsoft Edge	<input type="checkbox"/>
○ Mozilla Firefox	<input type="checkbox"/>
○ Opera	<input type="checkbox"/>
○ Responsive ads scale correctly and are not distorted	<input type="checkbox"/>
3. Checking interactive elements	
○ The buttons and CTAs work correctly and lead to the desired URL	<input type="checkbox"/>
○ All interactive elements work as expected	<input type="checkbox"/>
4. Compliance with advertising network rules and policies	
○ The advertisement does not contain prohibited content	<input type="checkbox"/>
○ The text and images comply with advertising standards	<input type="checkbox"/>
○ The content does not violate local law and regulations of the target area	<input type="checkbox"/>
5. The ad was tested in the Ad Network Account	<input type="checkbox"/>