Paid placement review / 01

PAIR A PROOF WITH ITS DESTINATION

Use neutral labels and private references. Do not copy account data or launch instructions.

A helpful preparation resource from PickYourPro.ai. Fill in digitally or print. Keep your completed copy private.

Placement A / context to ask the provider to show / Pair A1 label

Rendered proof: private reference / creative version / supplied by role

Intended destination: private reference / version / supplied by role

Pair confirmation: which proof and destination does the provider mean to review together?

Question about presentation or destination context / appropriate responding role

Reply reference / pair version covered / point still unresolved

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FOLLOW A CHANGED PAIR

Keep the earlier pair reference. A new version needs its own review question, not an assumed answer.

Earlier pair label / proof version / destination version / earlier review reference

Changed item: proof, destination or both / new version references / new pair label

Provider explanation of change / coordination role / missing reference

Question to carry into the new review / responding role

New reply reference / exact pair covered / issue still open

Other placement using a related item / question about whether its pair also changed

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KEEP REVIEW RECORDS DISTINCT

Tick discussion points, not approvals. A client comment is not proof of legal review or platform acceptance.

- [ ] Placement context has a provider-supplied proof
- [ ] Proof and destination versions are paired
- [ ] Missing references remain visibly unresolved
- [ ] A role coordinates questions about both sides
- [ ] Client comments are recorded separately
- [ ] Specialist review scope is not assumed
- [ ] Platform status is not inferred from client comments
- [ ] Changed pairs retain their earlier review references

Pair label / client comment reference / what remains undecided

Separate specialist review reference / scope described by reviewer / open question

Platform-status record reference, if supplied / pair identified / question for provider

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QUESTIONS FOR THE ADVERTISING PROVIDER

Ask every provider about the same placement-pair example, without requesting an ad launch.

Proofs: how will you show placement context and identify each creative version?

Destinations: how will you identify the page version intended for each proof?

Coordination: who receives questions about presentation and destination content?

Reviews: how are client comments, specialist review and platform records separated?

Changes: how will a revised pair and its review response be linked?

Scope: which proof, coordination, record and follow-up tasks are excluded?

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COMPARE THE REVIEW SUPPORT

Use A and B in each box. Compare the same placement-pair example and record unresolved differences.

Provider A / B / common placement example / proposal references

Rendered proofs, destination references and coordination responsibilities - A / B

Review records, changed pairs, follow-up and exclusions - A / B

Timing, written fee basis, change terms and unresolved questions - A / B

READY TO HEAR FROM PROS?

Create an account on PickYourPro.ai if you choose, then start a Paid Advertising request. Describe the proof and destination review support you want, and let participating pros compete with proposals. Compare responsibilities, deliverables, changes, timing and terms. A private scope review may be needed.

Start a request

One request. Every pro's best offer.

Participation varies. A private scope review may be needed before confirming review support.

Planning guide: https://www.pickyourpro.ai/services/paid-advertising

Google Ads: Destination requirements (official reference)

FTC: Native Advertising - A Guide for Businesses (official reference)

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