

Placement–Proof Creative QA Checklist:

Meta Sales & Leads Campaigns

Status

Placement exclusion change reported as a rolling test, early September 2026 (Sales & Leads objectives; not a confirmed global rollout). Verify options in Ads Manager and Meta Business Help Center.

Before production

- ☐ Assets briefed in 1:1, 9:16, 4:5.
- ☐ 1.91:1 for right column and search results.
- ☐ 16:9 for in-stream video (minimum 1080x1080).
- ☐ Facebook Feed uses 4:5, not the upload default 1:1.
- ☐ Text, logos, faces, product clear of edges and UI zones.
- ☐ Legible sound-off (in-stream is the sound-on exception).

Before launch

- ☐ Placement-specific versions assigned via customization.
- ☐ Previewed in every placement: Feed, Stories, Reels, Marketplace, Messenger, in-stream, right column, Audience Network.
- ☐ Advantage+ Creative enhancements reviewed for accuracy and brand compliance.

Account policy (*set once, review quarterly*)

- ☐ Account-level controls block unwanted surfaces.
- ☐ Value rule bid adjustments documented.

Value rules

Reported range +1,000% to -90% (per Jon Loomer and PPC Land reporting); they tune spend, not block it.

Campaign, review date, reviewed by
