



Action required to lift ad serving limit for newly linked apps

1 message

Google AdMob <admob-noreply@google.com>
Reply-to: Google AdMob <admob-noreply@google.com>
To: sayantan.kgp@gmail.com

Thu, Feb 18, 2021 at 1:13 PM



Your Publisher ID: pub-6582325651261661

[Sign In](#)

Submit newly linked apps for review to lift ad serving limit

Set up your app in AdMob

How to submit newly linked apps for review

To understand the source of apps, we're introducing a new process for reviewing and approving apps that are newly linked to an app store.

What's changing?

This new process will be rolled out gradually during 2021. All new apps linked to app stores after 05-2021 will need to be reviewed and approved. Ad serving will be limited until review is completed.

All monetizing apps will eventually need to be linked to an app store. We recommend linking your apps as soon as they're listed and then submitting for review to avoid interruptions in monetization.

How can I add a new app?

To add a new app,

1. Sign into your AdMob Account
2. Click **Apps** in the sidebar
3. Click **Add App**
4. Provide app info including your app name and platform (iOS or Android)
5. Link your app to a [supported app store](#) that your app is listed in
6. Click **Add App**
7. After you've submitted your app, your app will be reviewed

What's the review process?

This is part of the standard review process for new AdMob apps. During the review,

apps will experience [limited ad serving](#). Reviews will typically take 24-48 hours, but may take longer in certain cases.

How will I be notified about the result?

You'll be notified via email once the review is completed regardless of whether your app is approved or not. You can also check your app's review status in the **All Apps** section by clicking **Apps** in the sidebar and then **View All Apps**.

If an app is approved, the ad serving limit will be lifted. If an app is disapproved, it will not be able to serve ads, but can be resubmitted for review after [resolving any issues](#) highlighted in the **Policy Center**. If you don't want to address a disapproved app, you can hide the app in the **All Apps** section.

How can I test new apps before they're released?

For testing, we recommend using test mode or test ad units ([Android](#), [iOS](#)). Sending live production traffic to unreleased iOS apps won't return Google ads and [clicking on your own ads while testing](#) may result in policy action. Test Mode enables rigorous testing with production-looking ads. Ads with the test ad label are also safe to click.

[Learn More](#)

Yours sincerely,

The Google AdMob Team

You have received this mandatory email service announcement to update you about important changes to your AdMob account.



© 2021 Google LLC
1600 Amphitheatre Parkway
Mountain View, CA 94043