

[Apple Ads](#) / Ad Rejection Reasons

API Collection

Ad Rejection Reasons

Review reasons for an ad rejection.

Overview

Ads require approval by Apple. While in review, your [Ad](#) is on hold. After approval, the [AdServing Status](#) changes to RUNNING unless you schedule it to start on a specific date or [Update an Ad](#) status to PAUSED while in review.

Note

In [4.9](#) release, all previously rejected Today tab ad creatives were PAUSED and resubmitted for re-review. You need to update the status to ENABLED after the re-review. See [Update an Ad](#).

Use [Find Ad Creative Rejection Reasons](#) or [Get Ad Creative Rejection Reasons](#) to look up rejection reasons. See [ProductPageReason](#) for rejection reason descriptions.

Topics

Ad Rejections

Find Ad Creative Rejection Reasons

Fetches ad creative rejection reasons.

Get Ad Creative Rejection Reasons

Fetches ad creative rejection reasons by custom product page ID.

Find App Assets

Fetches app asset metadata by adam ID.

Ad Rejection Reason Objects

`object AppAsset`

The app assets associated with an adam ID.

`object AppAssetListResponse`

The response to a request that returns a list of app assets.

`object ProductPageReason`

The ad creative rejection reason based on a product page.

`object ProductPageReasonListResponse`

The response to a request that returns a list of product page rejection reasons.

`object ProductPageReasonResponse`

A container for product page reasons.

Data Types

`type ReasonLevel`

The level at which the system applies an ad rejection reason.

See Also

Custom Product Page Ads

Ads

Assign an ad creative to an ad group.

Creatives

Create and manage ad creatives within your organization.

☰ Custom Product Pages

View Custom Product Page details.