Discovery & Demand Gen ads format requirements

Google provides translated versions of our Help Center, though they are not meant to change the content of our policies. The English version is the official language we use to enforce our policies. To view this article in a different language, use the language dropdown at the bottom of the page.

Discovery & Demand Gen campaigns combine audience targeting features and visually engaging formats to help you better personalize your ads within Google's feeds to inspire customer action. This article outlines the requirements your Discovery & Demand Gen ad assets (headline, description, or image) must meet in order for your Discovery & Demand Gen campaigns to serve.

Users visit the YouTube Home and Watch Next feeds, Discover, and the Gmail Promotions and Social tabs to browse and explore new content that aligns with their interests. To ensure that we provide a high-quality consumer ad experience on Google's personalized feeds, Discovery & Demand Gen ads must comply with all Google Ads and personalization policies. In addition, we will review each Discovery & Demand Gen ad asset for compliance with the Discovery & Demand Gen ads requirements listed below, which will take priority in the event there is conflict with the Google Ads and personalization policies. Discovery & Demand Gen ads requirements are more restrictive than the ads requirements for other platforms and surfaces, meaning disapproved Discovery & Demand Gen ad assets may continue to run on Google's other properties.

Frequent and widespread violations of these guidelines may lead to a suspension from serving ads on Discovery and Demand Gen surfaces. We will regularly review new ads you upload and if the number of ad violations reduces you may be eligible to serve again.

Discovery & Demand Gen ads requirements

You can view any asset-level disapprovals in your Discovery & Demand Gen campaign [asset report](#).

Prohibited categories

Regulated goods

❌ Assets that depict or reference regulated goods or substances, including (but not limited to) recreational drugs, and tobacco.

✅ Allowed

- Assets that depict alcohol are able to serve in Discovery and Demand Gen campaigns

Weapons or criminality

❌ Assets that depict or reference images of weapons or criminality, including (but not limited to) guns, firearms, ammunition, explosives, the sale of fireworks, knives, prison, criminals, or arrests.

Example:

✅ Allowed with limitations

- Assets that depict or reference the above prohibited categories in a scene from a fictional work of entertainment (video game, TV-show, movie, etc.).
- Assets that depict or reference the above prohibited categories but not in a violent or criminal context, including (but not limited to) kitchen and utility knives, historical artifacts, or halloween costumes
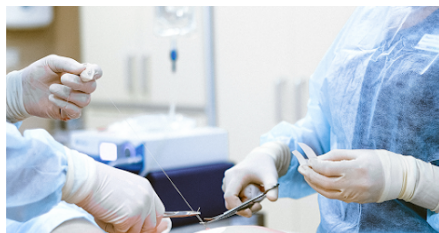

[Cash giveaways content]

❌ Assets that depict cash sweepstakes or cash giveaways, including (but not limited to):

- Cash rewards without legitimate user action

- Paid surveys and questionnaires

- Cash sweepstakes or cash giveaways

Improper content

❌ Assets that depict or reference racy or adult content including (but not limited to):

- Sexually suggestive content
- Unnecessarily focus on body parts
- Sexual merchandise and entertainment

❌ Assets that depict invasive medical procedures

Example:

❌ Assets that depict content that could cause discomfort, including (but not limited to) bodily fluids and waste

Negative events

❌ Assets that depict negative life events including (but not limited to):

- Divorce, breakups or family separation, home foreclosures, financial difficulties, accidents and personal injuries (non exhaustive examples include sport, professional/work, medical and general accidents and injuries), or damage to objects or properties (non exhaustive examples include vandalism or destroyed personal property)

❌ Assets that depict or reference natural or man-made crises.

❌ Assets that depict or reference behavioral addiction recovery including, rehabilitation facilities and products that aid in addiction recovery.

❌ Assets that depict death or death-related content including but not limited to:

- A dead person or animal
- A funeral home, mortuary, cemetery, mausoleum

❌ Assets that depict trauma or pain including (but not limited to) a person grieving or crying.

❌ Assets that depict content that is presented in a way that is likely to trigger a negative reaction.

❌ Assets that depict discrimination, or encouragement of discrimination, against people based on their personal attributes.

❌ Assets that promote actions that violate other platforms' Terms and Conditions.

Examples:

✅ Allowed with limitations

- Assets that reference services including (but not limited to) funeral home, mortuary, cemetery, mausoleum, memorial services companies, family and divorce services (attorney/law offices/counseling), insurance or event support services as long as they are neutrally and positively framed
- Assets that depict or reference the negative events listed above in a scene from a fictional work of entertainment (video game, TV-show, movie, etc.)

Dating-related prohibitions: users' personal attributes

❌ Assets that depict or reference dating services or matchmakers by asserting or implying user's personal attributes, including (but not limited to) race, ethnic origin, nationality, religion, age or sexual orientation.
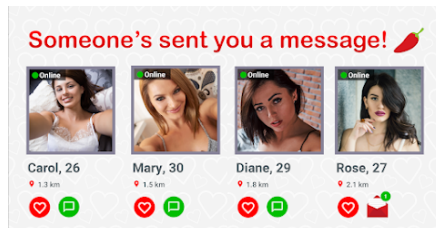
Implied interactivity

❌ Assets that feature visual elements that depict nonexistent functionality (such as a "play" button that cannot be clicked).

❌ Assets that tease the user into clicking the advertisement with sensational language, misleading claims or intentionally withholding necessary information.

Example:

❌ Assets that promote an advertorial and tease the user into clicking the advertisement, making it unclear who the advertiser is.

❌ Assets referring to personal identifiable information including (but not limited to) insurance cards, driver's licenses, checks, and credit cards with no context or business offer.

❌ Assets that illustrate that someone is trying to contact or has matched with the user while advertising a dating site.

Example:

Selfie image

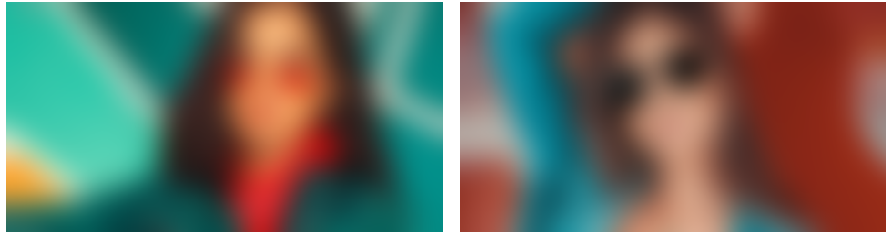❌ Assets that contain selfie images for dating related content.

Example:

Unclear image

Blurry

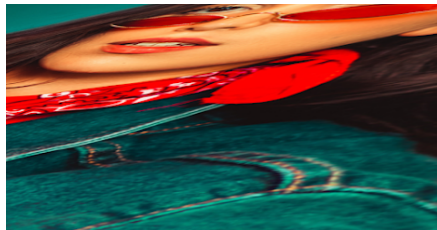❌ Images that are blurry or unclear.

Examples:

Distorted

❌Images that are visually oddly skewed or shaped, morphed, upside-down, distastefully out of focus, color-inverted, excessively filtered, distorted, or contain watermarks.

Example:

Poorly cropped

❌Images that are critically cropped or contain even minimally cropped text overlay.

Example:

Offensive language

❌Assets containing obscene or offensive language, including (but not limited to) profanity and sexual innuendos.

Confusing text

❌Assets that use placeholder text, distasteful formatting such as nonsensical punctuation or capitalization, incomplete sentences, or don't use commonly accepted spelling or grammar in a way that makes the subject of the asset difficult to understand.