



Creative packs setup ■ Creative pack moderation ■ Introduction to creative moderation

English

Introduction to creative moderation

All new creative packs undergo a human moderation process when their associated campaigns go live for the first time. Moderators ensure that creatives adhere to [Unity's advertising content policies](#). They also age rate creatives according to app store publisher guidelines based upon sexual, violent, or otherwise inappropriate content for an age category. Publishers can [filter the ads](#) that show in their apps based on these ratings.

Moderation statuses

After a creative pack has been accepted in moderation, the status cue appears. The status reflects the current performance of the creative pack, and changes if the performance of the creative pack changes. The creative performance status only applies to the particular campaign that shows the status, since a creative pack can perform very differently in different campaigns.

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