

Peer Approval for Meta Ads

28-Mar-2025

1) You may receive an email from Meta with the following notice:

Onboard to Peer Approval

Hi **Your Name**

To help keep your business portfolio secure and prevent unauthorized activity, you need to adjust the Peer Approval protection levels on your most important ad accounts. Peer Approval aims to prevent unauthorized ads from being published as well as reduce overspend errors when creating campaigns, such as spending above a specific budget threshold.

The protection will delay the publication of an ad until an admin or another trusted user on the Ad Account approves the ad. Each of the ad accounts within your business portfolio are currently enrolled in the default protection where only suspicious ads require approval. To adjust the level of protection, people with full control of the business portfolio can go to the Security Center in Meta Business Suite or Business Manager and select "Manage" for Ad account security within the "Peer Approval" widget. The three levels of protection available are:

1. Default Protection: Only suspicious ads require approval.
2. Extra Protection: Includes default protection and requires that every ad needs approval before it can run.
3. Custom Protection: Includes default protection and requires approval on any ad published above a budget you choose.

It is recommended that you change the level of protection to Extra or Custom Protection for each of your ad accounts and review the list of trusted users that can approve actions as soon as possible.

What you can do

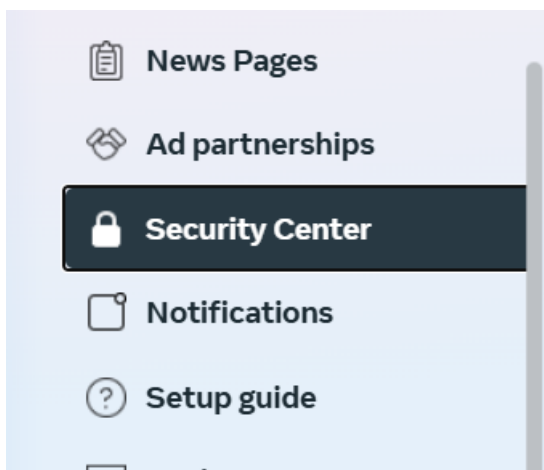


Set up peer approval


Select trusted users as peer approvers for risky ad accounts.

Set up peer approval protection

2) If you haven't received such an email, the feature may not have been rolled out to your Ad Account yet. To check, you can go to your Business Portfolio Info > Security Center.



3) If this feature has been rolled out to you, you will find a card on the right for Peer Approval.

 **Peer Approval**

People can try to access your business and control your assets through certain actions, like adding an admin, sharing a credit line, or publishing an ad.

Double checking these actions is a simple but powerful way to protect your business. We highly recommend that you require these actions to be approved. Customize them in a way that works for you.

Ad account security
Require certain ads to be approved, like those by a new employee or above a certain budget.

Manage

4) Peer Approval is managed at the Ad Account level, choose which of your ad accounts in the Business Portfolio to manage.

Choose the level of protection you want for your ads ×

Select which ad account you want to manage, the type of approval requirements you want for ads before they run, and who should approve them.

Select ad account

Ad account ▾

Cancel Save

- 5) If the feature has been rolled out to your account already, it will have the Default protection enabled.

The screenshot shows a dialog box titled "Choose the level of protection you want for your ads" with a close button (X) in the top right corner. Below the title is a brief instruction: "Select which ad account you want to manage, the type of approval requirements you want for ads before they run, and who should approve them." The dialog is divided into three sections: 1. "Select ad account" with a dropdown menu showing "Ad Account Name". 2. "Select protections" with three radio button options: "Default protection" (selected), "Extra protection", and "Custom protection". Each option has a short description. 3. "Select people to approve these ads" with a dropdown menu showing "Names of Admins on the Account". At the bottom right are "Cancel" and "Save" buttons.

- 6) If you want to select a third-party person to have the ability to approve ads, and they already have access to the ad account, they will be listed here and you can choose them.

This is a close-up of the "Select people to approve these ads" section from the previous screenshot. It includes the same instruction: "All Business Account admins are already set as reviewers for all ads. Inactive users on the ad account for 90 days or more are ineligible to be selected as trusted users." Below this is a dropdown menu with "Names of Admins on the Account" and "Cancel" and "Save" buttons.

- 7) Admins will already be selected to approve ads and you can't change that unless you change someone's role to be not an admin.

A white error message box with a blue border and a close button (X) in the top right corner. The text inside reads: "User is disabled because they already have admin access".

8) If you want additional approval you can select “Extra protection” requiring that an Admin approve any published ads prior to running.

- Extra protection
Includes default protection and requires that every ad needs approval before it can run. This is recommended for accounts that may have third party users or users with temporary access.

9) If you want to customize your approval requirement based on ad spend, you can select that and specify an amount.

- Custom protection
Includes default protection and requires approval on an ad that is published above a budget you choose. This option is recommended for accounts that want to keep spend under control in cases of compromise or errors.

Daily budget

\$ 150.00

Lifetime budget

\$ 1,500.00

10) Clicking “Save” applies the changes and choices you made.

