

## What's Changing?

Starting October 22, 2022 Google ads and assets that don't follow new Destination Requirements will be disapproved and advertisers will not be able to continue with the campaign until the violation is fixed on the property's website and the ad is reviewed by Google.

Google Ads Destination Requirements are changing as a result of The Coalition's Better Ads Standards which identify any ad experiences that fall beneath a threshold of consumer acceptability and are most likely to drive consumers to install ad blockers.

## Recommendations

- [Watch this video!](#)
- Remove all pop ups and interstitials from your websites
- Run a site speed test and address any flagged items
- Eliminate duplicate content from landing pages- content cannot mirror what's on the full property site.
- More information on Google Ads Experience Report can be found [here](#).

## What is the Coalition for Better Ads?

Leading international trade associations and companies involved in online media formed the Coalition for Better Ads to improve consumers' experience with online advertising. The Coalition for Better Ads will leverage consumer insights and cross-industry expertise to develop and implement new global standards for online advertising that address consumer expectations.

## Marketers should audit sites for...

1. **Destinations or content that are unnecessarily difficult or frustrating to navigate**
  - Examples: **Websites with pop-ups or interstitials** that interfere with the user's ability to see the content requested; sites that disable or interfere with the browser's back button; **websites that don't load quickly on most popular browsers and devices**, or require download of an additional application to view the landing page (aside from common browser plugins)
2. **Links that initiate a direct download** from the ad or that lead to an email address or a file
  - Examples: Images, video, audio, documents
3. **Destinations that contain abusive experiences.**
  - Examples: **Websites that auto-redirect the page without user action**; websites that contain ads that resemble system or site warnings or error messages.

