



kristijan arapov

AVOID THESE MISTAKES



Ultimate guide how to warm-up and keep your
ad account safe while running Facebook Ads

TABLE OF CONTENT

● WHO AM I?

● HOW CAN THIS GUIDE **HELP** ME?

● MY AD ACCOUNT IS **DISABLED!**

● THINGS YOU **HAVE** TO FIGURE OUT

● **WARMING** UP YOUR AD ACCOUNT

● **THE END**

● **BONUS**

WARNING: This guide is completely written by me and my personal experience from running facebook ads in the past 3 years. How you want to use my advice here is up to you. The more aggressive you go, the riskier it is. I am opening up everything I know and it's up to you how you use it.

WHO AM I?

Kristijan Arapov is a Media Buyer since 2017.

I've decided to step out of this industry because it's getting harder and harder to manage BH (blackhat) campaigns. That's why I've merged my experience into this short document to share my 2 cents about how I was able to pull this off and how you can try to do it on your side too. I know people who are still doing it. Believe me, it's not easy!

I have experience in managing campaigns like:

- Online Gambling
- Dating Sites
- Aggressive Political Offers
- Insurance Offers
- Lead Gen
- eCommerce
- Dropshipping
- Real Estate (Apps)
- Fake News

And much, much more.



HOW CAN THIS GUIDE HELP?

If you have a business that relies on FB Ads, you definitely need to know more about the FB algorithm and why FB decides to disable ad accounts for no reason (crazy huh?)

Facebook policy has been all over the place (yes I know...). Whether you're working with WH (whitehat) or BH (blackhat) ads, this document is definitely going to describe how to avoid unnecessary problems with the FB algorithm. Some tips and tricks on how I managed to run these campaigns successfully (stick to the end, there are some bonuses too).

Things you have to figure out:

- Business Manager
- Ad Accounts
- Payment methods
- Unique browsers or Virtual Private Servers
- Traffic Filter or cloaker (specifically for aggressive offers)
- Super-Compliant sales pages (or how we love to call them - safe pages)

We'll break down each of those into its own chapter.



MY AD ACCOUNT IS DISABLED!

It's stressful I know. I've been there, like, 500 times (yes I did managed around 500 facebook accounts) Here's some images of how this looks like:

Status	ID	Timezone	CC ID	Account	Campaign	Ad1	Ad2	Ad3	Daily sp	Raise or	PxcellID
Publish											
Paused / Spending Limit \$20				Mayte M		Not done	Not don	Not done	25		
Paused / Spending Limit \$45				Israel S		Not done	Not don	Not done	25		
Disapproved				Cecy Ac		Disapprov	Not don	Not done	25		
Disapproved				Cecy Ac		Disapprov	Not don	Not done	25		
Live / Spending Limit \$20				Lucia M		Not done	Not don	Not done	25		
Check											
Warmup											
Payment issues											
Payment Issue: Owe \$75 / Spending Limit \$50				Mayte M		Live	Live	Not done	55		
Payment Issue Owe: \$50				Cecy Ac		Live	Paused	Paused	10		
Owe: \$15 / Spending Limit \$20				Lorena		Not done	Not don	Not done	25		
Owes: \$2 / Spending Limit \$20				Josue 2		Not done	Not don	Not done	25		
Setup G											
Kris/Vin - Create Ads											
Paused Low CTR no sale / Spending Limit \$50				Lucia M		Paused	Not don	Not done	50		
New Camp											
Paused				Jovanhy		Paused	Paused	Paused	250		
Paused / Spending Limit \$5				Mario F		Paused	Not don	Not done	5		
New Acc				Camren		Publish	Publish	Publish	25		
New Acc				Camren		Not done	Not don	Not done	25		
Ecommerce Ads											
USA											
Mexico											
Spain											
Germany											
UK											
Canada											
France											
PA to use											

Status	ID	Timezone	CC ID	Account	Campaign	Ad1	Ad2	Ad3	Daily sp	Raise or	PxcellID
PA to use											
Issues / Check Daily											
Appealed policy 15-7 / Spending Limit \$50				Rodgge		Live	Not don	Not done	20		
re-appealed 15-7 / Banned 15-7 / Spending Limit \$20				Rodgge		Live	Not don	Not done	25		
no reply 15-7 / Appealed policy 14-7 / Owe: \$20 / Spending Limit \$45				Jair Lar		Not done	Not don	Not done	25		
no reply 15-7 / Banned 3-7 / re-appealed 3-7				Jair Lar		Live	Not don	Not done	25		
no reply 15-7 / Appealed policy 7-7				Nancy F		Live	Not don	Not done	25		
no reply 15-7 / Appealed policy 8-7 / Spending Limit 45				Lorena		Live	Stock	Stock	25		
no reply 15-7 / Appealed policy 7-7				Josue 2		Live	Not don	Not done	25		
no reply 15-7 / Appealed policy 7-7				Josue 2		Live	Live	Stock	25		
no reply 10-7 / Policy appealed 3-7 / Spending Limit \$45				Mario F		Live	Live	Not done	25		
no reply 13-7 / Appealed policy 27-5				Tyler B		Live	Live	Not done	50	30	
Acc provider issues											
PW Changed / re-appealed 1-7 / Banned 1-7				Bianca		Live	Live	Paused	50		
Phone Verification											
Phone Verif.				Agustin		Not done	Not don	Not done	25		
no BM?? / appealed 30-6 / Policy 24-6 / Spending Limit \$5				Feman		Check	Not don	Not done	25		
PW Changed / Can't appeal Policy 24-6 / Spending Limit 40				Luis C		Live	Paused	Not done	5		
Logged out / Verification / Spending Limit 50 (PA, 50)											
Logged out / pw changed / Spending Limit 50 (PA, 50)				Alaida		Live	Not don	Not done	25		
				Alex Ph		Publish	Not don	Not done	25		
Banned Accounts											
Banned 14-7 / Spending Limit \$50				Israel S		Live	Not don	Not done	20		
Banned 8-7				Josue 2		Live	Not don	Not done	20		
Banned 8-7				Josue 2		Publish	Stock	Not done	20		
Owe \$250				Cecy A		Stock	Stock	Stock	50		
Owes \$215				Susan		Live	Not don	Not done	25		
Banned 5-7				Nancy F		Live	Not don	Not done	25		
Banned 5-7				Cecy A		Live	Not don	Not done	25		
Banned 5-7				Josue 2		Live	Live	Not done	20		
Banned 3-7				alejand		Disapprov	Paused	Not done	25		



So let's dig deeper on how and why FB does that.

From my personal experience here are some of the facebook issues I've stumbled upon:

- Policy Violation
- Disabled Business Manager
- Disabled Ad Account
- Disabled Profile
- Unusual Activity
- Payment Verification (Mostly on VISA cards)
- Photo Verification
- Phone Verification
- E-Mail / SMS Verification

And the most annoying one - DISABLED FOR NO REASON.

As any other algorithm, facebook's algorithm also makes mistakes and disables ad accounts, business managers and profiles for no reason.

Don't stress if you got a policy violation by FB. Most of us did and this is the most annoying thing that can occur multiple times throughout the day and there is no right or wrong way to appeal to this problem.

If you have an available option to chat with support please do. If you don't have that option available here are some tricks that may help you:

First go to facebook.com/business/help

Try refreshing your page multiple times (F5 or just manually press refresh page) until you get your chat support button which looks like this





Facebook Business Help Center

This is your resource for tips, troubleshooting and guides on how to get the most out of Facebook Business Tools. Learn all you need to know to control your business, manage your ads and improve your Facebook and Instagram shopping experience.



Commonly searched topics



Create & Manage Accounts

Build and manage your business.



Publish & Distribute Content

Post content, understand distribution and learn about publishing tools.



Advertise

Create and manage your ads and optimize your results.



Sell on Facebook & Instagram

Improve your shopping experience to boost business.



Monetize Your Content or App

Earn money from your Facebook content, app or website.



STILL NEED HELP?

Find answers or contact support

Are you a partner? [Get additional support.](#)

Just Getting Started?

Watch this 3-minute video to learn how Facebook, Instagram and Messenger can bring value to your business.



Avoid These Mistakes
by Kristijan Arapov

My AD account is disabled! | 7

Press your windows key and type %temp% delete all your folders inside that folder and skip the ones that cannot be deleted, refresh the page and try the same thing over and over again (this process may take 5-10 min until you get the get started button)

If the above option doesn't work, there is another way. Find a friend/family member who has the **contact support** option available, add them to your business manager, and let them appeal or contact support on their side (you can even create a back-up FB profile for this, or just find one and abuse it)

Most of the times when you contact FB support your ad account should be reversed back and you should be good to advertise.

NOTE: Don't forget to create the maximum amount of ad accounts available on your business manager so you can shuffle those around.

There will always be a penalty for disabled ad accounts and you will usually experience the following problems:

- CPM Increase
- Ad Rejections

These are the 2 problems I've experienced after getting an ad account reversed from a ban.



How to fix these problems?

CPM is one of the metrics that most advertisers love. And experiencing a big spike in that can cause a lot of issues in the marketing world, so how to get it back to normal?

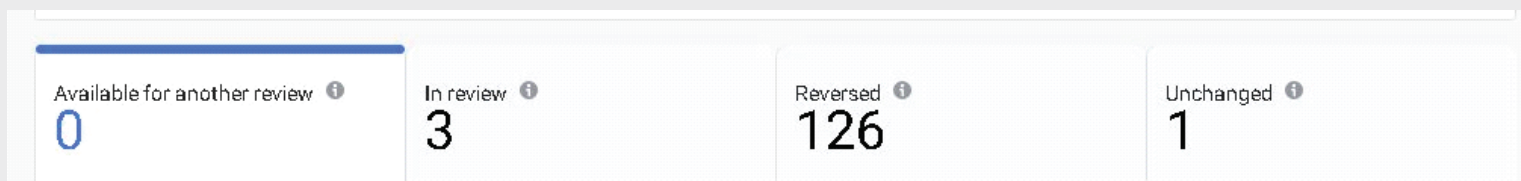
I've tried these options and all of them worked for me:

Create a new business manager and start completely from scratch

Create a new FB Page and advertise from there (please populate the page information so you won't look like a scammer)

Continuously add different creatives on a low budget and make sure they get approved (this method is the most proven one to work since FB will notice that you are in for the long-run and providing a great customer experience)

Ad Rejections - this is the second most annoying thing after a FB ad account disable... Yes, FB will punish you with a lot of ad rejections for no reason... Here is a screenshot of mine punishment.



Available for another review ⓘ 0	In review ⓘ 3	Reversed ⓘ 126	Unchanged ⓘ 1
--	-------------------------	--------------------------	-------------------------

FB did reject 120+ ads after an ad account disable. But I knew that this was a glitch and these rejections were a “penalty” so I just requested a manual review on all of them. Don't be scared to do so, since I think the manual review is also done by a bot (just my thought on that)

THINGS YOU HAVE TO FIGURE OUT

Here, I will shortly describe things that you have to figure out and some tricks on how I did them.

Business Manager

As we are approaching BFCM (Black Friday, Cyber Monday) or even the US Elections, FB is getting more and more stricter to Business Manager (BM) creation.

Yes, you should be able to create a business manager without a problem, but there's always a limit with a freebie, right?

FB decided to manage fake BM creation by limiting the amount of money that you can spend on it, or the number of ad accounts that can be created by one.

If you've recently created a fresh new BM for your new client, you've noticed that you can't spend more than \$50 or \$250 on your campaigns (this is completely different for every BM, your business can be even limited to \$5/daily spent)

And the solution for this will be to verify your FB BM so you can enjoy advertising without limits. Some people have FB Reps which they contact and they easily remove the money limit for you.

But for most of us, we don't have FB Rep and we will have to either verify the BM or buy some documents from registered companies (yes, you can buy those and verify your business manager if you don't have all the legal documents)



Ad Accounts

It's crucial that you have multiple ad accounts on your BM. Yes, you will want to create the maximum amount of ad accounts available to your BM. Some of them will get disabled fast, and others will last longer (there's no information why FB disables ad accounts in specific BM).

Here are my 4 ways you can obtain more advertising accounts.

Creating more profiles and nurturing them, aka farming. This is a longer process and requires more manpower.

Renting, where you use someone else's accounts and pay them a fee. There are some shady companies that offer this solution. Some of them I've worked with are **SOFARM & Don't FARM** (I am not affiliated with any of these platforms)

Buying, where someone handles the creation and nurturing process and then passes them over to you

"Social hacking", where you persuade others to give you access to their account. Whether it's friends, family or others, you might pay them, might not.

There are upsides and downsides in all of these options. It really depends on your situation and which option you can afford.

Buying is probably the easiest, until you get familiar with everything else.

Payment methods

If an ad account gets suspended, its payment method will also be suspended for all other accounts. **THIS IS COMPLETELY WRONG!**

I've personally tested this on my end and it will be harder for some of you to obtain multiple cards/wallets for new ad accounts. Yes, it is safer but there is no reason why you should not use the same CC on multiple accounts.

NOTE: Make sure that you don't overuse it, I usually use it on similar accounts (same GEO & IP)

There are usually 2 options for fresh CC. You can get cards or use eWallets that can provide virtual credit cards.

Cards: Spend Cards, MTX Cards, Intercash, Adcards.

Wallets: Revolut, ePayments, Skrill, Neteller.

NOTE: I am not affiliated with any of these platforms



Unique browsers or Virtual Private Servers

Let's explain what I mean by unique browsers.

Facebook can detect the characteristics of your device. Whenever you log in, it creates what is called a "fingerprint". If an ad account is banned, then devices with the same "fingerprint" will also have their accounts banned. This happened to me so many times...

VPS is a virtual private server. It's pretty common for hosting websites, web apps and so on.

That's why you need a unique device for each account.

The most common and simple to use solution these days is **Multilogin App**. I've also used **session box**, own unique VM (Virtual Machine), but I suggest that you use Multi Login App (again, I am not affiliated with any of these platforms)

This software creates browsers with unique fingerprints and you just need a proxy to connect it with.

You can also use multiple VPS but it needs to be some small ISP company. That's because big ones use IPs from data centers and FB treats data center logins as suspicious.

Traffic Filter or cloaker (specifically for aggressive offers)

If you are running aggressive offers, you want to make sure bots and manual reviewers don't see your pages.

A traffic filter AKA cloaker, is a tool that redirects visitors based on certain characteristics.

TrafficArmor - it's the one used by me and so far the best.

NoIPFraud - also a popular solution but I definitely favor TrafficArmor.

JustCloakIt - I have never used it but know people who do, so I thought it should be here.

Super-Compliant sales pages (or how we love to call them - safe pages)

For this, you either have to create your unique pages or you copy content to a unique domain.

Unique pages: Blogs and e-commerce stores are popular for this. I have also created my own. The ban rate is certainly lower plus you have an actual chance to appeal the ban too.

Copied pages: Less effective. What people usually do is copy a news website and host it on their own domain. You can see why this method is worse than unique pages.



WARMING UP YOUR AD ACCOUNT

Here are the exact steps that I've used to warm up my ad accounts (this can apply to WH & BH Advertising) . You can also use this as part of your internal documentation.

Start doing normal activity: page posts, personal posts, and so on.

Create a Business Manager & Add a safe page (If you do BH).

Create ad account and add the payment method. Check your threshold for the ad account, make sure that you hit your threshold twice or pay FB twice before scaling your ads.

Create an engagement campaign (Page Likes or Page Post Engagement)

Spend \$100-\$150 (this is completely up to you, if you can't afford spending this amount, make sure that you hit your ad account threshold min 2 times) then keep it running for \$1 - do not pause it! (if you have a limit just use the max amount available)

Create a safe page link (where your aggressive campaign will go), share the link as a post on FB Page and run a PPE campaign for it. This is to whitelist the link. Also, make sure that you debug your link first and check if any issues appear - **DEBUG LINK**

Keep the safepage PPE campaign running on \$1 per day

Create new BH campaign with this "whitelisted link"

Tip: Start with a PPE campaign (get likes for your page and boost posts) for your Page, \$20 daily for example one campaign for Page likes and one campaign to boost your page post. The point is to keep the traffic within FB at the beginning (at the end of the day, FB is a social engagement platform not a money machine).



What do you achieve with these steps?

You warm up the account itself - You boost your FB page posts or do Like campaigns for your FB page.

Safe page link whitelisting - you share the same page link to your FB page and you boost this shared link. The traffic goes to your safepage with no cloaking for now.

You set up your aggressive campaign with the link you have boosted on your FB page.

Just 1 day for \$5-10 is enough usually

Extra Tips about WARM-UP

Get as many likes and shares on your Page linked to BM/Personal Ads manager as you can.

Day 1 - Likes campaign \$25/lifetime (1-2 Days)

Day 2 - Viral post Boost \$50 total 4 days (I've usually did memes or engaging content/video)

Day 3-6 - Keep the usual activity.

Day 7 - Boost posts give you shares and organic engagement, Likes campaign has given you at least 100 likes on your page, then you can put your own campaign up.

WARNING: There is a term "cool down" - After launching your first campaign make sure you do not stop advertising activity for more than a couple of days (3-4 days for BH Ads only).

If you start a new campaign after the ad account didn't spend any money for a long time you will get logged out and get an "unusual activity"

If you need to stop your ads leave a small Likes campaign running (\$1-3 daily). This will keep your account alive.

THE END

This is all folks!

There are a lot more things we can go over and explain in detail why FB does this and that, but I think this guide covers most of the main components why some ad accounts get shut down fast and some last a bit longer.

I hope that my guide will somehow help you and your business so you can achieve your dream goals, or at least not get banned so often.

If you have any questions or suggestions how can I improve my guide for future use please contact me at **k.arapov1994@gmail.com**

And if you want me to take over your Facebook campaigns or have any questions regarding running FB Ads, feel free to schedule a **FREE** call with me so we can discuss more details:
<https://calendly.com/arapovkristijan>

And **YES**, I did promise a **BONUS!**



BONUS!

How to scan images

Most of you will be confused by this and you'll say "Why do I need to scan my images?"

As I've mentioned above, FB works with a lot of algorithms and they do scan your images, that's how they find a reason if you break a policy or not...

So, why should you scan your image?

Scanning an image can provide you a clear overview if your image is aggressive or contains something that the FB algo won't like.

You mostly want to avoid celebrities, hot keywords, close-up shots, etc.

For example, I've runned a campaign for casino apps and used a lot of dan bilzerian angles, which FB certainly didn't like.


While you can edit, optimize and make your ad more eye-catching you will have to go to image.google.com and upload it to check if the algo can find similarities with this celebrity.



dan.jpg x dan bilzerian the equalizer

All Images Maps More Settings Tools

About 460 results (1.18 seconds)


 Image size: 900 x 679
Find other sizes of this image: All sizes - Medium

Possible related search: **dan bilzerian the equalizer**

www.youtube.com > watch
The Equalizer -Bilzerian dying - YouTube
Jan 11, 2015 - **Dan Bilzerian** giving a \$100 to a cyclist who asked for some change. CelebrityCars. CelebrityCars. #. 109K views 6 years ago ...

www.instagram.com > cziFokIDqP
Dan Bilzerian on Instagram: "Filming for The Equalizer movie ...
Aug 9, 2013 - 7702 Likes, 372 Comments - **Dan Bilzerian (@danbilzerian)** on Instagram: "Filming for **The Equalizer** movie in Boston... All tatted up"

Pages that include matching images

www.celebritynetworth.com > ... > Wall Street ▾
Dan Bilzerian Net Worth | Celebrity Net Worth
 900 x 679 - **Dan** is of Armenian descent through his father. By the time Paul **Bilzerian** was 36 years old he had already earned a self-made \$40 million fortune.
Unfortunately

More better version of image search option is yandex.com (I will highly recommend to scan your images on yandex if you're running more aggressive offers)



Where can I spy Competitors? (FREE & PAID)

I will be short on this one, most of you marketers know how to spy competitors and here are my suggestions for free and paid versions.

FREE	PAID
unicornads.com	app.visto.li/ads (fairly new)
FB Ads Library	app.magicadz.co (best for affiliate offers/ Dropshipping)
Adespresso (they have a library of ads)	app.adspy.com (pretty expensive but the best scanning tool if you can afford it)

Most positive “happy” words (use these while warming up)

Laughter, happiness, love, happy, laughed, laugh, laughing, excellent, laughs, joy, successful, win, rainbow, smile, won, pleasure, smiled, rainbows, winning, celebration, enjoyed, healthy, music, celebrating, congratulations, weekend, celebrate, comedy, jokes, rich, victory, Christmas, free, friendship, fun, holidays, loved, loves, loving, beach, hahaha, kissing, sunshine, delicious, friends, funny, outstanding, paradise, sweetest, vacation, butterflies, freedom, flower, great, sunlight, sweetheart, sweetness, award, chocolate, hahahaha, heaven, peace, splendid, success, enjoying, kissed, attraction, celebrated, hero, hugs, positive, sun, birthday, blessed, fantastic, winner, delight, beauty, butterfly, entertainment, funniest, honesty, sky, smiles, succeed, wonderful, glorious, kisses, promotion, family, gift, humor, romantic, cupcakes, festival, hahahahaha, honour, relax, weekends, angel, b-day, bonus, brilliant, diamonds, holiday, lucky, mother, super, amazing, angels, enjoy, friend, friendly, mother's, profit, finest, bday, champion, grandmother, haha, kiss, kitten, miracle, mom, sweet, blessings, bright, cutest, entertaining, excited, excitement, joke, millionaire, prize, succeeded, successfully, winners, shines, awesome, genius, achievement, cake, cheers, exciting, goodness, hug, income, party, puppy, smiling, song, succeeding, tasty, victories, achieved, billion, cakes, easier, flowers, gifts, gold, merry, families, handsome, lovers, affection, candy, cute, diamond, earnings, interesting, peacefully, praise, relaxing, roses, Saturdays, faithful, heavens, cherish, comfort, congrats, cupcake, earn, extraordinary, glory, hilarious, moonlight, optimistic, peaceful, romance, feast, attractive, glad, grandma, internet, pleasant, profits, smart.



Most negative “sad” words (avoid using these)

Terrorist, suicide, rape, terrorism, murder, death, cancer, killed, kill, died, torture, raped, deaths, arrested, killing, die, terror, jail, kills, war, murdered, killings, fatal, tortured, abused, sickness, failed, cry, cruel, violence, sadness, diseases, abuse, wars, evil, earthquake, depressing, poison, fail, disaster, bomb, tumors, poverty, headache, depression, criminal, punishment, killers, illness, disease, dead, slavery, sick, motherfucker, rejection, injury, destroyed, crying, violent, tragedy, slaves, slave, prison, hates, failure, fails, bankruptcy, virus, suffer, robbery, rejected, racist, dies, worst, pain, funeral, dying, heartbreak, unhappy, unemployment, sorrow, painful, hurts, hated, crimes, corruption, pollution, homeless, drowned, agony, tsunami, robbed, hurt, divorced, depressed, loser, crime, cried, suffering, injured.

Triggering words:

Yours, pandemic, money, money guarantee, financial freedom, fin freedom, get your money back, money back, virus, \$1000 or any amount.

FB Hidden Interests

And finally, the tool that will save you some \$\$\$ while providing you a good insights of possible audiences to target/use

I've named this FB Hidden Interests because sometimes FB doesn't let you / suggest to you some audiences that can be useful for your targeting. While there are a lot of tools that offer this service (interestexplorer one of them), I've created this step by step guide to save you some \$\$\$

Step 1

Go to <https://developers.facebook.com/apps>

Add a new app + Create a display name & add an email ID

Step 2

<https://developers.facebook.com/tools/explorer>

Go to the page & request your access token, copy it and save it (clipboard available also)

Step 3

Copy & paste this with your access token!

[https://graph.facebook.com/search?type=adinterest&q=\[Insurance\]&limit=10000&loc=US&access_token=paste_your_access_token_here](https://graph.facebook.com/search?type=adinterest&q=[Insurance]&limit=10000&loc=US&access_token=paste_your_access_token_here)
(after =)

Step 4

Change “Insurance” (in the URL) to whatever keyword you want and you will see your Hidden interests to target

THANK YOU!

