



Prohibited Campaign Categories (Content and Targeting)

The following categories are prohibited or highly restricted. Campaigns targeting these areas may be delayed or rejected during the review process (see Section 6: Campaigns, Status).

Category	Policy Summary
Adult	Prohibited: Creative depicting or containing pornography, nudity, obscenity, or other adult/risque material, including ads for sex-related products/services and male enhancement products.
Alcohol	Restricted: Creative must promote alcohol only in jurisdictions where permitted and only target users of legal purchase age. Must not appeal to underage purchasers.
Buying Power	Prohibited: Targeting Creatives based on negative aspects of a user's financial status (e.g., low credit score, high debt). Not permitted to use IBA, CAA, or Retargeting data to determine credit eligibility.
Children	Prohibited: Serving Creatives on Child-Directed Digital Properties; targeting based on prior online activity of users on such properties; creating segments intended to target Children.

Criminal Actions	Prohibited: Targeting Creatives based on knowledge or inference of a user's commission or alleged commission of any crime.
Cryptocurrency	Prohibited: Promoting, directly or indirectly, Cryptocurrencies, ICOs, ETFs, Tokens, or Exchanges of any kind.
Gambling	Prohibited: Promoting, directly or indirectly, gambling, gaming, betting, or wagering of any kind.
Health	Highly Regulated: Health-related advertising (products, services, or targeting based on health data) is subject to strict government and industry regulation.
Investment Opportunities	Prohibited: Promoting, directly or indirectly, Investment Opportunities, Stocks, IPOs, ETFs, Equities, or Private Placements of any kind.
Location	Prohibited: Serving Creative in any jurisdictions under sanctions imposed by the US Office of Foreign Assets Control (OFAC), including Crimea, Cuba, Iran, North Korea, Sudan, and Syria.
Political Affiliation/Beliefs	Prohibited: Targeting Creatives related to a user's political affiliation or beliefs, political figures, opinions, or issues.
Race & Ethnicity	Restricted: US permitted for IBA, CAA, Retargeting, or User-Matched Creatives. Prohibited in the European Union.
Religion	Restricted: US permitted for IBA, CAA, Retargeting, or User-Matched Creatives. Prohibited in the European Union.

Sexual Orientation	Restricted: Prohibited without specific opt-in consent. Consent mechanism requires Growth Channel review and approval.
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<https://www.growthchannel.com/knowledge-center-secondary/prohibited-campaign-categories>