

Advertiser Verification Process

Preferable Documents for Advertiser Verification

1. **DUNS Number:** A highly preferred option for verifying business credibility and identity. Providing this can expedite the verification process.
2. **Employer Identification Number (EIN):** The fastest and most efficient way to verify your business is by providing your Employer Identification Number (EIN). This ensures quicker verification and compliance.

Acceptable Registration Documents

- **IRS Documentation:** Any document, notice, or letter either issued by the IRS or stamped by the IRS that states your organization name. Some examples include CP575, 147C, CP299, 988, 937, 1050, and 5822.
 - **IRS Forms:** Forms submitted to the IRS will only be accepted if a copy of the form is available on the IRS website. Examples include Forms 8871 and 990. You can search for your organization on the IRS website under **Political Organizations** or **Tax-Exempt Organizations**.
 - **Certificate of Business Incorporation:** Issued by the state where you conduct business activities. It must state your organization name clearly.
 - **Recent SEC Filings:** Your most recent SEC filing (e.g., Forms 10-K, 10-Q, or 8-K) that states the organization name.
 - **Business Credit Reports:** Business credit reports that state your organization name from Experian, Equifax, or TransUnion.
 - **Government Departments and Agencies Only:** An official letter including the full name, address, and date.
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Steps for Advertiser Verification

1. **Document Preparation:**
 - Gather one or more of the acceptable registration documents listed above.
 - Ensure all documents are clear, legible, and unaltered.
2. **Submission of Documents:**
 - Log in to your advertising account.
 - Navigate to the advertiser verification section.
 - Upload the required documents and complete any additional details requested.
3. **Review Process:**
 - The documents will be reviewed to ensure compliance with advertising policies.
 - The review process typically takes a few business days. Providing EIN or official IRS documentation speeds up the verification.
4. **Approval Notification:**

- Upon successful verification, you will receive an approval notification via email.
 - Your ads will then be eligible to run.
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Tasks to Complete on Google Ads Account for Advertiser Verification

1. Log in to the Google Ads Account

- Access the account that requires verification.
- Ensure you have admin-level access, as this is required for completing verification tasks.

2. Navigate to Advertiser Verification

- Go to **Tools & Settings** (gear icon in the top-right corner).
- Under the **Setup** section, select **Advertiser Verification**.
- If prompted, follow the instructions to begin the verification process.

3. Submit Required Documentation

- Upload one or more of the acceptable registration documents:
 - Preferred: **EIN documentation** or **Certificate of Business Incorporation** for faster approval.
 - Other acceptable documents, such as IRS-stamped letters, recent SEC filings, or business credit reports, can also be submitted.
- Ensure the documents are legible, unaltered, and match the business name and details on the account.

4. Verify Business Information

- Enter business details such as:
 - Legal business name.
 - Registered business address.
 - Taxpayer identification information (if applicable).
- Cross-check all details to ensure they align with the submitted documentation.

Original Document Requirements

- All documents submitted for verification must be original or clear copies of the originals.
 - Altered or incomplete documents will result in rejection and may delay the process.
 - Ensure that the name of the organization matches exactly across all submitted documents.
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Important Facts About Advertiser Verification

- **One Account per Business:** Each Google Ads account can be verified and used to serve ads for one business only. Attempting to use a single account for multiple businesses will result in suspension.

- **Compliance is Mandatory:** Failure to complete advertiser verification in a timely manner will lead to account suspension, and all associated ads will cease to run.
- **Adherence to Policies:** Providing fraudulent or inaccurate documents will result in immediate suspension and may impact future eligibility to advertise.