The Prop Firm Ad Compliance Checklist

The pre-launch audit our team runs on every prop firm campaign — 7 sections, 42 pattern triggers, one structural fix each.

What's inside

How to use this checklist

Run this audit before every new campaign launch and quarterly against your live account. Each row lists a pattern trigger — the failure mode we watch — paired with its structural fix. Adopt the fixes proactively; don't wait for a policy enforcement to force the change.

SECTION 1

Income-claim pattern audit

Regulator-facing income claims trigger review the moment the copy references a specific dollar figure, a specific timeframe, or an implied guarantee — even when the numbers are technically true.

#	PATTERN TRIGGER	STRUCTURAL FIX
01	Headline leads with a specific dollar figure achievable by the trader (e.g. "Make $10K/mo").	Replace with a methodology framing tied to the firm's product (e.g. "Trade the firm's capital under our funded framework") — moves the claim from personal-income to product-attribute.
02	Account balance screenshots or profit dashboards used as primary creative.	Substitute with product UI, dashboard functionality, or the firm's compliance framework — removes the implied per-trader income representation.
03	Copy pairs a payout figure with a specific timeframe (e.g. "in 30 days").	Strip the timeframe. If cadence must be referenced, tie it to the firm's payout schedule as a policy fact, not a trader outcome.
04	Landing page hero references a percentage return ("90% payout," "200% funded").	Reframe percentages as product mechanics with the qualifying conditions inline in the same visual block — no fine-print buried in the footer.
05	Aggregate "paid to traders" totals used without a time window or population size.	Add the time window and disclose that it is total across all funded accounts — moves the claim into structural fact territory.
06	Future-tense outcome language ("you will earn," "you'll be trading").	Convert to conditional or product-descriptive language ("traders who complete evaluation may") — matches regulator-accepted framing.

SECTION 2

Payout-language calibration audit

Payout copy is where enforcement action lands first — because it's the closest surface to what a consumer treats as the offer.

#	PATTERN TRIGGER	STRUCTURAL FIX
01	"Guaranteed payouts" or any variant of guarantee language attached to trader outcomes.	Replace with policy language ("payouts processed under our published schedule") — describes the mechanic, not the outcome.

#	PATTERN TRIGGER	STRUCTURAL FIX
02	"Instant" or "immediate" payout claims that don't match the firm's operational SLA.	Match the claim to the actual verified payout window. If it's 48 hours, the ad says 48 hours.
03	First-payout-in-X-days claims without the qualifying evaluation stages disclosed.	Restructure the funnel visual so evaluation, verification, and first-payout steps are all one visual chain — no hidden stages.
04	"Up to X% profit split" as the hero — where X is only achievable at the top account tier.	Lead with the standard-tier split; disclose top-tier as an upgrade path. Removes the bait-and-switch classifier signal.
05	Payout frequency claims ("weekly payouts," "bi-weekly") without the eligibility conditions inline.	Attach eligibility conditions to the frequency claim in the same block — funded account, no violations, minimum profit threshold.
06	"Free" or "no cost" language when the funnel gates on an evaluation fee.	Reframe the fee as a refundable evaluation cost with the refund conditions disclosed — legally distinct from "free."

SECTION 3

Trader-result proof audit

Trader results used as social proof need the same rigor as an income claim — because that's how they're read by both consumers and regulators.

#	PATTERN TRIGGER	STRUCTURAL FIX
01	Individual trader testimonials leading with dollar figures or percentage returns.	Structure testimonials around the trader's experience of the platform, methodology, or support — proof-of-experience, not proof-of-outcome.
02	Payout screenshots that don't disclose the trader's timeline, drawdown, or attempts.	Add full attribution: months to funded, prior attempts, drawdown history. Compliance-review demands it and it converts better.
03	Quotes with no attribution to a real, verifiable trader.	Structure all testimonials with first name, last initial, and a verification method — matches Meta and Google policy on proof claims.
04	Video testimonials with obvious scripting or over-produced staging.	Restructure to a documentary-style capture. Under-production reads as more credible and passes review faster.
05	Trader testimonials paired with luxury lifestyle imagery.	Separate the two entirely. Testimonials in one creative block, product/methodology imagery in another. Never in the same frame.
06	An outlier result framed with language that implies it's typical.	Prefix the case with cohort context ("among top 5% of funded traders") — factually correct and legally defensible.

SECTION 4

Evaluation challenge framing audit

How the evaluation is described in ads is the most-scrutinized part of the funnel, because it's where the buyer commits money.

#	PATTERN TRIGGER	STRUCTURAL FIX
01	"Easy," "simple," or "quick" language describing the evaluation.	Reframe as "structured" or "tiered" — accurate to product mechanics and doesn't invite the deceptive-difficulty classifier.

#	PATTERN TRIGGER	STRUCTURAL FIX
02	Evaluation described without a pass-rate or difficulty signal.	Publish the pass rate as a policy fact somewhere on the funnel. Removes the buyer's information asymmetry claim.
03	"Unlimited attempts" or "try again" language that conflicts with actual retry policy.	Match the copy to the policy exactly. If it's paid retries, say paid retries.
04	Evaluation framed as "certification" or professional accreditation.	Reframe as an internal evaluation for account funding. "Certification" implies external accreditation that doesn't exist.
05	Risk parameters (drawdown, daily loss limit) mentioned only in fine print.	Surface risk parameters in the same visual block as the account size claim. Regulator-preferred format.
06	"No risk" or "nothing to lose" language.	Cut entirely. There is a fee; that is a loss condition. Substitute with the refundable-fee mechanic disclosure.

SECTION 5

Lifestyle and aspiration framing audit

Lifestyle and aspirational framing is the trigger the major-platform categorical bans focus on — this is the single most-flagged content type in prop firm ad review.

#	PATTERN TRIGGER	STRUCTURAL FIX
01	Sports cars, private jets, or luxury real estate as creative backdrop.	Substitute with product UI, trading environment, or methodology visualization. Removes the lifestyle-classifier signal entirely.
02	"Quit your job" or "escape the 9-to-5" framing.	Reframe as capital access — "trade professionally with firm capital." Same intent, no financial-lifestyle-guarantee classifier.
03	"Financial freedom" or "be your own boss" language.	Reframe around product function — funded capital, structured evaluation, transparent payout mechanics.
04	Before/after lifestyle transformations tied to becoming a funded trader.	Cut. Even when the trader is real, the format itself triggers review. Substitute with methodology-outcome case structure.
05	Influencer partnerships where the influencer's brand is built on lifestyle content.	Partner with trading educators or industry commentators. Same audience overlap, no lifestyle-adjacency classifier.
06	"Live the life you deserve"-style second-person aspirational copy.	Convert to third-person product description. Removes the direct personal-outcome-guarantee reading.

SECTION 6

Landing page financial-services classifier audit

The landing page carries a Meta or Google financial-services classifier score independently from the ad — a compliant ad pointing to a non-compliant page still gets the ad account flagged.

#	PATTERN TRIGGER	STRUCTURAL FIX
01	Landing page copy escalates the claim beyond what the ad said.	Landing page must match or de-escalate the ad's claim intensity. Never escalate — that's the primary classifier trigger.

#	PATTERN TRIGGER	STRUCTURAL FIX
02	"Limited time," scarcity countdowns, or false urgency framing.	Cut all synthetic urgency. Replace with structural offer clarity — what the buyer gets, at what price, under what conditions.
03	Landing page has only a purchase CTA — no informational path.	Add a secondary CTA to a compliance or FAQ page. Buyer optionality is a classifier signal.
04	Testimonials with no reviewable proof mechanism.	Every testimonial links to a verification path — LinkedIn, video, or verified customer page. Meta's review team looks for this.
05	Risk disclosure buried in footer or a separate legal page.	Risk disclosure in a same-viewport block as the primary CTA. Format: short, bulleted, plain-English.
06	Landing page fires a different pixel than the ad account's verified pixel.	Consolidate to a single verified pixel; add server-side CAPI. Prevents the pixel-mismatch flag entirely.

SECTION 7

Outline-stage compliance review workflow

The workflow that catches these patterns before creative production starts — because retroactive review of shot footage is substantially more expensive than outline-stage review.

#	PATTERN TRIGGER	STRUCTURAL FIX
01	Compliance review happens after creative is filmed or designed.	Move review to outline stage — before production begins. Every reviewed outline is documented for the audit trail.
02	One reviewer signs off on all compliance decisions.	Two-reviewer structure: strategy lead + compliance lead. Consensus required. Documented disagreements resolved by policy owner.
03	Each new campaign is reviewed from scratch with no precedent database.	Build a decisions log — every accepted and rejected framing pattern, with the reasoning. Compounds review speed over time.
04	Reviewing against a static policy document that hasn't been updated since Meta's last enforcement update.	Subscribe to policy update feeds; version the internal policy monthly. Review always runs against the current version.
05	No post-flight audit of what actually shipped vs. what was approved.	Weekly audit sampling 10% of shipped creative. Discrepancies are structural process issues, not one-off mistakes.
06	External creative partners (agencies, freelancers) ship directly without compliance loop.	External partners submit through the same outline-review workflow. No exceptions — external partners are the highest-risk shipping path.

NEXT STEP

See where these patterns are firing on your account.

This checklist tells you what to look for. A 45-minute strategy call tells you what's already firing on your ad account, which fixes to prioritize, and what a compliance-tested launch looks like for your specific product.

Book your free 45-minute strategy session — propaxio.com/book-a-call