

Meta App Ads Launch Checklist

A practical sign-off sheet for media, app and measurement teams.

Owner _____

Market / app _____

Review date _____

01 Business & asset access

- ☐ Confirm legal entity, billing contact and verification documents.
- ☐ Confirm access to the business portfolio, ad account and Facebook Page.
- ☐ Record each asset owner and their administrator or developer role.

02 Developer app

- ☐ Record App ID, platform, store URL and bundle or package ID.
- ☐ Complete current platform verification, permission and policy checks.
- ☐ Confirm the correct app is authorized to the advertising account.

03 Measurement

- ☐ Agree on install, first-open, registration and purchase event definitions.
- ☐ Check SDK or MMP mapping, value fields, attribution window and time zone.
- ☐ Use a test device to verify receipt and optimization availability.

04 Launch sign-off

- ☐ Confirm the app is downloadable in every target market.
- ☐ Review store page, creative, copy, CTA, links, budget and currency.
- ☐ Have media, development and measurement owners sign off.

Keep app secrets, attribution keys and login credentials out of this worksheet.

Meta App 广告上线检查表

供投放、开发和归因团队共同验收；以当前平台界面和政策为准。

负责人 _____

目标市场 / App _____

复核日期 _____

01 业务主体与资产权限

- ☐ 核对公司资料、账单联系人及所需验证材料。
- ☐ 核对业务资产组合、广告账户、Facebook 主页及访问权限。
- ☐ 记录每项资产负责人及管理员、投手或开发者角色。

02 开发者 App

- ☐ 记录 App ID、平台、商店链接、Bundle ID 或包名。
- ☐ 完成当前平台要求的验证、权限和政策检查。
- ☐ 确认正确的 App 已授权给投放广告账户。

03 归因与事件

- ☐ 统一安装、首次打开、注册及购买事件定义。
- ☐ 核对 SDK / 归因平台映射、价值字段、归因窗口和时区。
- ☐ 使用测试设备确认事件接收及优化事件可选。

04 上线签核

- ☐ 确认目标市场用户可以下载 App。
- ☐ 复核商店页、素材、文案、CTA、链接、预算与币种。
- ☐ 由投放、开发和归因负责人共同签核。

不要在此表中填写 App 密钥、归因密钥或登录密码。