

How to Complete the Google Ads Financial Verification Process - Quick Guide



Want to run financial ads in the UK via Google Ads?

You'll need to complete **Google's financial services verification process**, it's required for **all ad formats and assets**.

Step-by-Step Overview

Step 1. Meet the Basic Requirements

To qualify, you must:

- Be **FCA-authorized**, or
- Be an **approved third party** under an FCA firm, or
- Qualify for an **exemption** (non-financial business using finance keywords)

Step 2. Add an FCA-Linked Email to Your Ads Account

- Go to **Tools & Settings > Access & Security**
- Add a **user with an email address that matches your FCA record**

Must match exactly, especially if you use a public domain (e.g., @gmail.com)

Step 3: Apply for Verification

Use Google's UK form and provide:

- Google Ads customer ID
- Your FCA registration number (FRN)
- Matching business info

List of domains and a signed declaration

Step 4: Upload Supporting Docs

Prepare:

- FCA registration proof
- Business registration or licence
- Financial statements (if required)

Step 5: Submit & Wait for Approval

Google will ask you a few questions to verify your ad's purpose. This helps Google ensure that your ads align with their policies.



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Step 6: Wait for Approval

- Reviews may take several days to a few weeks
- If approved your ads can run
- If rejected you'll get feedback to reapply

Third Party? Here's What to Do

If you're advertising **under another FCA-authorized firm**:

- That firm must apply on your behalf via this form
- Only firms that **approve your financial promotions** can do this

Exempt? Not Promoting Finance?

If you're not offering financial services but use finance terms in your ads:

- Apply for an **exemption** via this form
- You'll need to declare you won't promote financial services

Stay Compliant

- Keep your records and FCA info up to date
- Follow Google's financial ad policies
- Be transparent in all ads

Need help?

Optimyzd has helped dozens of finance clients pass verification and scale compliant ad campaigns.

Contact us today if you'd like support with your setup.

