

2026 Pushnami Creative Guidelines

Rules for web push creatives on the Pushnami Ad Network

In effect October 2026

The main rule: do not promise something that is not true.

You can use the brand and the offer you are promoting.

You cannot tell the person something is already true when it is not. Do not say they have won. Do not say money is already in their account. Do not say a benefit is already approved. Do not say a virus was found on their phone.

Simple test: after the person taps the message, would they say the message was true? If no, change it.

The easiest fix in almost every case: keep your subject. Just turn the promise into a question.

"Received: \$750.00" → "Received: \$750?"

Rule 1 — Money

Do not say money was sent, received, or is waiting for the person, when it is not.

Do not use	Use instead
"PayPal – Sent Funds" Sent \$1000.11	"Received: \$750?" Did your CashApp reward arrive? Tap to check
"Sent: \$750.00" Please accept by Friday	"Received: \$1,000.11?" Did your PayPal reward arrive? Tap to check
"Received: \$1,000.11" View Immediately	"Your \$1,000 PayPal Reward" It is ready to view — tap to check
"\$100.84 is pending"	
"Funds have been sent to you"	
"Your refund has been issued"	

The body text matters. Pair the question with "tap to check". Do not pair it with "you may be eligible" — that performs much worse.

Rule 2 — Government benefits

Do not say a benefit, grant, or stimulus payment is already approved or already active for the person, when it is not.

Do not use	Use instead
"📄 Stimulus Relief Approved"	"📄 Stimulus Update?" View your 2026 status now.
"✅ Your Stimulus Is Now Active" Thank you.	"Were You Owed \$1,800?" View your 2026 status now.
"📄 Stimulus Update" Status Update: Your \$1,800 Stimulus Eligibility	"📄 Stimulus Relief Approved?" View your 2026 status now.

These are allowed. They ask the person to check something. They do not promise anything:

"SNAP Alert" / Your eligibility status has changed

"Financial Grant Notice" / Confirm your eligibility for \$1,800+ in grants

"⚠️ Food Stamp Notice" / Your eligibility status may have changed

Rule 3 — Prizes and sweepstakes

Do not say the person has won, or has a prize to claim, when they have not won.

Do not use	Use instead
"You Won"	"Ford F150 Drawing. Were you selected?" Check if you were selected.
"CONGRATULATIONS!" WON A PALLET OF RETURNED MERCHANDISE!	"Walmart:" Your entry has been accepted! View now
"Your Entry Has Won"	"Your Entry Could Be Selected" Confirm your Chevy Silverado
"Winner: Free McDonald's"	"Toyota RAV4 Promotion" Check if you were selected.
"Claim Your Prize"	
"You may have unclaimed winnings"	

Words like "selected", "entry", and "drawing" are safe. Words like "won", "winner", and "claim your prize" are not.

Rule 4 — Orders and deliveries

Do not say there is an order, a package, or a delivery, when there is none.

Do not use	Use instead
"Order #58727" A package is on hold! View ASAP...	"Delivery Confirmed For Maria?" Check your tracking status?
"Delivery Confirmed For Maria!" View Tracking?	"Package On Hold?" Tap to check your delivery status.
 "Order #58727" Your shipment status has been updated.	"Order #58727?" Is a package on hold? Tap to check.
"Your New \$500 Card Is Active"	

Rule 5 — Device security and storage

You can ask. You cannot say you found something. Do not tell the person a virus was detected, that their device was hacked, or that their storage is full — you cannot see their device.

Do not use	Use instead
"⚠ Warning: Virus Detected ⚠ " Clean your phone urgently	"Could Your Phone Have a Virus?" Run a free scan. Tap to check.
"⚠ (1) Warning!" (5) viruses have been detected on your phone.	"⚠ Warning!" Run a free virus scan. Tap to check.
"Hello Maria, Suspicious Behavior!" We noticed some strange behavior, and we signed you out.	"Is Your Phone Protected?" Run a free scan. Tap to check.
"Your Memory is Full!" Clean it Now!	"Is Your Storage Full?" Check how much space is left on your device.
"(1) Storage usage warning!" Storage is over 90% full. Clean your phone now!	"⚠ Storage Warning" Is your phone storage full? Tap to check.
"WARNING: PHONE STORAGE CRITICALLY LOW" Ignoring your phone storage situation will lead to permanent loss.	"Free Up Phone Storage" See how much space you could save. Tap to check.

These are allowed. A warning is fine. A question is fine. Only saying you found something is not:

"⚠ Warning!" / Run a free virus scan. Tap to check.

"Virus On Your Phone?" / Run a free scan. Tap to check.

"⚠ Warning!" / Is your phone storage full? Tap to check.

"App Recommendation" / You might benefit from installing an app to clean your device

The word to avoid is "detected". "A virus was detected" and "we found a problem" are claims about a device you cannot see. "Could your phone have a virus?" asks the same thing and is allowed. Careful: "You might lose photos" / "Your device storage is critically low" is still not allowed — softening what might happen does not fix stating a problem you cannot see.

How review works

We review every new and edited creative before it goes live.

If a creative does not meet these rules, we will not approve it. We will email you new wording that does meet the rules, so you do not have to guess. To use the new wording, submit it as a creative for review.

Creatives that are already running stay live for now. All creatives must meet these rules by December 31, 2026.

If you have a question about a creative, contact your Pushnami account manager.

Check before you submit

- ☐ Does it say money was sent or received? → Make it a question.
- ☐ Does it say a benefit is approved or active? → Make it a question.
- ☐ Does it say the person won? → Use "were you selected?" instead.
- ☐ Does it say there is an order, package, or delivery? → Make it a question.
- ☐ Does it say a virus was found, or that their storage is full? → Ask instead: "Could your phone have a virus?"
- ☐ After the person taps, would they say the message was true? → If no, change it.