

# Nutra Native Ads Launch Checklist

by Adskeeper & OMNI CPA | [adskeeper.com](https://adskeeper.com)

## 1. Before you launch

- v Localize the funnel for the target GEO (language, price, cultural fit)
- v Pick an allowed nutra vertical: weight loss, skincare & anti-aging, vision, hearing, joint health, prostate, diabetes, varicose veins, hair loss
- v Prepare several pre-landers and multiple creative angles
- v Set a minimum test budget of about \$100 per campaign

## 2. Creatives & moderation

- v Use mainstream, native-style framing
- v Filter out irrelevant users with creatives and headlines
- x Explicit or adult offers, shocking imagery
- x Clickbait and misleading claims like "100% guaranteed results in 3 days"
- x False medical endorsements such as "approved by doctors" (unless verified)
- x Old-school tricks (lemons, garlic, spoons of tea)

## 3. Bids & optimization

- v Start on a narrow whitelist; expect an average CPC around \$0.27 in nutra
- v Spend about \$500 to build a reliable whitelist of sources
- v Filter the blacklist of low-performing placements
- v Track CTR, conversion rate and cost per conversion; cut what underperforms

## 4. Scale

- v Move winning sources to broader targeting
- v Keep testing new creatives and GEOs

---

Ready to launch? Try the new Adskeeper dashboard at [adspace.adskeeper.com](https://adspace.adskeeper.com)