

Advertiser Verification

Know who is eligible to advertise before they reach your users

Platforms that allow advertising in regulated categories must prove every advertiser is licensed or otherwise eligible to promote what they are selling. Requirements vary by jurisdiction, entity type, and category, and a valid license may not cover every activity, market, or domain associated with an advertiser.

Regulators increasingly hold platforms responsible for verifying advertiser licensure. G2 Risk Solutions determines whether an advertiser is appropriately licensed or exempt in each jurisdiction, then monitors for changes that may affect their eligibility. Platforms can open high-value ad categories without building the compliance operation behind them.



Verify eligibility market by market

A financial services advertiser may be authorized in one market but not another, and their license may not cover what they are actually advertising.

Financial Services Verification determines whether an advertiser is appropriately licensed or exempt in each jurisdiction where they advertise. G2 Risk Solutions validates credentials against official regulatory registries, reviews advertiser activities and domains, and applies specialized regulatory analysis to each decision.

Financial Services Verification covers 400+ regulatory registries and 165 sub-verticals across banking and payments, investments and advisory, and crypto and digital assets. Decisions include registry and website screenshots, a clear decision rationale, and a full submission history.

Cover US health insurance licensing

US health insurance advertisers are licensed at the state level, and requirements vary across states and territories.

Health Insurance Providers Certification

covers carriers, producers, agents, and brokers across 56 US states and territories and 100+ state and federal registries. Outside the US, health insurance advertising is verified through Financial Services Verification.

*Open regulated ad categories, decide with confidence,
and keep compliant advertisers live.*

See Advertiser Verification in action

G2RiskSolutions.com/contact