

Aged Meta Ad Account

Selection criteria & pre-flight eligibility checklist

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Part 1 · Aged-account selection criteria (before you buy)

Check	How to verify
[] Lifetime spend ≥ \$5,000 over 6+ months	Verify via Billing tab screenshot showing first-charge date and monthly totals. Spend bursts in the last 30 days only = relabelled new account.
[] Verified Business Manager	BM shows ✓ Business Verification + ✓ Domain Verification in Security Center. Without both, the 'verified' label is marketing fluff.
[] Clean policy history	Account Quality page shows zero active or historical restrictions in the last 12 months. One past disable = 3× higher re-disable risk.
[] Documented owner handover	Seller transfers the BM Admin role via Business Settings, then removes themselves. No 'shared access', no system-user tokens.
[] Real Page with organic engagement	Page exists 6+ months, has ≥ 500 organic followers, and at least one non-ad post per month. Pages created the week of sale are red flags.
[] Consistent geography	Account's billing country, primary IP, and Page admin country match. Sudden geo switches at handover trigger anomaly review.

Part 2 · Pre-flight eligibility checks (before first spend)

Check	How to verify
[] Account Status = Active	Business Settings → Ad Accounts. Anything other than Active = do not spend.
[] Account Quality clear	facebook.com/accountquality shows no active issues across Ads, Page, BM.
[] Billing threshold + currency correct	Currency is permanent. Confirm before first dollar. Set threshold you're comfortable with.
[] Pixel firing real events (7d)	Events Manager → Test Events shows PageView, ViewContent + 1 purchase/lead event in last 7 days.
[] Domain verified + AEM prioritized	Brand Safety → Domains. ✓ Verified + top 8 events ranked. iOS 14+ depends on this.
[] Primary + backup payment method	Two methods, one primary. A single declined charge during warm-up = 24h pause + trust reset.
[] Admin roles scoped to buyer only	Remove previous owners, agencies, stray system-user tokens. The #1 silent-takeover vector.

Check	How to verify
[] Account spending limit set	2× planned week-one daily budget as safety net before scaling rules engage.

Rule of thumb: any single failed item in Part 1 means walk away from the deal. Any failed item in Part 2 means fix the gap before funding the account — do not spend through it.

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