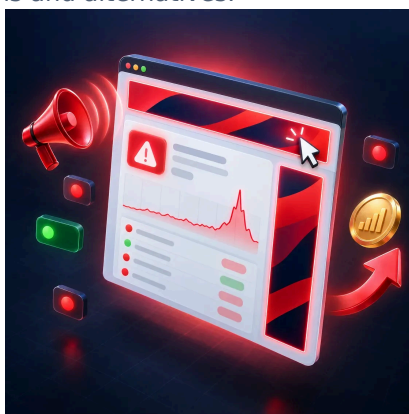


Status Is Down Launches Self-Serve Advertising Platform for Brands Offering Solutions

Business accounts can build, target, fund and measure clearly labelled ads on Status Is Down, with campaign controls, review and prepaid spending limits.

25 October 2026

SID Monitor announces Status Is Down Ads, a self-serve advertising platform for business accounts to reach visitors researching service disruptions and alternatives.



Official Status Is Down Ads launch illustration. Image: Status Is Down.

Status Is Down Ads gives brands a controlled way to reach a problem-solving audience

SINGAPORE — 25 October 2026 — SID Monitor today announced Status Is Down Ads, a self-serve advertising platform for business accounts. The launch follows Status Is Down's 24 October product announcement and gives brands offering relevant solutions a way to create and manage advertising campaigns alongside pages where visitors are researching the services and websites they rely on.

Status Is Down currently monitors more than 13,700 services and tracks more than 2 million websites. Advertisers can run across the site or choose among 65 contextual categories, including areas such as cloud hosting, payments, gaming and streaming. Ads appear on service, website, email-alert and category pages, rather than in email inboxes. The platform is intended to preserve the context people expect when checking availability information. Advertisements are clearly labelled "Ad" and are not outage notices or official messages from the service being viewed. The policy requires accurate claims, a working landing page that matches the creative and rights to supplied content; it prohibits impersonation, fabricated outage alerts, phishing and deceptive download buttons.

Text, banners and an AI-assisted designer support campaign creation

Advertisers can create a text ad with a headline of up to 30 characters and a tagline of up to 90 characters, or upload banner creative. Six supported banner sizes are 300×250, 300×600, 160×600, 320×50, 728×90 and 970×250. Adding supported sizes can make a creative eligible for more placements, but does not guarantee delivery.

An AI-assisted banner designer is available at no additional fee and does not use Ads Credit.

When an advertiser supplies a publicly reachable website, the designer can use available brand assets and website information to suggest copy and compose layouts for all six sizes. It lays out supplied website assets; it does not generate photographs or artwork. Advertisers remain responsible for the copy, destination and rights before submitting an ad for review.

Bidding and prepaid credit place limits on spending

Campaigns use a prepaid Ads Credit wallet. The minimum first credit purchase is US\$100, and unused credit remains available for future campaigns. A campaign cannot spend beyond its assigned budget or the credit available in the wallet.

Advertisers choose a bid and a budget. CPM has a minimum bid of US\$3 per 1,000 viewable impressions, while CPC has a minimum bid of US\$1 per click. These are minimum bids, not fixed prices, delivery commitments or guarantees of a result. A viewable impression is counted only when at least 50% of the ad is visible for one continuous second in an active browser tab. Known bots and automated traffic are excluded, and repeated or automated clicks are filtered.

Every ad is reviewed, with campaign reporting in the dashboard

Every ad is reviewed before it can run. Once approved, a campaign can begin immediately or on its selected start date. Status Is Down does not guarantee approval times. Changes to creative are reviewed again, while advertisers can pause or resume campaigns and update budgets, bids, targeting and end dates from the dashboard. The dashboard reports daily viewable impressions, clicks, click-through rate and spend for each campaign. It does not provide conversion tracking. This reporting gives advertisers a direct view of delivery and spending while keeping campaign management in the same business-account workspace.

Start advertising with Status Is Down

Status Is Down Ads is available to Status Is Down business accounts. Businesses can create an account, open Advertising in the account dashboard and review current formats, pricing and policy before adding Ads Credit. Full launch details are available in Status Is Down’s official product article.

Campaigns									
SAMPLE TEST DATA - not real advertisers or results									
6 total									
CAMPAIGN	STATUS	BID	SPENT / BUDGET	IMPR.	CLICKS	CTR			
Acme launch week Text ad - All categories	Scheduled	US\$3.00 CPM	US\$0.00 / US\$20.00	0	0	0.00%	Pause	Edit	Stats
Acme always-on Text ad - All categories	Live	US\$3.00 CPM	US\$0.00 / US\$70.00	0	0	0.00%	Pause	Edit	Stats
Acme targeted Text ad - 1 category	Live	US\$9.00 CPM	US\$0.00 / US\$100.00	0	0	0.00%	Pause	Edit	Stats
Acme CPC Text ad - All categories	Budget spent	US\$1.00 CPC	US\$20.00 / US\$20.00	35	30	85.71%	Pause	Edit	Stats
Acme banners Image ad - All categories	Live	US\$4.00 CPM	US\$0.04 / US\$100.00	9	0	0.00%	Pause	Edit	Stats
Acme spring Text ad - All categories	In review	US\$6.00 CPM	US\$0.08 / US\$150.00	16	1	6.25%		Edit	Stats

The campaign dashboard shows synthetic sample test data, not real advertisers or results. Screenshot: Status Is Down.

SAMPLE TEST DATA — NOT REAL ADVERTISERS OR RESULTS

About SID Monitor

SID Monitor owns Status Is Down, which provides differentiated outage intelligence through service-status and community-signal context. Its sister platform, Status Is Up, supports Uptime Enablement through recognition of steady uptime and verified recovery performance. Together, the products help teams understand disruption signals and work toward more reliable digital services.

Build a campaign with Status Is Down Ads

Review formats, pricing, policy and business-account campaign options on the Status Is Down Ads page. [Explore Status Is Down Ads](#)