

WHAT'S NEW

Guardian 2.0

The next-generation Guardian ad compliance platform. The most comprehensive web scanner on the market, paired with pre-publication AI review for print, digital, social media, and special ads. Aligned with the FTC's March 2026 Warning Letters and every state's advertising laws. Backed by in-house attorneys.



WEB SCANNER

Industry's most comprehensive VDP scan, federal + 50-state.



PRE-PUBLICATION

Review print, digital, social media, and special ads before publication. No competitor offers this.



ATTORNEY-BACKED

In-house attorneys available to walk you through and explain results.

NADA COMPLIANCE ALERT · JULY 2026

"The NADA team has reviewed the product and recommends that dealers consider Guardian as part of their compliance strategy."

Mike Stanton, NADA President & CEO

\$53,088

PER VIOLATION AVOIDED

FTC max fine per advertising violation. Guardian catches them before publication.

Automated Advertising Compliance Built for the New Standard

The FTC's March 2026 Warning Letters put 97 dealer groups on notice for advertising failures, and most FTC enforcement actions are joint with state AGs. Surface-level scans that flag four broad things miss what regulators actually prosecute. Guardian 2.0 covers the granular federal and state-specific rules other vendors ignore.



State Enforcement Profiles

Flags reflect where state AGs are actively prosecuting, not just what's technically on the books.



Clear & Conspicuous Measurement

Evaluates font size, contrast, and prominence against federal and state law standards.



Interactive Element Scanning

Inspects third-party widgets, hover disclaimers, and click-to-reveal disclosures where most violations hide.



Violation Prioritization

Filters flags into clear, arguable, and technical tiers so teams fix what matters first.

WHAT'S NEW IN GUARDIAN 2.0

ENHANCED



Exact On-Page Citations

Pinpoints the exact element where each issue lives. No guessing, no "somewhere on the VDP."



Clickable Legal Sourcing

Federal code, state admin rules, AG guidance, and case law for every flag, one click away.



Issue-Level Fix Recommendations

Suggested language, exact element references, and the citation that supports each fix.



Tunable Suppressions

Suppress flags by issue type or fact pattern to match your risk appetite and operating practices.



Agency & Lead-Provider Workflows

Share drafts for review or grant access for compliant ad creation, with federal and state law applied.



Deal Structure to Ad Copy

Upload desking sheets or pull from DMS to auto-generate compliant ad text and disclaimers that update as state laws change.

NADA Compliance Alert (July 2026): The NADA team has reviewed Guardian and recommends dealers consider it for advertising compliance.