

IAB launch terms & conditions

Key information required	
Action description	What is the action that the CPA will be paid out on? A new user who registers on Quidco and earns at least £5 cashback. The CPA will be payable once Quidco has received the £5 retention fee from the user.
Validation criteria	Please clearly define what will constitute a valid lead. New users who sign up for a Quidco Account and receive at least £5 cashback
PPC Restrictions	<p>Are affiliates permitted to bid in search engines on brand terms? No Are affiliates permitted to bid on hybrid brand + generic terms? No Are affiliates permitted to bid on misspellings and variations of the brand term? No</p> <p>If the merchant has restrictions, please list the exact terms that affiliates are not permitted to bid on. Affiliates are not permitted to bid upon any brand or brand + generic keywords including but not limited to: coupons, E-coupons, E-vouchers, Ecoupons, Evouchers, Online vouchers, Promotion vouchers, Promotional vouchers, Code, Coupon code, Coupon, E-coupon, E-voucher, Online voucher, Promo code, Promotion voucher, Promotion vouchers, Promotional vouchers, Promotional voucher, Quidco coupon codes, Quidco coupons, Quidco discount codes, Quidco discount vouchers, Quidco e-coupons, Quidco e-vouchers, Quidco ecoupons, Quidco evouchers, Quidco online vouchers, Quidco promo codes, Quidco promotion codes, Quidco promotion vouchers, Quidco promotional codes, Quidco promotional vouchers, Quidco voucher codes, Quidco vouchers, Quidco coupon code, Quidco coupon, Quidco discount code, Quidco discount codes, Quidco discount voucher, Quidco discount vouchers, Quidco e-coupon, Quidco evoucher, Quidco online voucher, Quidco online vouchers, Quidco promo code, Quidco promotion code, Quidco promotion voucher, Quidco promotional code, Quidco promotional voucher, Quidco voucher code, Quidco voucher.</p> <p>Is this open to all affiliates or will a closed group be in operation? No Which terms are trademarked in the search engines, if any? N/A</p>
SEM Restrictions	<p>Can the brand name be used in the URL? No Can the brand name be used in the title? No Can the brand name be used in the text? No Is deeplinking allowed? No</p>
URL and ad copy restrictions	<p>Can affiliates use the brand name in their url? No Affiliates use the brand name in the sub domain or directory url of their own website? No</p>
Direct linking restrictions	<p>Are affiliates allowed to send traffic directly to the merchant site from the PPC space in the search engines, using the merchant url as their display url? No Which search engines does this apply to? All engines If so, on which terms does this apply? N/A Is this open to all affiliates or a closed group? Completely closed SEM policy</p>
Deeplinking	Are affiliates permitted to deep-link to specific pages on the merchant site? Yes
Use of loyalty sites	<p>Are cashback affiliate sites permitted on the campaign? No Are loyalty affiliate sites permitted on the campaign? No If the standard commission offering is tiered, can the merchant provide a fixed commission level for these affiliates? No If permitted, will the merchant provide a commitment to resolving any missing transactions that occur? No</p>
Use of voucher code sites	<p>Are voucher code affiliates permitted on the campaign? No If so, can they utilise any code, or only those created specifically for the affiliate channel? No voucher codes are available</p>
Branding Guidelines	Do affiliates have to adhere to any branding guidelines, e.g. referring to the client in certain terms, using particular fonts, including any necessary information? No

Creative Restrictions	Do affiliates have to display the most up to date logo at all times from the affilinet admin system? Yes Do affiliates have to pick up creative from the network interface rather than hard-coding it? No
Use of email affiliates	Are affiliates permitted to distribute emails advertising the merchant to their own database? Solus emails would need approval, otherwise yes Do emails need to be approved by the merchant prior to send out? Solus emails must be approved
Copy Compliance	Are there any copy regulations that affiliates have to adhere to? No What is the turnaround time expected on any changes and what notice will be given? One week
Regional restrictions	Are there any regions or territories that affiliates are not permitted to target? No
Product information	What products on the merchant site are being tracked? All Products What products on the merchant site are being paid out on? All products
Ramifications	What are the consequences of any affiliate breaking Ts & Cs? A warning will be issued the first time the Ts & Cs are broken and the partnership terminated following a second breach