

Policies / Practices – SEM – CPC



SEM Policies – CPC Search Engine campaigns:

- ❖ On CPC Search Engine campaigns the affiliate can't push for the Word perfumesclub.co.uk and its variants.
- ❖ On CPC Search Engine campaigns the brand perfumesclub.co.uk and its variants can't be used on titles or in visible URLs of the created ads to bring traffic to the website.
- ❖ Those affiliates who want to accede into this segment need to count with the approval of the perfumesclub.co.uk team via email, in order to have a record of all the partners and to register the AdWords ID account that he is using to work with.
- ❖ Those affiliates who want to start a new CPC campaign being in another segment, for example:
 - Voucher code Affiliate that wants to start a CPC campaign – To be able to start, it will have to be revised first by the perfumesclub.co.uk team, validate its account, accepting the inclusion of the affiliate on the new segment and sign the contract.
- ❖ **Forbidden Brand's words**
Perfumesclub.co.uk / Perfume'sclub / Perfumesclub / www.perfumesclub.co.uk /
Perfume'sclub.co.uk / Perfumesclub.co.uk
- ❖ **** + its typo mistakes.**
All the typo mistakes included in the announcement, code font or campaign will be penalized with the annulation of all the commissions, because in addition to violating the rule of pushing for the Keywords previously mentioned, we must also consider the penalization that gives the brand for displaying its announcements or ads with typo mistakes
- ❖ **Examples of mistakes:**
Pefumesclub.co.uk
Perfumeclub.co.uk
Perfumesclb.co.uk

Search Engine Policies - Summary

1 Shown URL

1.1	Is it allowed to include the Brand in the URL or in subfolders?	NO
1.2	Is it allowed to include the Brand in subdomains?	NO
1.3	Is it allowed to use the brand’s domains?	NO

2 Title of the Ad

2.1	Is it allowed to include the Brand perfumesclub.co.uk?	NO
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3 Text of the Ad

3.1	Is it allowed to include the Brand perfumesclub.co.uk?	NO
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4 Keywords

4.1	Can be shown Brand announcements with typo mistakes?	NO
4.2	Is it allowed to show brands commercialized by perfumesclub.co.uk in the content?	YES
4.3	Is it allowed to show ads about generic searches of other brands?	YES
4.4	Is it allowed to show ads directly linked to perfumesclub.co.uk?	NO
4.5	Is it allowed show ads in the keywords of the competence of perfumesclub.co.uk?	YES
4.6	Is it allowed the usage of an intermediate website for generic searches?	YES