



Network Partnership with Software Publishers

Affiliate Window - Compliance

ABSTRACT

This guideline defines the Affiliate Window network standards for partnering with publishers that incorporate downloadable software formats as part of their affiliate activity on the network.

Affiliate Window US

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Downloadable Software Formats

There are many formats of downloadable software. Affiliate Window defines this as any application that can be downloaded and installed on a user's device that makes use of affiliate links. When downloaded on a user's device this type of software can take a number of different formats, including, but not limited to:

- 'Rebate catchers' used specifically by Reward, Loyalty, and other incentivized traffic affiliates. This could be a pop up reminding users to collect points or cashback when browsing if they are not logged in or referred from the original affiliate site. The software will then prompt the user to earn the reward by clicking via an affiliate link.
- Toolbars that reside within a web browser. These may be searchable or based on searches carried out within the browser.
- Widgets that may be downloaded to a user's desktop featuring affiliate links.
- Software that offers a specific non-affiliate functionality that also serves up additional advertising.

Affiliate Window Compliance Review & Checks

Any publisher using one or more downloadable software methods are subject to review and testing carried out by the Affiliate Window Compliance Team ensuring that the following compliance criteria are met:

- The application is distributed through 'intended download only' from the publisher website.
- The application is never bundled with other downloads.
- End user consent is required at all times to download the application.

- The application carries clear unsubscribe options and offers a simple way for users to remove the application from their machine. This must be through standard Windows/Mac add/remove functionality. Naming convention must remain the same throughout.
- There should be no unnecessary attempts to discourage a user from uninstalling through use of ambiguous language.
- There should be no form of automatic redirection. The user must interact by way of a click before any redirection takes place or a cookie is dropped.
- The application should not attempt to confuse users in any way.
- The application must not alter the browsing experience, search results, or general behavior of a user's device.

Network Requirements for Partnering with Downloadable Software Publishers

Publishers that incorporate an applicable format of downloadable software are asked to meet the following requirements:

- Distinguish any sales that were generated through a cookie dropped by the application from sales gained through clicks via other affiliate activity. Publishers are further required to provide insight into the split of traffic and revenue generated through software application versus other affiliate activity. Transparency can be achieved by using separate affiliate IDs (preferred set up), through providing the network with easily interpretable dynamic data (i.e. use of click appends), or from manual reports distributed to the network on request.
- The publisher is responsible for securing adequate opt-in (documented for future reference) from each advertiser prior to including the advertiser within the application.
- Details of the application must be documented within the profile page of the publisher account.

Sub Affiliate Requirements

In instances where publishers are operating with distribution partners or sub affiliates, the primary publisher will

- Accept full responsibility for all activity tracked and commissioned via their affiliate ID
- Cooperate with the network to remove any activity that does not comply with these guidelines
- Identify sub affiliates in referring URLs or via the use of click refs
- List all sub affiliates in the publisher profile page
- Provide a link to up-to-date software information on the publisher profile page.

Cookie Hierarchy – Soft Click

Affiliate Window offers a cookie hierarchy whereby any publisher ID placed on a “Soft Click” status is prevented from overwriting any existing post-click cookies from other affiliates associated with the transaction. Affiliate Window reserves the right to set publishers with relevant downloadable software formats on soft click status. Soft click will be applied at the discretion of the network and reflected on the publisher profile.

Contact:

Please contact USPublishers@affiliatewindow.com for any questions.