



Advertiser Name: goHenry.
Campaign Name: goHenry UK (8511)
Insertion Order Name: UK PTAs (168294)
Last Modified: N/A

Parent Activation : £15.00 GBP

PAYOUT DETAILS

Default Payout £15.00 per order

SCHEDULE

Action Locking Actions are locked 27 day(s) after end of the month they are tracked

Payout Scheduling Approved transactions are paid 20 day(s) after end of the month they lock

QUALIFIED REFERRALS

Credit Policy Last Click

Referral Window Allow referrals from clicks within 30 day(s)
Referrals from impressions are not allowed

General Terms

Currency Financial transactions covered by this Template Term will be processed in the GBP currency. Currency exchanges will occur when you or your partner(s) have set a different default currency in account settings.

Change Notification Period The Contract can be changed or cancelled with 1 day(s) notification to the Partner.

Reversal Policy Reversal of performance advertising actions are decided by the Advertiser governed by a max reversal percentage of 100%

Partner Tracking Pixel Advertiser does NOT allow Partner to fire their tracking pixel when the consumer action is completed.

Key information

- CPA will be paid on a child activation
- Validation period is 60 days
- Standard commercials, £4-£6

Types of publishers permitted on the program

- Cashback
- Voucher
- Loyalty
- Content
- Aggregators

Creative restrictions

- Affiliates have to display the most up to date logo at all times

Copy compliance

- Affiliates should keep their messaging in line with GoHenry communication

Paid Search Policy:

The GoHenry program has a closed PPC policy.

- Affiliates are NOT allowed to bid on our brand name as a keyword or any other GoHenry URL within paid search activity
- Affiliates are NOT allowed to bid on any misspellings, variations, or derivatives of our brand name or terms within paid search activity
- Affiliates are NOT allowed to include brand terms, misspellings, variations, or derivatives in search strings or display URLs on any PPC search engines.
- Affiliates are NOT permitted to appear under search terms that contain our brand name or terms.

Validation of Commissions & cancelled Orders

- Approvals are completed on a 60-day validation period.
- If orders are returned or cancelled, GoHenry reserves the right to reverse commissions.

Deduplication

GoHenry operates on a 30-day cookie period, rewarding sales based

on a last click policy.

Use of Social media

Permission must be granted by Switch craft before affiliates promote the program across their own social media properties and in the wider social media space.

Use of Email affiliates

Permission must be granted by GoHenry before the distribution of any email advertising to their database.

All email content and creative must be approved by GoHenry before being sent out.

Direct linking restrictions

Affiliate are not permitted to send traffic directly to the GoHenry site from the PPC space in the search engines – this applies to all search engines.

If anyone is found violating these terms and conditions will be contacted by the GoHenry team and given notice to remove any violations. GoHenry reserves the right to decline commissions gained through these activities and suspend programs found in violation of these terms and conditions.

MCA (found at <https://app.impact.com/content/MCA.ihtml>) does not apply if the parties have a separate agreement in place governing this Partner Contract.