



Tradedoubler Subnetwork Compliance Guidelines

As part of Tradedoubler's commitment to improving network quality, we want to provide guidelines to all subnetworks to ensure our brands are protected from any potentially malicious or poorly sourced traffic. This can be achieved through open and transparent communication, by ensuring only trustworthy sources are driving legitimate sales.

What does this mean for subnetworks?

Going forward, there will be a set of practices that subnetworks will need to adhere to, which ensures a level of accountability and transparency when promoting Tradedoubler partner programs. There will also be changes to your reporting, to ensure that no maliciously sourced traffic is promoted (whether intentional or otherwise) and that poor publishers are identified on your network and the appropriate action is taken.

Firstly, there will be two changes (if necessary) to your sales / leads reporting;

1. Please ensure that the ID / name of the publisher driving this activity is provided in your reporting (if this is already the case, please confirm).
2. Please ensure the last referral URL is also provided (and is not masked or hidden – if this is already the case, please confirm).

As an example, your tracking link is expected to look like the below:

<https://clk.tradedoubler.com/click?p=123456&a=12345678&epi=publisherIDorNAME>

If the only information you are able to provide is the ID of the publisher (and nothing else), Tradedoubler will periodically request the name of this publisher where we believe the activity / traffic is higher than expected for a particular period or client.

Alongside this, we also expect subnetworks **not** to operate with any additional subnetworks (no sub-subnetwork relationships are allowed).

Subnetworks who **don't** adhere to the above guidelines will be flagged with Tradedoubler brands, which ultimately can result in program removal.

What is the best practice for subnetworks?

Transparency and accountability will always ensure that you remain on programs and can continue activity.

- Following the above guidelines to ensure that brands can trust your traffic
- Provide full transparency of publishers driving the biggest volumes of traffic and their verticals (such as content, voucher code, etc.)
- Strict in-house compliance checks to ensure that no low quality or fraudulent publishers are joining the platform
- Blocklists that Tradedoubler provide are adhered to and communication is always kept open
- Subnetworks partners should ensure that serious queries and questions about traffic (increases/spikes, conversion rates etc.) by brands are acknowledged and answered in a timely manner; offering reasonable explanation or action.

Please see further general guidance below.

1. Subnetworks are responsible for the promotional activity of their own publishers (or sub-publishers), and poor activity (especially unactioned) will be treated as if this activity is their own. Publisher policy violations are treated as a violation committed by the subnetwork responsible.
2. No sub-subnetwork relationships are permitted.
3. Tradedoubler reserves the right to ask subnetworks to remove any publishers (sub-publishers) from Tradedoubler affiliate programs for any reason.
4. The above guidelines must be adhered to as strictly as possible. If this level of transparency is not committed to, our brands reserve the right to remove you from their partner program until this transparency is committed to or for any reason.