



Organic Traffic Policy

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It is important that as an affiliate you are pre-selling the products, adding value to brand and sending through quality traffic. Therefore all affiliates must adhere to the following rules:

- Your pre-sell must include sufficient unique text, video and/or image content to inform the visitor about the brand and persuade them to consider buying.
- In the majority of cases this requires you to send traffic via your own landing page.
- If you are using email, video or another platform where you feel you can conduct a full pre-sell without using a landing page you must get this approved by your affiliate mentor.
- Your pre-sell must comply with the Branded Domain and Brand Usage Policy.
- You must make it clear you are recommending the products and not confuse/mislead your visitors into thinking you are the official merchant.
- You must offer the user the choice to click the affiliate link. No automated redirecting of the visitor is permitted.

Using services, tools and software that scrape, respin, rewrite, autogenerate, and/or generate in bulk content for sites and other web properties should be considered as spam and we don't allow our affiliates to use spam for marketing purposes. That includes content which is hidden or uses an overlay on top of it that covers the actual content. That content doesn't build trust or authority and doesn't help merchants and other affiliates as it damages the reputation of the industry, niche, brands and the marketing methods.

This applies to traffic, including but not limited to that, driven from SEO, all social media websites, forums and other user-generated content sites, email and video marketing platforms.

Similar rules also apply to all forms of paid traffic, please refer to the Paid Traffic policy for more information.



Failure to comply with this policy may affect your affiliate account status - either a temporary freeze or termination. While your account is frozen you will be unable to make new sales or receive a payout. Our Compliance Team operate a strike policy for repeat offenders. Any affiliate commission generated whilst breaking these terms may be charged back.

If you are unsure about the quality of your content, please work with your affiliate mentor to ensure the content is compliant with our terms.

