

Voucher Code Marketing Policy

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The following is a network-wide policy regarding vouchers otherwise referred to as 'coupon codes', 'voucher codes' or 'discount codes'. Failure to adhere to these terms may result in suspension or termination of your account.

Voucher codes are NOT allowed to be used by MoreNiche affiliates.

To protect our advertisers and ensure a level playing field for ALL affiliates, MoreNiche does NOT support voucher code marketing.

As a content network, we pride ourselves on adding value to our advertisers by not allowing voucher-only affiliates to cash in at other affiliates expense.

- Affiliates shall not use voucher sites as a method for promotion.
- Affiliate websites / landing pages must include significant content which adds value to the advertiser's brand by informing / persuading the user about the advertiser's product / service, not focusing on discounts / deals.
- There should be no voucher related terms in titles, descriptions, alt text or urls. Terms can be mentioned in the page content itself, but must not be misleading and must not encourage the user to 'click to check for codes on the official site'.
- Affiliates should not reuse vouchers found from the official advertiser's website. These are designed to close the sale and ensure high conversions.
- Domains such as, but not limited to, 'PhenQDiscounts.com', 'PhenQVouchers.com', 'SuperDeals.com', 'FitnessCoupon.com' are not allowed as focus on discounts / deals and they mislead the consumer to believing vouchers are available.

Any domain name with a reference to coupon, voucher, discount, deal, code or similar is not permitted and may result in your account being suspended or terminated.



Promotion of Onsite Deals & Discounts

When promoting deals and discounts from the advertisers site you must adhere to the following rules:

- You may promote the package offers available on the advertiser's site which offer customers savings for example buy 2 get 1 free offers or savings made on bundles. In all cases these should match how the offer is presented on the advertiser's site and / or be clearly explained.
- You must not misrepresent the offers to encourage visitors to click through to your site thinking it is offering a stronger deal than other listings.
- You must not mislead visitors into believing any discounts are exclusively available through your site or by clicking your links.

Our advertisers may sometimes run seasonal campaigns which include a discount code they are happy for you to promote. These will be shared with you via email, Facebook and in the Latest Announcements area in your affiliate account. No voucher codes should be promoted at any other time or by any other method than that approved.

However, your promotions around these discounted offers must add value to consumers, such as through creating useful content about the products, in line with the policy above.

Failure to comply with this policy may affect your affiliate account status - either a temporary freeze or termination. Our Compliance Team operate a strike policy for repeat offenders.

If you are unsure about any aspect of our voucher code marketing policy please contact your affiliate mentor or compliance@moreniche.com and we will be glad to help you.

