

# DECATHLON

## Policy of consequence

### 1. Admission.

Due to the growing number of activities that do not comply with the rules of the Decathlon campaign, we have decided to implement several external tools for traffic monitoring, so please read the Decathlon policy, which is now in force in cases of breach of the rules of cooperation, as well as information on the general principles and effects of actions inconsistent with the regulations.

### 2. According to the rules of the campaign, accepted types of traffic.

Email Marketing  
social media  
Applications and tools  
Aggregators and comparison engines  
Agencies and media groups  
Associated subnets  
Thematic pages

#### Channels:

Mailing  
Display ads  
FEED / XML product  
Thematic and content pages / blogs  
Text links

### 3. Actions unacceptable.

SEM (including the use of brand words)  
Motivated movement  
Traffic from automatic redirects / pop-ups  
Retargeting display  
Email re-targeting  
Restore baskets  
CSS

The most important thing is to stop using Google Ads for branded phrases.

#### 4. Optional approved channels.

Cashback websites - after prior approval by Decathlon.

Pages with coupons / vouchers - promotion allowed without the use of discount codes

An additional prerequisite for billing cashback conversions and coupon publishers is that conversions are generated as first click and first + last click. Last click conversions will be automatically rejected.

#### 5. Publisher rates for the Decathlon campaign.

Sales 4.50% (CPS)

Last Click Sales 2.25% (CPS)

Sales on the first click 2.25% (CPS)

Other commission rates - to be agreed with Decathlon.

#### 6. Conversion validation at the time the publisher violates the terms for the first time.

**Breaking the rules of the Decathlon campaign by the publisher will result in the rejection of all unsettled transactions of a given publisher and receiving the so-called yellow card (subject to immediate removal of the publisher in the event of gross violation of the regulations)**

#### 7. Removal of publisher from Decathlon campaign.

**Multiple breaking the rules by the same publisher means removing it from the Decathlon campaign and rejecting all unsettled conversions.**

#### 8. Additional information for affiliate networks.

In accordance with the adopted principles of cooperation with affiliate networks, we would like to remind you about the equal treatment of all publishers in terms of commission rates. Every publisher has the same rate on every network. If additional budgets are to be used, only with prior approval by Decathlon.