

# 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.

