

Debenhams Affiliate Program Terms & Conditions

| Key Information | |
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| Action Description | Pay out on all sales registered on Debenhams.com* *The following products will not qualify for commission: Flowers, Wine, Hampers, Gift Cards, Gift Vouchers, Personalised Wedding Stationery and accessories, Weddings gift list purchases, Insurance or Financial products. |
| Validation Criteria | All valid sales (excluding returns and cancellations) |
| Validation Period | Usually every two weeks (maximum of 30 days) |
| Cookie Period | 30 Days |
| Commission Structure | <p>Loyalty affiliates – 3% across all products</p> <p>Voucher affiliates</p> <ul style="list-style-type: none"> - Concession – 1% - Furniture, Sport, Cosmetics & Gift – 2% - Home, Childrenswear, Lingerie – 3% - Womenswear, Menswear, Mens and Womens Accessories - 4% <p>All others</p> <ul style="list-style-type: none"> - Concession and Gift – 2% - Furniture, Sport, Cosmetics – 3% - Home, Childrenswear, Lingerie – 4% - Womenswear, Menswear, Mens and Womens Accessories - 5% |
| De-Duplication Policy | Debenhams de-dupe against all other online activity. |
| Types of Publisher Permitted On The Program | |
| Use of Incentive Sites | <p>Are cashback affiliate sites permitted on the program? Yes</p> <p>Are loyalty (i.e. sites that offer an incentive other than cash, such as points) affiliate sites permitted on the program? Yes</p> <p>If the standard commission offering is tiered, can the merchant provide a fixed commission level for these affiliates? N/a</p> <p>If permitted, will the merchant provide a commitment to resolving any missing transactions that occur? Yes</p> <p>Yes*</p> <p>*Please note that Debenhams will not look at transaction queries that are older than 6 months</p> |
| Use of Voucher Codes | <p>N.B.: ALL AFFILIATES THAT USE VOUCHER CODES MUST ADHERE TO THE IAB VOUCHER CODE OF CONDUCT. FOR MORE INFORMATION, PLEASE CLICK HERE</p> <p>Are voucher code affiliates permitted on the program? Yes</p> <p>If so, can they utilise any code, or only those created specifically for the affiliate channel? They can only utilise codes specifically created for the affiliate channel</p> |

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| Use of Software Application Sites | <p>Are software application sites permitted on the program? No</p> |
| Use of Sub Affiliate Networks | <p>Are sub affiliate networks permitted on the program? Will be reviewed on a case by case basis (contact ksutton@affili.net)</p> |
| Use of Social Media | <p>Are affiliates permitted to promote the program across their own Social Media properties? Yes</p> <p>Are affiliates permitted to promote the program in the wider Social Media space (e.g. Facebook arbitrage)? Will be reviewed on a case by case basis (contact ksutton@affili.net)</p> |
| Use of Email Affiliates | <p>Are affiliates permitted to distribute emails advertising the merchant to their own database?</p> <p>Yes, if the email is solus the creative and copy must be signed off by the client</p> <p>Do emails need to be approved by the merchant prior to send out?</p> <p>As above</p> |
| PPC (Search Engine Pay Per Click) Affiliates | |
| Use of PPC Affiliates | <p>Are affiliates permitted to bid in search engines on brand terms? No</p> <p>Are affiliates permitted to bid on hybrid brand + generic terms? No</p> <p>Are affiliates permitted to bid on misspellings and variations of the brand term? No</p> <p>Is this open to all affiliates or will a closed group be in operation? No affiliates are allowed to bid on any brand terms or brand derivatives</p> |
| URL and ad copy restrictions | <p>Can affiliates use the brand name in their url? No, only in the sub domain/directory</p> |
| Direct linking restrictions | <p>Are affiliates allowed to send traffic directly to the merchant site from the PPC space in the search engines, using the merchant url as their display url? On a case by case basis. Please contact ksutton@affili.net</p> <p>Which search engines does this apply to? See above</p> <p>If so, on which terms does this apply? n/a</p> <p>Is this open to all affiliates or a closed group? n/a</p> |
| Branding | |
| Branding Guidelines | <p>Do affiliates have to adhere to any branding guidelines, eg referring to the client in certain terms, using particular fonts, including any necessary information? Affiliates should ensure the most up to date creative and logo is displayed at all times.</p> |
| Creative Restrictions | <p>Do affiliates have to display the most up to date logo at all times from the affilinet admin system? As Above</p> |

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| | <p>Do affiliates have to pick up creative from the network interface rather than hardcoding it? Not necessarily, as long as all creative is current and showing the latest offer. We would of course prefer that the creative is hosted by the network.</p> |
| Copy Compliance | <p>Are there any copy regulations that affiliates have to adhere to? As above</p> <p>What is the turnaround time expected on any changes and what notice will be given? Turnaround time on changes is 24 hours.</p> |
| Deeplinking | <p>Are affiliates permitted to deeplink to specific pages on the merchant site? Yes using the standard Affilinet deep-linking instructions</p> |
| General | |
| Search Engine Optimisation (SEO) | <p>Are there any restrictions on the way affiliates can optimise their pages in order to improve the search engine rank to promote the program? As above branded domains are not allowed nor are methods that would be deemed "black hat".</p> |
| Regional restrictions | <p>Are there any regions or territories that affiliates are not permitted to target? No</p> |
| Product information | <p>What products on the merchant site are being tracked and paid out on? All products accept The following products will not qualify for commission: Flowers, Wine, Hampers, Gift Cards, Gift Vouchers, Personalised Wedding Stationery and accessories, Weddings gift list purchases, Insurance or Financial products.</p> <p>Will the entire transaction value be commissionable? Yes the entire transaction is commissionable, not including delivery costs</p> |
| Ramifications | <p>What are the consequences of any affiliate breaking Ts and Cs? Affiliates breaking the rules will be removed from the program unless there is a reasoned argument against this.</p> |
| Mobile Application | <p>Your mobile Optimized site Does your mobile site run on the same domain as your main site? Yes</p> <p>How are users redirected? Automatically</p> <p>Have you placed our tracking on the site? Yes</p> <p>Your mobile application Have you placed our tracking in your mobile application? No</p> |

The merchant agrees, wherever possible, to provide affiliates with reasonable notice period on any significant changes to the program. Examples of significant changes include, but are not limited to, commission changes of more than 25%, alterations in de-duplication criteria and program closure.