

cake.com

PPC Marketing Policy

1. Purpose

This PPC Marketing Policy establishes comprehensive guidelines for affiliates engaging in pay-per-click (PPC) advertising to promote CAKE.com's products. The policy aims to ensure compliance with brand standards, protect the integrity of the CAKE.com brand, and adhere to relevant advertising regulations.

2. Trademark Usage

Affiliates are strictly prohibited from using CAKE.com's trademarks as keywords or within ad copy in their PPC campaigns without obtaining explicit written permission from CAKE.com. This prohibition extends to all variations, misspellings, and similar terms that may cause confusion with CAKE.com's brand. Protecting our trademarks is vital to maintaining brand identity and reputation in the marketplace.

3. Ad Content

- **Accuracy:** All ad content must accurately represent CAKE.com's products and services. Affiliates must refrain from creating misleading or deceptive advertisements that could misinform potential customers.
- **Brand Guidelines:** Ads must strictly adhere to [CAKE.com's Branding Guidelines](#), utilizing approved messaging and visuals to ensure consistency and alignment with our brand identity.

4. Bid Limits

Affiliates are required to comply with any bid limits established by CAKE.com on PPC platforms. Bidding on branded keywords without explicit permission is not allowed. Exceeding these bid limits or violating the branded keyword restriction without prior approval may result in disqualification from the affiliate program.

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5. Tracking

Affiliates must utilize the provided tracking links and respect CAKE.com's tracking requirements. This ensures accurate attribution of all sales generated through PPC advertising and helps us measure the effectiveness of affiliate campaigns.

6. Reporting

Affiliates should regularly monitor their PPC campaign performance to assess effectiveness and engagement. Promptly report any issues that arise, such as technical difficulties, negative feedback from customers, or concerns about compliance with guidelines. Timely reporting allows for quick resolutions and ensures that affiliate efforts remain aligned with CAKE.com's marketing objectives.

7. Data Protection

Affiliates must comply with relevant privacy laws when collecting and handling personal data, especially in relation to retargeting ads. This includes obtaining consent from individuals and implementing measures to ensure the security of their data. Adhering to these practices protects consumer privacy and helps maintain trust with potential customers.

8. Guideline Updates

CAKE.com may update these guidelines periodically to reflect changes in best practices, legal requirements, or business objectives. Whenever updates are made, we will notify all affiliates to ensure you are aware of any modifications. Continued participation in the affiliate program signifies your acceptance of these changes, so please take the time to review the guidelines regularly to remain compliant and informed.

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