



## Reimbursement Requirements

---

### Google Ads

- All ads must advertise specific, financeable equipment products and present an estimated monthly finance payment amount in the ad copy.
  - Your Google Ads do **not** need to mention APPROVE specifically, but all ads must link to a URL with one of the following:
    - APPROVE financing plug-in buttons
    - A digital APPROVE financing application
    - An APPROVE promotional landing page
    - A link/tab that opens a page with one of the above
  - A screenshot of your Google Ads (with financing teaser rates) must be submitted and approved before they are published.
  - A screenshot of a Google report verifying ad spend (minimum. \$500), must be submitted before co-op marketing reimbursement checks are sent.
  - The reimbursement amount cannot be less than the ad spend. For example, we will not reimburse \$700 for a campaign with a \$500 ad spend.
- 

### Social Media and/or Retargeting Ads

- All ads must mention financing is available through APPROVE
- All ads must link to a page that includes one of the following:
  - APPROVE financing plug-in buttons
  - A digital APPROVE financing application
  - An APPROVE promotional landing page
  - A link/tab that opens a page with one of the above
- Ads must be submitted and approved before they are published.
- A screenshot of a report verifying ad spend (minimum. \$500), must be submitted before co-op marketing reimbursement checks are sent.
- The reimbursement amount cannot be less than the ad spend. For example, we will not reimburse \$700 for a campaign with a \$500 ad spend.

## Trade Media Ads

- All ads must mention financing is available through APPROVE and include the APPROVE or “Powered by APPROVE” logo.
  - All digital ads must link to a page that includes one of the following:
    - APPROVE financing plug-in buttons
    - A digital APPROVE financing application
    - An APPROVE promotional landing page
    - A link/tab that opens a page with one of the above
      - Link requirements are waived for Printed Ads
  - Ads must be approved before they are published.
  - Visual proof of the ad being displayed in the selected trade media must be provided before co-op marketing reimbursement checks are sent.
- 

## Paid Email Blasts

- The email must come from a relevant source and be sent to an audience relevant to equipment financing through APPROVE.
  - The email must mention financing is available through APPROVE and include the APPROVE or “Powered by APPROVE” logo.
  - The email must include a link to a page that includes one of the following:
    - APPROVE financing plug-in buttons
    - A digital APPROVE financing application
    - An APPROVE promotional landing page
    - A link/tab that opens a page with one of the above
  - A screenshot of a report proving the email was sent (open rates, clicks etc.) must be provided before co-op marketing reimbursement checks are sent.
- 

## Trade Shows

- You must be exhibiting at the show and the APPROVE logo must be displayed on your booth or podium.
- APPROVE must be your exclusive financing option for financing initiated at the tradeshow.
- A photo of your booth at the tradeshow must be submitted before co-op marketing reimbursement checks are sent.