



## Reimbursement Requirements

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### 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.