



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.