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Search Marketing Guidelines for Partners

In order to maximize the value we collectively receive from our search marketing efforts, while maintaining brand integrity and minimizing costs where possible, Apple Vacations provides the following guidelines for partners who wish to use Apple Vacations terms and brand keywords in search marketing campaigns and promotions.

Please keep in mind that failure to comply with these guidelines could result in Apple Vacations' Digital Marketing team contacting Google, Bing, etc. requesting that Google, Bing remove a partner's ad from the search engine marketplace, or potentially worse impact a partner's search marketing campaign depending upon the severity of the violation, so we strongly advise partners to follow the below guidelines, and reach out to the Apple Vacations Digital Marketing team in advance if there are any questions or concerns about the information below.

The Apple Vacations Digital Marketing team will make every effort to contact any partners in violation of the below policies prior to taking any action with the search engines, but in the event a partner is unreachable, unresponsive, or fails to comply, the Digital Marketing team may take action directly with the Search Engine, resulting in potential impacts beyond simply removing the partner's offending ads.

Brand term Allowed Uses:

1. Apple Vacations allows all partners to bid on Apple Vacations keywords, in order for a partner's ad to display. This applies to all keywords containing 'apple' and 'vacation' in it and for all match types
2. Here are some examples, but this is not an exhaustive list:
 - a. Apple Vacations
 - b. Apple Vacation
 - c. Applevacations
 - d. Applevacation
 - e. Applevacations.com
 - f. Apple travel
 - g. Vacations apple

Brand Term Bidding Parameters:

1. Bid Rules
 - a. Partners max CPC bid for Apple Vacations brand terms is **\$0.40**
 - b. Partners mobile bid modifier can be: less than or equal to **-50%**
 - c. Apple Vacations reserves the right to occupy the higher position in any search result
 - d. Partners should bid to achieve secondary positions

An advertiser's **Ad Rank** determines the ad position won during each auction. Ad Rank is a score comprised of your bid, auction-time measurements of expected CTR, ad relevance, landing page experience, and the expected impact of extensions and other ad formats (sitelinks, call outs, snippets, etc). *Source: <https://support.google.com/adwords>*

When partners outbid Apple (and each other), CPCs/cost for those shared terms can increase resulting in higher cost and shifts in position/Ad Rank. By managing bids to maintain the agreed upon position strategy on Apple Vacations brand terms, Apple and partners will reduce bid inflation and continue to capture relevant traffic.

Ad Copy:

1. Partners are not allowed to use Apple Vacations trademarks and brand terms in their Ad Copy, Title or Display URL, **for any reason**.
2. **Destination URLs:** Partners are not allowed to use AppleVacations.com in the **Display** or **Destination** URL (e.g. applevacations.com/?agentid=xxxxx)
3. **Dynamic Keyword Insertion is not allowed.** When using this feature, partners should ensure keywords in the dynamic insertion ad groups are not Apple Vacations brand keywords to eliminate the potential of Apple Vacations terms appearing in ad copy and putting them in violation of brand term usage guidelines.

The Apple Vacations Digital Marketing team believes the above policies will allow both Apple Vacations and partners to get the most value in their search marketing campaigns, and more importantly, ensure those using search engines looking for amazing all-inclusive vacation packages will have an abundance of highly relevant options to choose from.