

PROGRAM OVERVIEW

Rated People is the **UK's #1 Trade Recommendation Service**. Our mission is to connect homeowners with the very best local tradesmen saving both - time and money. We have an extensive community of rated tradesmen receiving quality jobs all year round. Homeowners who are looking for quality services can post a job and receive up to 3 quotes from interested tradesmen and can leave ratings based on their genuine experiences. The tradesmen can in turn use their profile ratings to build the reputation and portfolio of local clients. Rated People currently are managing over £30 million in home improvement projects value per month with over 6000 job submissions from home improvers every day.

Benefits for tradesmen:

- Customers rate your work, building your reputation;
- We find you tailored leads, to save you time and money;
- Choose the leads you want, when you want them.

Benefits for homeowners:

- Tradesmen ratings allow homeowners to confidently hire a tradesman they can trust;
- Saves time and money as you get the best 3 quotes directly;
- No obligation to hire tradesman.

PROGRAM TERMS & CONDITIONS

Requirements to get approved on the program:

Publishers must complete the application in full with accurate and comprehensive information, provide the website you plan to use to promote advertisers and a short description of how it works.

If you are a PPC publisher, you must provide information about your PPC campaigns you plan to use. Our compliance team will review the application and make additional checks to ensure it complies with our requirements.

Why application may have been rejected?

- The most common reasons for rejection are listed below:
- The website URL that you provided is not live;
- You did not upload content regarding an email or PPC campaign to your application form;
- The description of your website is unclear;
- We were unable to find proof of your ownership of the domain URL submitted;
- Your site contains inappropriate, offensive or pornographic content.

If you believe your application was rejected when it should have been approved email us at affiliates@ratedpeople.com providing your publisher's ID, email address and website URL.

Transaction approvals and commission validation:

When publishers apply to join Rated People Affiliate programme they are reviewed and once approved they are in the mind-set to get promoting the programme straight away.

Publisher approvals will normally take up to 19 days to be processed unless the request is sent through on a weekend or bank holiday. Delays can occur if the submission is incomplete or if additional information is required.

Reasons for commissions been declined:

- The transaction was cancelled or fraudulent;
- The commission was duplicated;
- Unsold leads (incomplete transaction).

If you believe a commission was rejected when it should have been approved email us at affiliates@ratedpeople.com providing as much information as possible.

Lead validity - Homeowner Jobs

A valid Lead is one that contains at least the following details:

- Contact name;
- UK phone number;
- Email address;
- UK postcode;
- Relevant "RP" Category;
- Budget for the work;
- Where the Lead is a Job, a minimum of 150 characters of relevant description;
- Where the Lead is a Job, is a Valid Lead that is not already posted on RP's website;
- Where the lead has received at least one quote from tradesmen.

Qualifying lead – Tradesmen Sign-ups

A qualifying Lead is one that contains at least the following details:

- Proof of identity;
- Business details;
- UK phone number;
- Email address;
- UK postcode;
- Relevant skill and trade type;
- Valid credit card details;
- Subscription preference (membership fee if applicable);
- Complete profile and activated account on Rated People website.

Notice Period

We will give 14 days notice to our partners, if there are any changes to our terms and conditions, updates to ratedpeople.com that may affect publisher and if commissions change.

PPC POLICY

Do you allow publishers to promote you via PPC?

We do allow our Affiliate partners to promote ratedpeople.com via PPC on any search engine, however they must adhere and review the following guidelines.

Are publishers allowed to send traffic directly to your website?

Affiliates are permitted to send traffic from their PPC ads to their own site before sending the traffic to ratedpeople.com.

Are publishers allowed to use your brand name in their display URL?

Affiliates are prohibited from using the Rated People brand name in their display URL and within their title and description.

Are publishers allowed to use your brand within their title & description?

Affiliates are prohibited from using the Rated People brand name in their display URL and within their title and description.

Should publishers add your brand name into their negative keyword list? (Thus preventing publishers appearing on brand + generic keyword searches)

Affiliates are prohibited from using misspellings of our brand name and to ensure adherence to this, brand term, derivatives and misspellings should be added to any PPC campaigns as exact match negative terms. Affiliates are permitted to use any generic keywords that relate to us. Examples could include 'tradesman', 'homeowner', 'find a tradesman', 'quote a job', 'quality tradesman', etc.

Are publishers allowed to display their ads when your brand name or variations of your brand name are entered as search keywords? (e.g. vodafone, voda fone)

Affiliates are prohibited from using brand with generic terms e.g. 'ratedpeople', 'rating people', 'rate people', etc.

Are publishers allowed to display their ads when misspellings of your brand name are entered as search keywords? (e.g. vodofone)

Affiliates must not use Rated People brand, derivatives, misspellings or any Rated People sub brand to gain preferential listings in any search engines or directories. Such activity is prohibited on the program and any affiliates found to be doing so will be removed. Any commission made on these sales will not be paid by Rated People.

Are publishers allowed to display their ads when your brand name and another word are entered as search keywords? (e.g. Vodafone Mobile)

Affiliates are prohibited from using brand with generic terms e.g. 'rated people services', 'rated people tradesman', 'rated people trade' etc.

It is your responsibility to contact the Affiliate Management Team at affiliates@ratedpeople.com, if you are unsure of what keyword bidding you are permitted to do whilst promoting the Rated People brand.

BRAND AWARENESS GUIDELINES

Rated People are unable to share their brand guidelines with any affiliate partner. Any creative used by affiliates on the program should be taken from the network only. Affiliates may not alter any of the creative made available through the Webgains interface.

Affiliates are also requested not to hardcode banners into their sites, so updates made to those available through Webgains platform may take immediate effect. If your site requires that banners are

hardcoded, please contact the account management team to obtain permission before putting this in place. This will allow us to contact you whenever updates are necessary.

Do not use trademarked terms as a subdomain in your site's URL (e.g. www.ratedpeople.affiliate.com). Any unauthorised use of the Rated People brand will result in the affiliate being removed from the affiliate program.

Displaying Advertiser's Links and Creative:

To identify visitors originating from publisher's site will be tracked with this unique URL and sales will be recorded with your Affiliate Id. To receive commissions, you must use the provided Affiliate Link. The URL may be in various forms such as a banner, image, or text link.

All linking content should be displayed in an appropriate manner:

- A text link - some text on the publisher's site.
- A banner - an advertiser's banner or logo on the publisher's site.
- A widget - the publisher uses a widget from letting an advertiser to display particular services on their publisher's site.

Press Release Content and Newsletters

Please note, that all press release and newsletters content must be approved by Rated People management prior to going live on any site or being distributed via email. Any press information released prior to approval will be asked to be removed.

Communication and Subscriptions

All affiliate partners joining Rated People program will be automatically subscribed to receive solus affiliate newsletter and important updates in regards of any changes to the program, inclusive of special offers and exclusive events for our affiliate partners.

Publishers must adhere to these guidelines at all time. If any questions, should be directed to the Rated People Affiliates Team at affiliates@ratedpeople.com

SIGN UP TO JOIN RATED PEOPLE ON WEBGAINS

Joining Webgains as an affiliate is free. To successfully complete the signup process, please, provide your contact, payment details, and which web sites/keyword campaigns you will be using.

You can sign up all your web sites/keyword campaigns under one account and generate comparative reports.

Upon completion of the three steps Webgains system will attempt to complete your application automatically. However, please note that some applications may need to be processed manually.

To find out more about Webgains for affiliates: www.webgains.com/public/affiliates/

Please sign-up through our partner affiliate network: www.webgains.com/public/signup/