



CAPITAL ONE SHOPPING AFFILIATE & INFLUENCER MARKETING GUIDELINES

A. How To Talk About Capital One Shopping – “Do’s”

What is Capital One Shopping?

Capital One Shopping is a simple and free way to help you save online. Forget digging for coupon codes (that don't work) and searching endlessly for deals (without results). The free Capital One Shopping browser add-on instantly drops crowd-sourced promo codes into your cart across thousands of sites. It's kinda genius.

How does Capital One Shopping work?

With Capital One Shopping, you can shop online and save in seconds. When added to a browser, here's how the lightweight extension works:

- **Instantly applies coupon codes to your shopping cart.** Available coupon codes are instantly applied to your cart at checkout.
- **Snag exclusive rewards when you shop at stores you love.** Earn Capital One Shopping Rewards while you shop, then redeem those rewards for gift cards. Cha-ching!
- **Compare prices on Amazon to other popular retailers.** Capital One Shopping searches for a better price while you shop at Target, Best Buy and more. You'll see a friendly little pop-up if a better offer is found, including tax and shipping details.

What's the catch?

There's no catch. Capital One Shopping is completely free for everyone (Capital One customer or not) and will never show ads or slow down a shopping experience. Just add Capital One Shopping and let the savings begin.

Do's:

- **Do** put a date on all articles mentioning Capital One Shopping.
- **Do** mention that Capital One Shopping is available for Google Chrome, Mozilla Firefox, Microsoft Edge, & Safari. While an app is available for iOS and Android, the extension cannot be installed on a mobile device.
- **Do** use a clear and conspicuous FTC Material Connection Disclosure on every article, as close to the claims or CTA as practicable, preferably above-the-fold. See section D below for details.

- **Do** highlight that Capital One Shopping applies the best available coupon code across tens of thousands of retailer sites, but do not explicitly call out one site or another when promoting auto couponing.
- **Do** ensure *availability* is clearly acknowledged when speaking about automatic coupons or price comparisons. I.e. “Our friendly, little pop-up window will let you know where a better bargain is, if one is *available*.”
- **Do** use descriptive language and adjectives instead of superlatives. I.e. “Capital One Shopping helps you find incredible deals at *jaw-dropping* prices,” versus “Capital One Shopping *always* automatically applies the *very best* savings on *every, single* purchase.”
- **Do** use modifiers and “hedging” language. I.e. “...*potentially* huge savings,” “*helps* you find,” or “*scours* the internet for...”
- **Do** mention that Capital One Shopping’s got millions of customers, just don’t specify the exact number (in millions) because this number is always changing.
- **Do** promote the fact that Capital One Shopping found customers more than \$160 million in savings in the last year.
- **Do** tell users to “get” or “add” the browser extension, instead of saying “download” or “install”, to avoid implying undue effort or making the process sound overly technical.
- **Do** tell users to “Get started,” or “Start saving now,” instead of saying “sign up” for Capital One Shopping. This, and similar wording, avoids implying that onboarding is laborious.
- **Do** qualify the pop-up as “friendly” or “helpful.”

B.

How To Talk About Capital One Shopping – “Do Not’s”

- **Do not** refer to the service as *Wikibuy* given it underwent a full and complete rebrand to Capital One Shopping. Any legacy references made to *Wikibuy* must be revised to reflect Capital One Shopping. Likewise, any banner assets, text ads, high resolution UI / product images or other collateral used to promote the service that reference *Wikibuy* must be swapped for creative assets that promote Capital One Shopping and are made available within Impact. **(High Severity)**
- **Do not** materially connect Capital One Shopping Rewards, or Rewards, and Capital One credit card rewards. Shopping Rewards are separate from any rewards a customer may be earning on a Capital One rewards credit card and signing up for Capital One Shopping does not enroll a consumer into any credit card rewards program. Capital One Shopping Rewards details are available at capitaloneshopping.com. **(High Severity)**
- **Do not** insinuate that Capital One Shopping is automatically safe or secure due to the fact that it is a Capital One product. While Capital One takes security and privacy very seriously, and it is tempting to connect the two in an effort to reassure consumers that Capital One Shopping is legitimate, we do not want to over-promise or make misleading claims so it is best to avoid the topic altogether. **(High Severity)**
- **Do not** fail to insert the required FTC Material Connection Disclosure detailed above and in section D below. **(High Severity)**
- **Do not** state that Capital One Shopping sells user data. Capital One Shopping does not ever sell consumer data. **(High Severity)**

- **Do not** use the term “cash back” when referring to Capital One Shopping Rewards. **(Medium Severity)**
- **Do not** imply that Capital One Shopping has access to every single deal, bar none. Instead, clearly communicate that Capital One Shopping is always looking to find great coupons / deals. I.e. “And, if we find a better deal, we’ll alert you before you spend an extra penny.” **(Medium Severity)**
- **Do not** disparage merchant Publishers or retailers. (Medium Severity) Do not use superlatives when talking about Capital One Shopping. I.e., “Capital One Shopping finds the best deal / lowest prices / biggest savings.” **(Medium Severity)**
- **Do not** promote purchase / delivery tracking or guaranteed delivery / delivery compensation, two beta Capital One Shopping features which have been discontinued. **(High Severity)**

C. Answering Questions From Consumers

Affiliates and Influencers may answer consumers’ very basic questions about the Capital One Shopping service. Answers should follow these Guidelines. Affiliates should not attempt to answer questions on any topic not covered by these Guidelines and any sensitive topics (for example, data privacy). These questions should be referred to Customer Service at help@capitaloneshopping.com.

D. FTC Material Connection Disclosure (High Severity)

The Federal Trade Commission (FTC) requires that all paid affiliate advertising and paid influencer endorsement relationships must be clearly and conspicuously disclosed if the paid relationship is not obvious to a consumer. Scrutiny has been high in this area.

The following disclosure (or substantially similar wording may be used. If in doubt, contact Capital One Shopping / Perform^[cb] for approval):

“Capital One Shopping compensates us when you get the browser extension using the links we provided.”

“This [post/article/video, etc] is sponsored by Capital One Shopping.”

“Thank you to Capital One Shopping for sponsoring this [post/article/video, etc].”

The merchants we endorse in this [post/article/video, etc] compensate us for referrals.

The disclosure must be clear and conspicuous:

- It must be as close to the claims or CTAs to which it relates as practicable;
- It should be above-the-fold if a claim or CTA is above-the-fold; and
- in at least *8 point* font;
- in a shade that stands out against the background; and
- for video ads, on the screen long enough to be noticed, read, and understood.

This disclosure cannot be contained in a hyperlink to a full-disclosure elsewhere on site.