

## Instant Funding Google Ads Restrictions for Affiliates

### Reason why Google ads are important in partners outreach

Many top affiliates, especially those operating websites and review platforms, rely on Google Ads as a key component of their marketing strategies.

By allowing affiliates to utilise Google Ads, Instant Funding aligns with industry standards and leverages a proven method for success in affiliate marketing.

Google Ads enables affiliates to reach a broader and more targeted audience actively searching for funding solutions. By leveraging Google Ads, affiliates can effectively promote Instant Funding's services to potential clients who are specifically interested in capital and funding opportunities.

### Prohibited Terms

Affiliates are strictly prohibited from using terms such as "scam" or any other terms that mislead users or violate Google's advertising policies. Misrepresentation of Instant Funding's products or services will not be tolerated.

### Accuracy of Ad Copy

All ad copies must truthfully represent the nature of Instant Funding's products and services. Affiliates must not make exaggerated claims about potential earnings, access to funding, or the ease of achieving success through Instant Funding's programs.

### Mandatory Disclaimers

All ads must include the following disclaimer:

*"Terms and conditions apply. Participation in Instant Funding programs does not guarantee any profits or earnings."*

### Brand Compliance

Affiliates must adhere to the approved branding guidelines. Unauthorised use of Instant Funding logos, brand assets, or unapproved modifications to the provided branding materials is prohibited.

### Prohibited Keywords

Affiliates are not allowed to bid on certain keywords including brand keywords, including but not limited to:

- Instant Funding
- Instant Funding challenge

- Instant Funding prop firm
- Instant Funding reviews
- Instant Funding account
- instantfunding.io
- instantfunding.com
- Any variations with the Instant Funding brand

Affiliates may not bid on company-related or competitive keywords without prior approval.

## **Brand-Specific Keywords**

Affiliates are not allowed to bid on the company's trademarked or brand-specific terms such as "Instant Funding," "IF," "prop firm evaluation," or similar without prior authorization from the Affiliate Manager. All brand-specific keywords must be discussed and agreed upon before posting.

## **Ad Approval**

All ads must comply with Google Ads policies and Instant Funding's advertising policies. Affiliates are required to submit ads for approval prior to publishing them. Instant Funding reserves the right to reject or request changes to any ad.

## **Ad Placement**

Affiliates must ensure that their ads do not outrank Instant Funding's own ads in search results. Ads violating this rule will need to be adjusted or removed immediately.

## **Penalty for Non-Compliance**

### **Immediate Termination**

Failure to adhere to these guidelines will result in the immediate termination of the affiliate agreement. Any pending payments may also be declined for non-compliance.

## **Ads FAQs for Affiliates**

### **1. Can I use Google Ads to promote Instant Funding?**

Yes, affiliates are allowed to use Google Ads to promote Instant Funding, provided that they fully comply with the ad restrictions and guidelines.

### **2. What terms are prohibited in my ad copy?**

Affiliates must avoid misleading terms such as "scam" and any language that could misrepresent the nature of Instant Funding's services or products.

### **3. Are there mandatory disclaimers I need to include in my ads?**

Yes, the following disclaimer must be included:

*"Terms and conditions apply. Participation in Instant Funding programs does not guarantee profits or earnings."*

### **4. Can I use the company's logo and brand assets in my ads?**

Affiliates are allowed to use Instant Funding's approved brand assets and language, as outlined in the brand guidelines. Unauthorized use or modification of these assets is prohibited.

### **5. Which keywords am I prohibited from bidding on?**

Affiliates are prohibited from bidding on keywords related to the company, such as "Instant Funding," and related terms. Bidding on company-specific or competitive terms without approval is also restricted.

### **6. Where can I place my ads?**

Ads must not appear on competitors' websites or target competitors' brand names. Placement must follow both Google Ads policies and Instant Funding's guidelines.

### **7. What happens if I do not comply with the ad restrictions?**

Non-compliance will result in immediate termination of the affiliate agreement and possible forfeiture of any pending payments.

### **8. How do I get my ads approved?**

Submit your ads to the affiliate manager for review. Ensure they align with all outlined restrictions before submitting for approval.

**IMPORTANT TO NOTE: When bidding on Google Ads, affiliates must ensure that their ad appears as the second option in search results for the term "Instant Funding," regardless of the country.**