

NetFusion Media Traffic Guidelines

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All campaigns must follow the traffic standards and compliance requirements outlined below. Every traffic source is reviewed before approval. No traffic is permitted until creative, placements, and tracking have been approved — no exceptions.

Requirements: US Traffic Only · SubIDs Required · Proof of Placement Required · Creative Reviewed

Contents

1. Allowed Traffic Sources
2. Prohibited Traffic
3. Partner Responsibilities
4. Monitoring & Auditing
5. Enforcement
6. Creative Compliance
7. Approval Process

1 - Allowed Traffic Sources

Channel eligibility varies by offer. All channels require SubIDs, proof of placement, and creative review before launch.

● Path / Linkout — Primary Traffic Channel

User clicks a link within a flow — paid CPA, CPL, or CPC depending on offer and advertiser. Runs across survey/research, financial lead gen, government benefits, and gift card verticals.

● Email — Extra Scrutiny Applied

Lists must be opt-in and permission-based. Documentation of list age and sourcing required. Suppression file compliance required. Sample sends reviewed before approval.

● Display & Native — Per Campaign Approval

Approved based on campaign type, traffic quality, and placement context.

● Newsletter — Permission-Based Only

Aligned to demographic and interest targeting within program constraints. Permission-based placements only.

● Push & Social — Per-Offer Basis

Approved per-offer where campaign fit and traffic quality are confirmed.

● Content / Blog & SMS — Contextual + Compliant

Content placements within informational environments matched to offer requirements. SMS on select campaigns with applicable messaging compliance.

2 - Prohibited Traffic

✗ Unauthorized Incentives

Incentivized traffic is not permitted on standard campaigns. Exceptions require explicit written approval, case-by-case. Rare.

× Misleading Advertising

Traffic that misrepresents offers, earnings potential, or campaign details is strictly prohibited.

× Brand Bidding

Bidding on advertiser terms, offer names, or restricted branded queries is not permitted without explicit written authorization.

× Fraudulent Traffic

Bot traffic, proxies, masked traffic, fake leads, or artificial engagement is strictly prohibited and will not be paid on. We reserve the right to validate traffic using internal systems, advertiser feedback, and third-party fraud detection tools where applicable.

× Artificial or Manipulated Traffic

Forced redirects, automatic clicks, cookie stuffing, or other artificial traffic generation methods are prohibited. Traffic must result from genuine user intent.

3 - Partner Responsibilities

- ✓ Maintain accurate Sub-ID tracking across all placements
- ✓ Notify us before changing traffic sources or methods
- ✓ Submit new creative for approval before use
- ✓ Operate within advertiser caps and program rules
- ✓ Report compliance concerns immediately
- ✓ Cooperate with optimization and review requests
- ✓ Provide documentation when requested
- ✓ Keep account and payment details current

4 - Monitoring & Auditing

Every active partner is subject to ongoing quality monitoring. We review approval rates, reversal trends, downstream performance, Sub-ID quality, compliance signals, and advertiser feedback throughout the life of a campaign. Passing initial approval does not guarantee continued participation.

5 - Enforcement

Traffic that violates these guidelines may result in any of the following, applied at our discretion based on the nature and severity of the issue:

- Immediate campaign pause pending review
- Lead reversals where invalid or non-compliant traffic is identified
- Withheld payment on traffic determined to be invalid, fraudulent, or non-compliant
- Suspension or permanent termination of the partner account

6 - Creative Compliance

All creative is reviewed before any traffic goes live. This applies to every traffic type and every partner — new and established. Submit all creative, landing pages, and placement details before launch.

Accurate Messaging

No exaggerated earnings claims, deceptive urgency, fake testimonials, or misleading incentive language.

Brand Safety

Avoid inappropriate content, misleading design, or advertiser brand misuse.

Placement Transparency

Provide placement details, screenshots, or sample sends as part of approval.

7 - Approval Process

01 - Traffic Review

We review your traffic source, promotional method, GEO, acquisition channel, and sourcing methodology.

02 - Proof & Creative Submission

Proof of placement and all creative assets must be submitted. Sample sends required for email.

03 - Tracking Setup

SubID tracking confirmed across all placements. Pre-pop parameters where supported.

04 - Launch Approval

Approved partners receive links, caps, next steps, and guidance. Caps adjusted as performance data comes in.

NetFusion Media reserves the right to modify these guidelines at any time to reflect advertiser requirements, regulatory changes, platform policies, or operational needs. Continued participation in any NetFusion Media program after publication of updated guidelines constitutes acceptance of the current version.

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