

# Google Shopping

## Affiliate Program Policy

Last edited: August 16, 2019  
Version: 1.0

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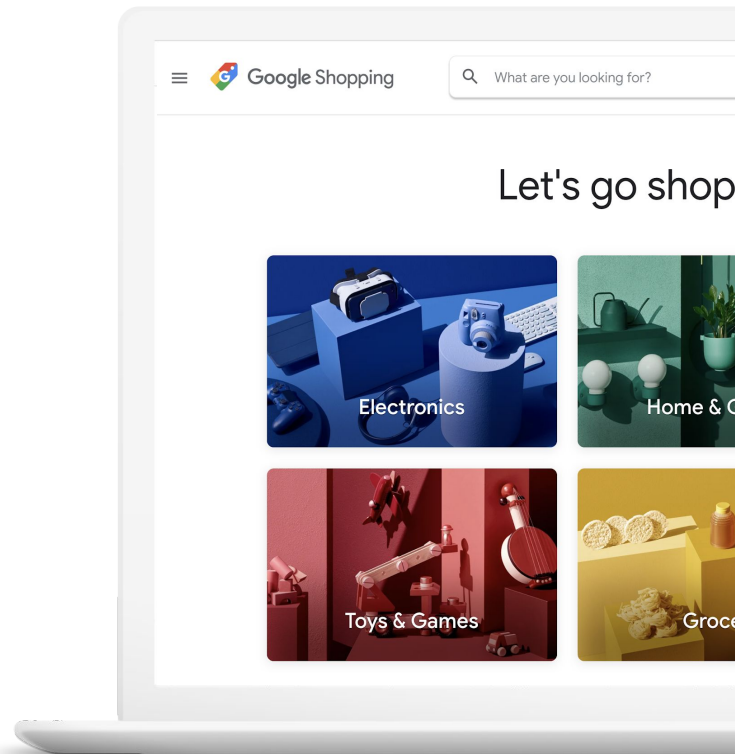
# Welcome!

Thank you for choosing to partner with Google Shopping.

Please review the following program policy. It will help you get familiar with the do's and don'ts of our program and provide an overview of assets to use on your site.

If you have any questions, please reach out to [affiliates-help-external@google.com](mailto:affiliates-help-external@google.com).

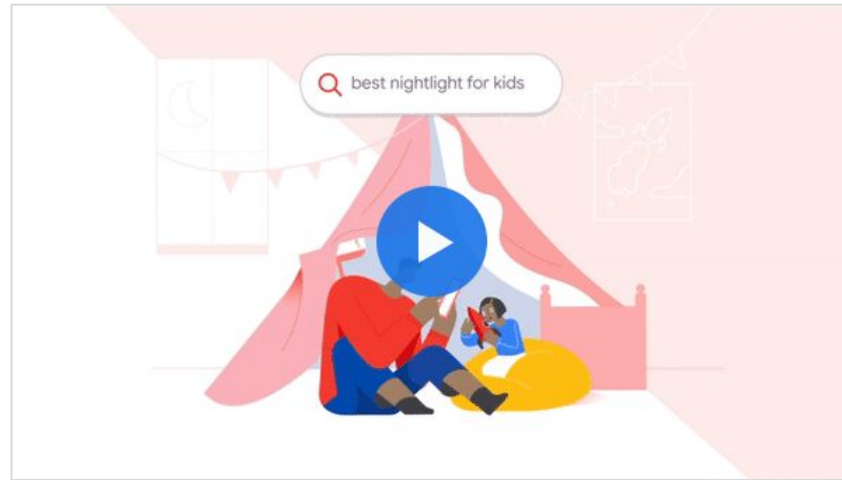
We look forward to working with you!



# Google Shopping Overview

# What is Google Shopping?

Google Shopping helps people find the best prices, products, and places to buy.

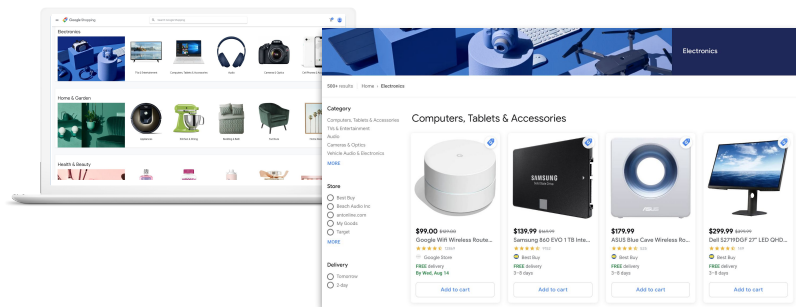



Want to learn more?

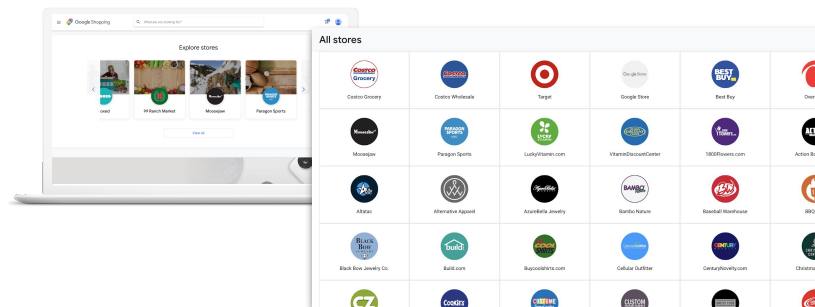
[Watch now](#)


# How does Google Shopping work?

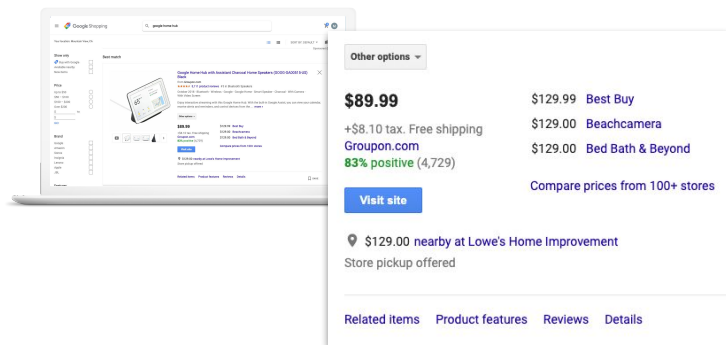
 Search millions of products




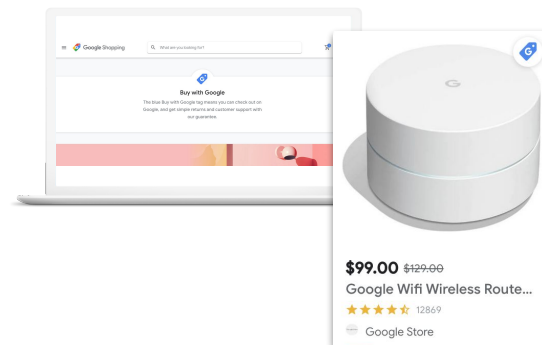
 Shop thousands of stores, including local and brand-name stores



 Compare prices and options




 Purchase directly on Google, backed with the Google Guarantee



# Affiliate Program Policies

# Affiliate restrictions: Do's and Don'ts

## Do's

- Only promote items with this cart icon  on Google Shopping. This cart icon indicates items you can buy directly on Google and are covered by the [Google Guarantee](#).
- Only promote products that are in the Google Shopping product feed on the CJ network.
- Only promote Google Shopping in the following territory: United States of America.
- All video content promoting Google Shopping must be reviewed in advance and approved by Google.

## Don'ts

- Do not promote products on behalf of Google Shopping from the following merchants: Target, Costco, Zoro, Overstock, Wayfair, and Nike.
- Do not promote the following products: Gift cards from any merchant or brand.
- Do not promote Google Shopping through use of SMS text, phone calls and email marketing, including triggered emails and newsletters.



# Editorial requirements

**When referring to “Google Shopping” in copy**, always use the full name. Do not shorten to “Shopping” or “Google”. Always make sure that “Google Shopping” is within the same text plane and not cut into separate planes.



“Buy this toy on Google Shopping”



“Buy this toy on Shopping”



“Buy this toy on Google”

**For creative assets like logos and digital banners**, only use those outlined in the [Promotional Content](#) section or what’s uploaded in the CJ platform.

**For product images**, only use images directly from the product page you are promoting from Google Shopping.

# Logo usage requirements

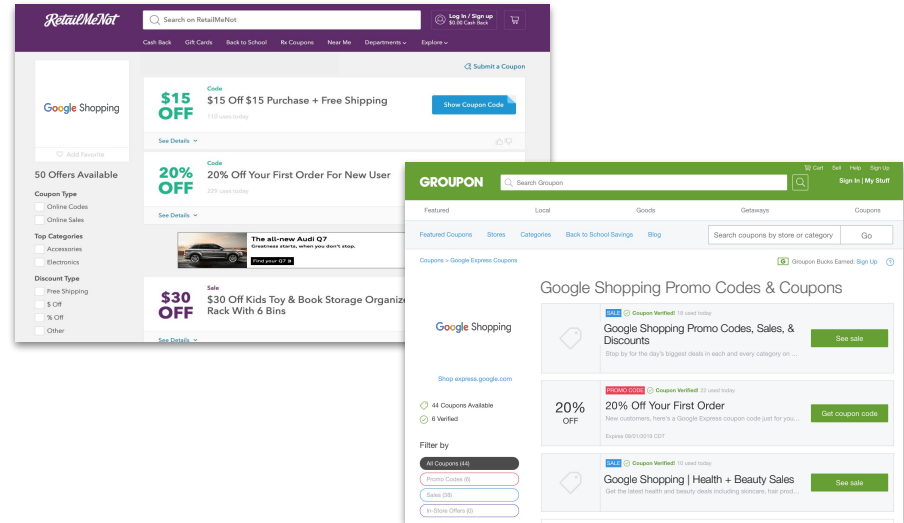
Please visit the **CJ platform** for all digital assets, deals, offers, and more.

## Approved Google Shopping wordmark

Preferably shown on a white background. A light background using a maximum 5% tint of black is also acceptable.

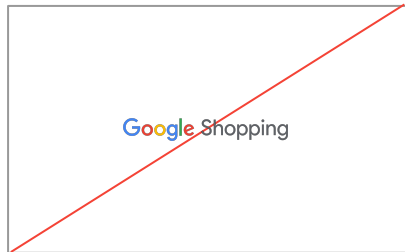
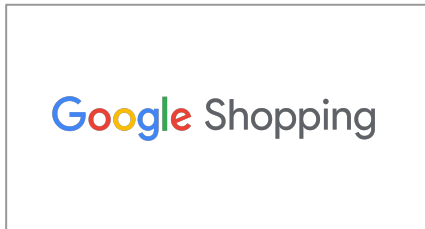


## Appropriate usage examples from other affiliates

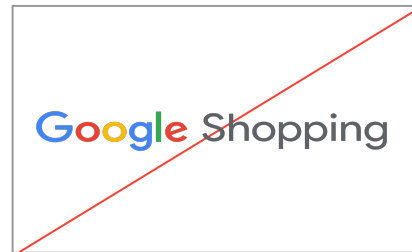


# Logo usage requirements

There are many ways to display the Google Shopping logo. Below are best practices to ensure legibility:



*Make the logo easy to read*



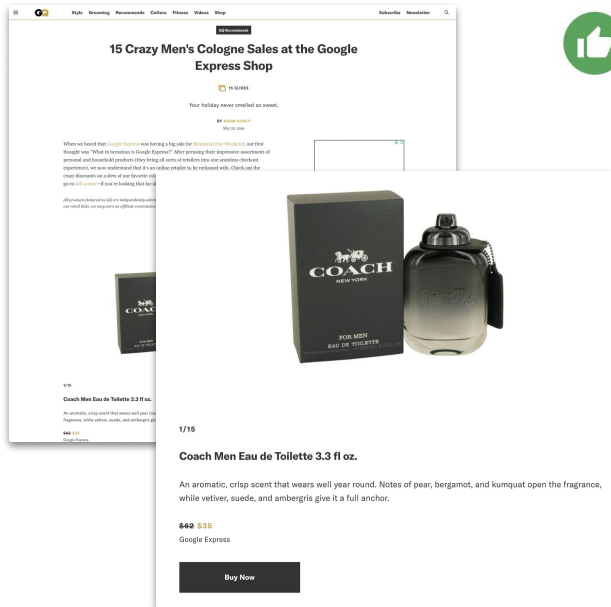
*Make sure logo isn't warped*



*Don't overlay on images*

# Best practices on how to link to Google Shopping

There are many ways to link to Google Shopping. Below are some examples of content we liked:



## Xbox One X Player Unknown Battlegrounds bundle: \$299.70 (save \$166)



Xbox

One of the standout deals in Google Express' Memorial Day sale (click the link below for a current list of deals; this one should be at the top), the Xbox One X -- sold by Antonline -- drops below \$300 when you add it to your cart and use code **MEMORIAL10** at checkout.

[SEE AT GOOGLE EXPRESS](#)



## Sony Alpha A6000 Mirrorless Digital Camera

According to *Traveler* Photo Editor Meg Reinhardt, the mirrorless Sony Alpha A6000 is one of the **best digital cameras for travel** -- it's lightweight, user-friendly, has a comfortable grip, and is compact enough to not require any extra packing precautions. Right now, it's 23 percent off at Google Express, which includes free delivery.

**Buy Now** Sony Alpha A6000 Mirrorless Digital Camera, \$498 through [express.google.com](https://express.google.com) (originally \$648)

*Note: these are examples from Google Express, but still applicable to Google Shopping.*

Promotional Content

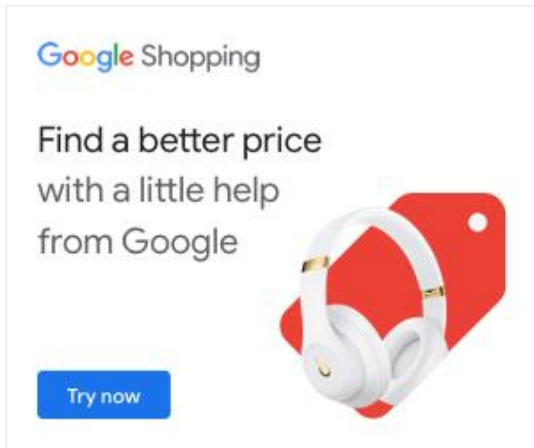
## Promotional content

Please visit the **CJ platform** for all digital assets, deals, offers, and more.

### Logos

The Google Shopping logo, featuring the word "Google" in its multi-colored font followed by the word "Shopping" in a dark grey sans-serif font.

### Digital Banners



### Promotions

#### Promoting free delivery

Free delivery kicks in when items in the customer's basket exceed the store's specified minimum. Here's suggested language you can use:

- Free delivery if you order the store minimum – \$15 to \$25 for most stores
- Order the store minimum for free delivery – \$15 to \$25 in most cases.

#### Deals and sales

All live promotions are in the CJ platform.

# Thank you!

Need help?

[affiliates-help-external@google.com](mailto:affiliates-help-external@google.com)