SMACO

Program terms and conditions

Last updated at: 11 Sep 2025

Commission

Does the amount used to calculate commission (from the transaction value) include:

VAT/sales tax No

Delivery charges Yes

Credit card fees No

Gift wrapping or other service charges No

Are any products or product categories excluded from earning commission? No

Do you decline commission for any of the following reasons?

- Conversion attributed to different partner: Yes
- Order reference not found: Yes
- Program no longer active: Yes
- Not a valid order: Yes
- Business has closed: Yes
- Order couldn't be fulfilled: Yes
- Order not found with provided info: Yes
- Order canceled or unpaid: Yes
- Coupon code not allowed: Yes
- Credit check failed: Yes
- Product not eligible for commission: Yes
- Query window has passed: Yes
- Minimum order value not met: Yes
- Conversion attributed to different channel: Yes
- Pay-per-click (PPC) terms not met: Yes
- Order returned: Yes
- Order partially returned: Yes
- Not a new customer: Yes
- Commission already paid: Yes
- Other: Yes

Other

Search engine promotion

Will partners receive full commission if they:

Will partners receive full commission for paid search activity? Yes

Use your brand name in their display URL Yes

Use your brand name in their paid search title and description Yes

Add your brand name into their negative keyword list No

Display their ads when variations of your brand name are entered as search terms (e.g. using extra spaces or punctuation)

No

Display their ads when misspellings of your brand name are entered as search terms No

Display their ads when your brand name plus another keyword are entered as search terms No

Place shopping ads on search engines that link directly to your website Yes

Do you only allow a specific group of partners to earn commission on brand-related keywords (search terms)?

Yes

For approved paid search activity, will partners receive commission for conversions from the following search engines?

- Google: Yes

Other

Are there any keywords (search terms) that will make paid search activity ineligible for commission?

No

Do you need partners to use a separate publisher account for ads placed on Comparison Shopping Services (CSS), ad networks, or similar platforms? This would let you set different commission rates and rules for the activity.

Yes

Preferred partner types

Allowed partner types:

- Social traffic
- Virtual incentives
- Domain parking
- Retargeting (display)
- Direct traffic
- Social search
- Lead generation (email)
- Communities and UGC
- Media brokers
- Mobile traffic
- Comparison shopping service (CSS)
- Sub networks
- Mobile search
- Contextual targeting
- Retargeting (email)
- Media content
- Direct linking
- Newsletters
- Comparison engine
- Cashback
- Content creators and influencers

- Ad networks
- Discount code
- Shopping directory
- Loyalty
- Lead generation (content)
- Linking via landing pages
- Editorial content

Deduplication

Do you deduplicate against any specific online marketing channels? Yes

- PPC brand activity
- Generic PPC activity
- Email advertising
- Display advertising
- Direct partnerships
- Price comparison sites
- In-house publisher program
- Other affiliate networks you're a part of

Additional terms

Commission Plan and Payment Terms: SMACO offers each member a commission of 12% of sales to be paid, which can be recorded through the Awin tracking code. The commission will be given when the customer confirms the receipt, about 5-7days. If the customer returns the product within 30 days, the commission will be returned. SMACO is honored to have more partners to cooperate with, but at the same time, we also need partners not to damage SMACO in the promotion process, such as misspelling the brand or buying a misspelled domain name to sell counterfeit products. Looking forward to us becoming the best partner—SMACO.

Branding terms

SMACO Brand Guide – Promote Portable Diving with Ease
Welcome to the
SMACO Affiliate Program
!
To help you run campaigns more effectively and maintain consistent brand communication, we've prepared this
brand guideline overview
for your reference when creating content and advertising materials.

? About SMACO
SMACO is dedicated to making diving
lighter and more accessible
. We specialize in
portable, safe, and beginner-friendly mini scuba gear
, enabling users to enjoy the freedom of underwater breathing anytime, anywhere.

Our products are ideal for
short underwater exploration, pool training, boat maintenance, vacation diving, and as a backup air source for professional divers
.

Official Website:
www.smacodive.com

? Key Selling Points

Portable & Lightweight
– fits easily into a backpack

International Safety Certifications
– CE & DOT approved

Beginner-Friendly
– shallow dives require no license and are simple to use

Multiple Refill Options
– hand pump, electric compressor, or scuba tank

Adventure-Ready
– perfect for travel, diving, snorkeling, and backup use

? Brand Promotion Guidelines
Tone & Style

Clear and trustworthy – highlight
safety certifications

Friendly and approachable – emphasize
beginner-friendly

Adventurous and inspiring – convey
freedom to explore

Recommended Copy

“Your Adventure. Your Air.”

“Dive Free. Dive Light.”

“Never miss an underwater moment. SMACO is your go-to portable dive system.”

“Ditch the heavy tanks. SMACO offers lightweight, effortless diving freedom.”

? Available Marketing Assets
? High-resolution product images (official website images approved for use)

? Lifestyle and underwater photography

? Official logo files

? Advertising copy templates (banners, emails, social media)

? Promotion Do’s & Don’ts
Do:

Emphasize portability, safety certifications, and ease of use

Use authentic underwater or travel footage in videos

Include a clear
Call to Action (CTA)
such as
“Shop Now”
/
“Discover SMACO”

Don’t:

Exaggerate diving depth or duration of use

Use unauthorized brand logos or third-party likenesses

Omit required safety disclaimers

? Social Media Example
? Suggested Image: Diver using a SMACO mini scuba tank in shallow ocean water

Suggested Caption:
“Pack. Pump. Dive. ?
SMACO mini scuba tanks put underwater freedom right in your backpack.
? #MiniScubaTank #DiveAnywhere #SmacoDive”

If you require additional custom creatives (banners, videos, email copy, etc.), please don't hesitate to contact us at your convenience.
We look forward to working with you to share
SMACO's portable underwater freedom
with more adventurers around the world!