VANTRUE

Vantrue

Program terms and conditions

Last updated at: 03 Mar 2026

Commission

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

VAT/sales tax No

Delivery charges No

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?

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- Program no longer active: Yes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

Other

Search engine promotion

Will partners receive full commission if they:

Will partners receive full commission for paid search activity? No

Use your brand name in their display URL No

Use your brand name in their paid search title and description No

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 No

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

No

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

- Yahoo: Yes
- Google: Yes
- Bing: Yes
- Other: Yes

Other Please note: only permitted without brand-related terms

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

Yes

List those keywords:

- Brand name, Brand + offer / promotion / discount / discount code, Misspellings of brand name

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.

No

Preferred partner types

Allowed partner types:

- Content creators and influencers
- Social traffic
- Loyalty
- Mobile traffic
- Newsletters
- Media content
- Shopping directory
- Media brokers
- Lead generation (content)
- Direct traffic
- Comparison engine
- Ad networks
- Discount code
- Editorial content
- Comparison shopping service (CSS)

- Virtual incentives
- Lead generation (email)
- Contextual targeting
- Communities and UGC
- Cashback
- Retargeting (email)
- Sub networks

Promo types restriction details: Promotion on sites containing adult, violent, hateful, or illegal content is strictly prohibited. Publishers must not impersonate Vantrue or create confusion with our official channels.

Deduplication

Do you deduplicate against any specific online marketing channels? Yes

- In-house publisher program
- Other affiliate networks you're a part of

Additional terms

To participate in the
Vantrue.com
Affiliate Referral Program, you must complete and submit the Affiliate registration form to
Vantrue.com
.

Once approved, applicants are immediately eligible to join the program. However, participation is subject to ongoing periodic reviews by
Vantrue.com
, and may be revoked at any time without prior notice.

Participation may be suspended or terminated if we determine (at our sole discretion) that your site is unsuitable for the program.

Unsuitable sites include those that:

- Promote illegal activities
- Promote sexually explicit materials
- Promote violence
- Promote discrimination based on race, sex, religion, nationality, disability, sexual orientation, or age
- Violate intellectual property rights
- Are otherwise deemed inconsistent with the best interests of Vantrue.com

This agreement applies
only
to affiliate-owned and managed websites indicated in the registration form.

Under no circumstances may
Vantrue.com
affiliate referral links be placed on sites not registered with Vantrue.us.

Strictly Prohibited Actions:

- Using domains containing the brand's name

- Using the brand's name in the subdomain of your own domain
- Bidding on the brand's name (including misspellings and variations)

Branding terms

What is Vantrue?
Vantrue, a leading dashcam brand, delivers cutting-edge technology and reliable solutions for automotive security. Trusted by over 3 million drivers, we prioritize high-quality video, ease of use, and innovative features to safeguard every journey.

Why Join the Vantrue Affiliate Program?
Up to 15% Commission

High AOV & Premium Product Pricing

Monthly Performance Incentives & Bonuses

Marketing Support & Creative Assets

Exclusive Deals & Seasonal Promotions

Featured Product Categories
Optional Multi-Channel Dash Cams

Exclusive PlatePix™ License Plate Capture

Parking Mode Security Systems

Electric Air Duster

Thermal Camera

Why It's Easier to Earn with Vantrue
Premium positioning with competitive pricing

Strong brand recognition & loyal customer base

Excellent conversion rate & high average order value

30-Day Money-Back Guarantee

Dedicated affiliate support team

Fast shipping from local warehouses

Ready to Partner with Vantrue?
Want to learn more about our affiliate opportunities?

Get in touch with our affiliate team and start earning today.

? Contact us at:
[affiliate
@vantrue.com
]