

Elecrow

Program terms and conditions

Last updated at: 16 Jul 2025

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 No

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

Add your brand name into their negative keyword list Yes

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?

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

Other If the publisher's paid search campaign is explicitly approved by Elecrow, then sales generated through platforms like Google, Bing, or other search engines may be eligible for commission, provided all terms and conditions are strictly followed.

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

Yes

List those keywords:

- Publishers will not receive commission for any PPC-generated sales if their ads are triggered by restricted keywords, as defined in our affiliate program's PPC Guidelines.

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

Additional terms

LIMITED PRODUCT FOR COMMISSIONS

Our affiliate program aims to promote the items on our site, so we only give commissions to maker products, not for PCBA service.

PAY-PER-CLICK (PPC) GUIDELINES

Elecrow.com does NOT allow trademark (TM) or products' name bidding (including any variations or misspellings of) - Elecrow, crowpi, crowpi2, crowbits, crowvi, crowtail, etc.

TM + coupon bidding is not allowed.

If in doubt with the PPC campaign, please contact
nicole@elecrow.com

EMAIL DIRECT MARKETING (EDM) POLICY

We allow email campaigns and encourage partners to participate in these. Partners must be Can-SPAM compliant.

You cannot SPAM. Do not send emails to lists or groups that you do not have permission to send to.

E-mail must be sent on your behalf and must not imply that the e-mail is being sent on behalf of Elecrow.

We must be sent a copy of the e-mail.

WEBSITE RESTRICTIONS

Adult, Hate, or other related sites are not allowed.

Violate any law, rule, or regulation.

You hereby agree that your Website will not in any way copy, resemble, or mirror the look and feel of our Website.

Affiliate links may only be placed on sites that you own and manage. However, we do allow affiliates to place links on their own Facebook page or Twitter feed.

COUPONS

We accept websites that promote coupon codes and deals.

You may ONLY advertise coupon codes that are provided to you through the Program or other means approved by us.

REVERSAL POLICY

We reserve the right to withhold/cancel sales commissions due to invalid payment, order cancellations, duplicate tracking, undeliverability of purchases, returns, disputed charges, and Program violations as outlined in these Ts&Cs.

Fraud is a serious offense. Fraud is defined as any action that intentionally attempts to create sales, leads, or click-throughs using robots, frames, iframes, scripts, or manually "refreshing" pages for the sole purpose of creating commissions.

Any violation of these terms will result in the termination of the program partnership and the retraction of the commission.