Capital One Shopping

New Business **FAQs**

Getting Started

Q: How does Capital One Shopping partner with Merchants?
A: We operate on a performance basis and leverage Affiliate Networks as a neutral third-party in order to track performance metrics. We currently require all of our partners to work through an Affiliate Network.

Q: What is Affiliate Marketing?
A: Affiliate Marketing is a performance-based advertising model, where an external partner is leveraged in order to promote the brand with the end goal of driving sales.

Q: Which Affiliate Networks does Capital One Shopping work with?
A:
- AvantLink
- Awin
- CJ
- Impact
- Partnerize
- Pepperjam
- Rakuten
- ShareASale

Q: Which Affiliate Network does Capital One Shopping recommend?
A: Capital One Shopping is network agnostic and whichever network you end up selecting from the list above, we are happy to support!

Q: How can I launch my brand on Capital One Shopping?
A: 2022 was an incredible year for Capital One Shopping filled with record growth. Our community has grown to over 45M+ users who are eager to leverage our marketing platform to discover, browse and buy from our merchant partners.

As we look ahead to the remainder of 2023, our teams have their sights set on continuing to grow our shopping community while also creating an individualized experience across the platform. We're serving up the right product, at the right value, to the right user to continue providing incremental value for users and merchants alike!

That said, we are no longer onboarding any new merchants to the marketing platform, but we are constantly reviewing new partnership opportunities and we will contact you if it's a good fit.

Q: Do you have any brand vertical restrictions?
A: At this time, Capital One Shopping is unable to establish relationships with merchants who primarily focus on gambling, Sports Betting, Marijuana Paraphernalia, and CBD products. Should this policy change in the future, we will let you know. Until then, unfortunately we cannot move forward with a relationship.

Q: Do I need to allow deep linking?
A: Yes, we require deeplinks to be used across our marketing platform.

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Current Partners

Q: How do I update content across the Capital One Shopping marketing platform?
A: Please reach out to newpartners@capitalone.com for logo updates, network changes, tracking link updates, etc.

We use FMTC to populate coupons and promotions across the Capital One Shopping marketing platform. Please use the FMTC service to update content across the Capital One Shopping marketing platform.

To keep the content up to date, be sure to update your offers and promotions in the Affiliate Network platform or FMTC.

Q: Can we provide a vanity code for Capital One Shopping to host?
A: We are thrilled that you would like to create a Capital One Shopping Exclusive for your brand! A vanity code can provide confidence to the user to complete their transaction, which ultimately decreases cart abandonment while increasing conversion rate.

To participate, create and email over a code to newpartners@capitalone.com that includes the term **CAPITALONE** within it. Please also include a description of what the code provides to the user, any exclusions, and an expiration date (however, we strongly recommend the code be evergreen to see best performance). Please note that we do not offer any additional exposure for exclusive codes.

Q: Can I remove a code from Capital One Shopping?
A: Currently we host publicly available codes that our users have shared with the Capital One Shopping community. Typically, we do not remove codes unless we have an active partnership in order to protect the Capital One Shopping experience for our users. This is because our users' trust is of utmost importance. That said, please email newpartners@capitalone.com for us to review your request.

Q: How can I optimize with Capital One Shopping?
A: We are so happy to hear that you would like to optimize the partnership! As a best practice we book placements on a quarterly basis. For a 2x your default commission rate for the next 6 months, your brand would be eligible for:

- Featured Merchant in Cardholder Offers
- Merchant Alerts Campaign
  (Retargeting, Price Drop, Back in Stock and Trending Coupons)

If this works for you, please email a screenshot of the new terms to newpartners@capitalone.com and we'll get the campaign set up on our end!