

New Advertiser FAQs

Getting Started

1. How does Capital One Ad Solutions partner with Advertisers?

We offer flexible integration via all major Affiliate Networks.

2. What is Affiliate Marketing?

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.

3. Is there a fee for onboarding?

No. We do not have a fee for onboarding with Capital One Ad Solutions.

4. What is the minimum CPA to partner with Capital One Ad Solutions?

We require a compelling commission rate to partner with Capital One Ad Solutions. For more details about partnership opportunities, please reach out to our team at newpartners@capitaloneshopping.com.

5. Which Affiliate Networks does Capital One Ad Solutions work with?

AvantLink, AWIN, CJ, Everflow, Impact, Partnerize, PartnerStack, Pepperjam/Ascend, Rakuten Advertising, Tradedoubler, TUNE, and Webgains.

6. Which Affiliate Networks does Capital One Ad Solutions work with in Australia and the UK?

Digidip and Sovrn (VigLink).

7. I don't work with one of the networks you mentioned, now what?

We would still love to continue the conversation. Please reach out to our New Partners Team by completing the [New Partner Interest Form](#).

8. How can I launch my brand on Capital One Ad Solutions?

Please complete our [new partner interest form](#), extend an invite in your preferred network and reach out to us once that has been completed. Should your brand meet this threshold, the Capital One Ad Solutions New Partners Team will be in touch with you.

9. Do you have any brand vertical restrictions?

At this time, Capital One Ad Solutions is unable to work with advertisers primarily selling CBD/marijuana products, Gambling, Sports Betting, Marijuana Paraphernalia, Tobacco, Firearms, Crypto, and Sexual Content. Should this policy change in the future, we will let you know. Until then, unfortunately we cannot move forward with a relationship.

10. Do I need to allow deep linking?

Yes, our suite of products require a deep link.

11. Our program has exclusions / non-commissionable items, can my brand still work with Capital One Ad Solutions?

Yes, Capital One Ad Solutions allows exclusions & non-commissionable items. However, we require that advertisers provide us with an easily understandable explanation of what is excluded, rather than a list of SKUs. (*Example: Shoes, socks, and gift-cards are excluded from all rewards.*)

12. I was previously live with Capital One Ad Solutions, can I relaunch?

If your brand was previously live with Capital One Ad Solutions you will need to go through the onboarding process again. Please reach out to our team at newpartners@capitaloneshopping.com for assistance.

13. Who can I reach out to about Capital One Ad Solutions advertiser and network policies and guidelines?

For questions about advertiser and network policies, please reach out to advertiser_policies@capitalone.com.