

Moss Marketplace Campaign Restrictions

To ensure we continue to provide premium payouts for your traffic and keep our network at the utmost quality, we require certain campaign and traffic restrictions. Please read and agree to the below provisions in order to access your set up files for the Moss Marketplace program.

Campaign Restrictions:

- No Incentives.
- No Co-Registration.
- No Social Media.
- No Door to Door or In-Person Data Collection.

Paid Search Requirements:

Search marketers must follow the Paid Search Rules and may not bid on, use in display URL, or in the ad copy for pay per click or contextual advertising any Insurance Carrier Trademark terms or variations thereof. The headlines (first line of text) may be interchangeable between ads.

Also please ensure these terms are set to broad negative match in your PPC campaigns.

Keywords Banned (or any variation thereof) for Paid Search:
HSBC, Mutual of Omaha, Colonial Penn, Matrix Direct, SelectQuote, Geico, Progressive, State Farm, AllState, MetLife, Esurance, Unitrin Direct, American Family, Farmers, SafeCo, AIG, Liberty Mutual, 21st Century, Blue Cross Blue Shield, The Hartford, Permanent General or PGAC, Nationwide, Travelers, or any other direct insurance writer.

The above Restrictions and Provisions are in addition to the Affiliate Agreement and in no way supersede or make null and void that agreement.

Please reach out to your Account Manager with any questions, concerns or if you require further explanation.