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Thank with Google | All Website Verticals | WordPress

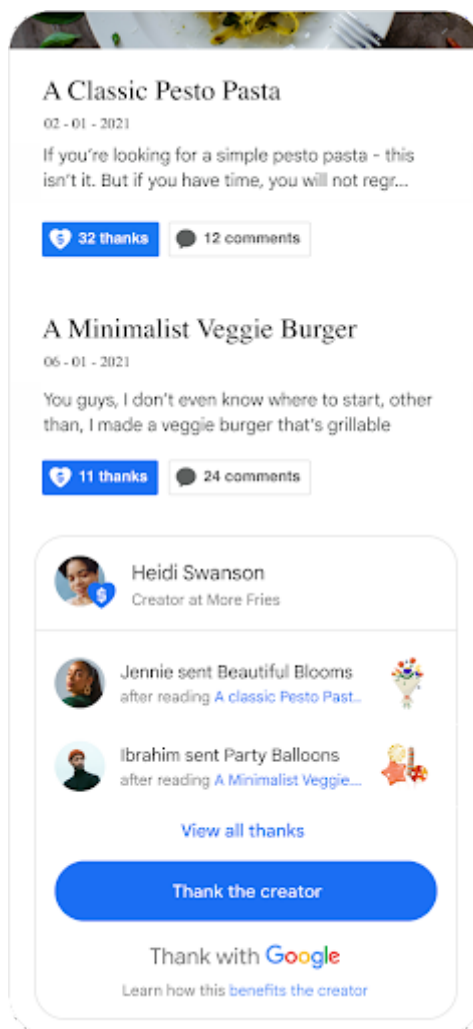
Client:
Google

Campaign runs:
Tuesday, July 19th, 2022 - Tuesday, February 28th, 2023

Recruiting ends:
Sunday, July 31st, 2022

Background

Google is piloting a new monetization feature, known as Thank with Google, that allows a creator's audience to financially support their work. This opportunity is open to creators at ALL levels who are interested in evaluating and testing Google's monetization plug-in on their Wordpress blog. Once installed, the Thank with Google plug-in will show up as a call to action in blog posts and as a widget in a blog's sidebar when applicable.



(Example counter and sidebar widget shown on a blog in the above screenshot. The dimensions of the counter are 100x36px and the sidebar dimensions are 300x 490px. Note that participating creators will determine the placement of the sidebar widget. The screenshot is for informational purposes only and is subject to change.)

This pilot program will not require publishing on your platforms. Instead, we are focused on understanding your experience and feedback in installing and using the Thank with Google plug-in.

What's In It For YOU?

- Unlock early access to Google's newest monetization product! You get to be part of a beta program that gives participants a first look into Google's innovative monetization solution for creators
- Participating in this campaign will enable you to create a new source of revenue from your biggest fans! You will receive a substantial majority of the revenue you earn. Google will retain a minimal percentage of earned revenue to cover transaction fees.
- Setup and activation is simple and easy

Compensation

- Compensation is based on your site's MPVs (as confirmed by Google Analytics connection in the Sway Dashboard.) To establish your rate, please ensure your Google Analytics are authenticated in your profile and email amy.fulcher@swaygroup.com for more information.

- Compensation will be paid at various timepoints over the course of the program.

Payments will be made by direct deposit via Lumanu. If you have not already, please sign up for Lumanu payments (<https://creators.lumanu.com/sign-up?access-code=sway>) now.

Participant Requirements

- Blog:
 - Currently running the latest version of WordPress
 - Publish a minimum of 1-2 times per week
- Analytics:
 - Connect your blog's Google Analytics to Sway's Dashboard
 - More than 50% of your blog audience must be in the U.S.
 - A minimum of 300 monthly pageviews
- Agree to Google's Terms & Conditions related to the Thank with Google plug-in, a copy of which will be provided if selected for the program

Program Requirements

- Connect your Google Analytics to Sway's Dashboard
- Install Google's plug-in on your WordPress.org blog and maintain the installation for six (6) months
- Update plugin to the latest version from time to time, as requested by Google, within the six (6) month period
- Complete surveys about your experience with Google's plug-in as requested.

Program Timing

- This program will launch mid August, 2022 and run six (6) months from start date
- The Thank with Google plug-in must be active on your website for six (6) months

Exclusivity Requirements

- Not applicable

Licensing Requirements

- Brand may use and amplify your name, image, likeness, assumed name, publicly available biographical information, social media handles, published content and/or survey responses on any of Google's social media platforms, on all of Google's internet and mobile destinations, as well as in paid media and paid amplification efforts
- All content shared by Google will be in connection with this program and provide proper attribution in the form of an '@' tag to creator via a social platform or active URL
- Duration: One (1) year from the date of publishing

Questions?

Please reach out to us at swayinfluencer@swaygroup.com (<mailto:swayinfluencer@swaygroup.com>) directly regarding any questions related to this campaign, and not to the brand.

If you need assistance in applying, please contact Sway Tech Support (<mailto:techsupport@swaygroup.com>).

Thank you for your interest in this campaign. We will reach out for additional information from select influencers during the review process.

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