SAP Concur Guidance and Best Practices for Google AdWords

About

Guidance for referencing SAP® Concur® in your Google AdWords paid search campaign(s).

Process

1. Complete the form questions on page 4

2. Email this document to SAP Concur Search Marketing team

3. Upon receipt, SAP Concur marketing will review your request. (3–5 business days).

4. If no additional questions, SAP Concur marketing will submit your request to Google.

5. Google's approval process takes (3–5 business days).

6. SAP Concur marketing will email you when Google approval has been completed.

7. Resubmit your ads using Google AdWords instructions to initiate approval status updates.

THE BEST RUN **SAP**

SAP Concur Search Advertising Best Practice Guidelines

Paid Search – PPC

- SAP Concur search marketing team reserves the right not to bid on competitors where this is not effective for business performance. SAP Concur partners may also choose themselves not to bid on competitors. Competitor bidding is seen as bad practice in the view of SAP Concur search marketing but this is not enforceable.

- SAP Concur partners should not bid on SAP® Concur® brand names [concur, sap concur, sap® concur®] or brand misspells [concur, concure, concurs etc] or brand + products terms [concur expense, concur travel etc.] in any **match type in markets where SAP Concur marketing is actively running paid search** activity or where the partner has been notified. Not running ensures costs don't inflate for either parties. However, they are free to bid on the brand terms in a market where SAP Concur marketing is not actively doing any paid search. For non-brand generic terms, we cannot stop anyone from bidding.

- SAP Concur partners cannot mention "SAP Concur" anywhere in their ad copy (headline, main copy, extensions or display url) unless authorized directly by SAP Concur marketing. If using the SAP Concur name with approval, they must follow the SAP Concur brand guidelines, including identifying that they are an SAP Concur partner and their partner type, e.g., Accounting, Implementation, etc., and would need to complete a request form.

- Paid keyword landing pages must state clearly the relationship with SAP Concur partner program, and not mislead customers in to thinking they are part of the SAP Concur organization and/or are an exclusive/preferred SAP Concur partner.

- SAP Concur partners must never state or imply that they are the "Official Site" in any territories.

- SAP Concur partners should never misrepresent SAP Concur solutions, its brands or pricing. All the prices displayed in search engine results and their landing pages should be accurate and match with the price listed.

SAP Concur Search Advertising Best Practice Guidelines

Paid Search – PPC (Continued)

- Prohibited Display URLs: Partners should not use the following domains either as display URLs or as ads landing URL in any territories: www.concur.com, www.concur.co.uk, www.concur.de, concur.fr, concur.com.au, concur.ca, concur.co.in, concur.com.hk, concur.com.sg, concur.com.mx, concur.ca/fr, concur.com/pt-br, concur.com/it-it, concur.nl, concur. cn, concur.co.jp etc.

- Applied Territories: The above holds true on any search engines in any territories or anywhere where search ads can be displayed.

SEO

- All Meta Tags within the website must state the company's relationship with SAP Concur solutions without any ambiguity.

- The term "Concur" or "SAP Concur"(or another Concur product name) cannot be the first word in the title tag.

- The tags should not mislead potential customers nor the Search crawlers into thinking that the site is an official representative of SAP Concur solutions.

- No party can use a web site that is confusingly similar to the official SAP Concur website, or which may mislead third parties into thinking the SAP Concur partner is part of the SAP Concur organization.

- Partner site may not use content duplicated or directly copied from pages on the official SAP Concur website(s).

Thank you and happy bidding!
SAP Concur Search Marketing Team

Please Complete the Following Questions for Your Request

First and Last Name: _____

Job Title (e.g., Manager, Director, etc.): _____

Company Name: _____

Company Website/Domain used for Google AdWords:

_____

Regions Targeted (e.g., US, Germany, etc.):

_____

As an SAP Concur Partner, please confirm your partner type (TMC, Accounting, Implementation, etc): _____

Company Address: _____

_____

Email: _____

Phone Number: _____

Google AdWords CID: _____

Name of SAP Concur partner manager you work with:

_____

☐ I agree to these SAP Concur Search Marketing Best Practice Guidelines

SAP Concur Search Advertising Quick Reference Guide

General Guidance

- Do not refer to SAP® Concur® as if it is a company name, which includes not using it in the possessive form e.g., SAP Concur's spend management solution. Instead, treat SAP Concur like an adjective and add a descriptive noun ie: SAP Concur solutions, SAP Concur offerings, etc.

- When ads are written in title case, it is OK to capitalize each word. If using sentence case, the descriptive noun e.g., "solutions", should be lowercase so it doesn't look like a company named SAP Concur Solutions.

- When referencing multiple products, always use the full name for each product or describe as SAP Concur solutions. See list below for product names.

  Correct: Concur Travel, Concur Expense, and Concur Invoice

  Correct: SAP Concur solutions, SAP Concur offerings, SAP Concur suite of products, the SAP Concur platform…

  Incorrect: Concur Travel, Expense, and Invoice

Products Names
This list is not comprehensive of all SAP Concur offerings

Branded	Not Branded
Concur® Travel & Expense	TripIt®
Concur® Travel	TripIt® Pro
Concur® Expense	Expense Assistant
Concur® Invoice	Expense Pay
Concur® TripLink	ExpenseIt®
Concur® Detect by AppZen	Intelligence
Concur® Request	Analytics
Concur® Locate	Budget
Concur® Drive	
SAP® Concur® mobile app*	

* The only product name that is branded SAP® Concur® instead of Concur®

If you have questions please reach out to [SAP Concur Search Marketing Team](#)

Search Ad Examples

	SAP Concur Ad	SAP Concur Partner Ad
Example 1	Keep Your Business Moving | with SAP® Concur® Platform | for Travel, Expense, and Invoice SAP Concur Solutions Help Businesses of all Sizes, Industries, & Locations Run Better. Find Out How! concur.com/Travel Expense/Invoice	Keep Your Business Moving | with SAP® Concur® partner | for Travel, Expense, & Invoice This Solution Helps Businesses of all Sizes, Industries, & Locations. Find Out How! partnersite.com/Travel Expense/Invoice
Example 2	SAP® Concur® official site. | Travel, Expense, and Invoice. | Keep Your Business Moving. SAP Concur Solutions Help Businesses of all Sizes, Industries, & Locations Run Better. Find Out How! concur.com/Travel Expense/Invoice	[**Company Name**] SAP® Concur® partner. | Specializing in [xxx]. | Keep Your Business Moving. This Solution Helps Businesses of all Sizes, Industries, & Locations. Find Out How! partnersite.com/Travel Expense/Invoice
Example 3	SAP® Concur® Solutions. | Celebrating 25+ Years of Commitment | to Customer Success SAP Concur Solution Helps Businesses of all Sizes, Industries, & Locations Run Better. Find Out How! concur.com/Travel Expense/Invoice	[**Company Name**] an SAP® Concur® Partner. | Committed to Customer Success. | Drive Business Growth. This Solution Helps Businesses of all Sizes, Industries, & Locations. Find Out How! partnersite.com/Travel Expense/Invoice

The permissions granted by SAP Concur from this request shall not be deemed an assignment of any underlying intellectual property rights. The SAP Concur partner team may reject in its discretion any authorization form sent by a third party (e.g., Google). Permissions will only be granted for an SAP Concur partner in good standing under the SAP Concur Service Partner Program or SAP Concur Resale Program. Permission may be withdrawn by SAP Concur at any time in its sole discretion and is automatically deemed withdrawn in the event a partner is no longer an SAP Concur partner in good standing under one of these partner programs or a successor program.