bazaarvoice:

Moderation codes for Curations

In an effort to provide our clients with more insight into why content is rejected, we will be dividing the default DNM code into separate codes. Clients will now see multiple, targeted codes for rejection with regard to default guidelines and rules specific to clients and their campaigns.

Default rejection codes:

PMC	Poor marketing copy (vacuous or useless text)
	Low-quality photos (poor composition, lighting, blurry, etc.)
	Unrelated, irrelevant content
FL	Foreign language
UA	Underage
SPM	Spam
	Reposts/retweets
CPT	Copyright
GIU	Generally inappropriate
	Personally identifiable info
	Profanity
	Legal interest
	Negative sentiment
	Nudity (includes partial nudity)
IMG	Broken links
	Videos over 5 minutes

Client specific rejection codes:

CR	Competitor reference
PRI	Price reference
DNM	All other client specific guidelines, such as:
	Selfies
	Product not in photo
	Photo effects (borders, collage, filters, etc.)
	Duplicate content
	Celebrities

Please note that DNM is now a comprehensive rejection code for all other client stipulations.

The following codes will remain the same:

PID	Product ID
NOPID	No Product ID
CSS	Curations Syndication Stop

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