



Conversion Path Tracking - Affiliate sheet



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1 Introduction

TradeTracker strives to offer the most transparency to both publishers and advertisers. As it becomes more important to get insights into consumer behaviour and customer journeys for optimization purposes, TradeTracker shows conversion path information to all publishers.

The conversion paths will help you as a publisher to get more information on the role your affiliate sites play in the customer journey. By analysing the paths it is possible to see which site types, or even which publishers are focusing on the same target group and advertisers.

This document outlines the conversion paths feature to give a better understanding of the functionalities and the possibilities.

2 Terminology

Assist

One or multiple touch points which exist between the initiator and converter within a path.

Attribution

The acknowledgment or reward to an affiliate on the path to a conversion. A variety of attribution models can exist such as Last click attribution.

Conversion Path

The path from the first touchpoint until the conversion which displays the customer journey over the different affiliates.

Conversion Path Tracking (CPT)

Consisting of one or multiple touch points in the lead up to a conversion. Generally starting with an initiator and ending in the converter.

Conversion Path Reports

The interface providing information for a sequence of touch points.

Converter

The last touch point in a conversion path and the attributed touch point in a last click conversion model.

Initiator

The start and first touch point of a conversion path.

Last Click Counts / Last touch point counts

A model of attribution that recognises the last interaction as the chief influencer and is then rewarded for doing so.

Node

A click and/or impression of a user on an affiliate site. Nodes are clustered into touch points to display a conversion path.

Public mode

An option a publisher can select to view other affiliate' site names in the conversion path. Enabling this mode will make the publisher's affiliate site name visible in touch points in other affiliate's conversion paths as well. Publishers who activated this mode can see the names of all other affiliate sites who enabled this mode in their account. Activating public mode will enable it for a minimum period of 72 hours before it can be disabled again.

Touch point

A single interaction with an Affiliate, which can consist of a user's multiple clicks and/or impressions (nodes) on an affiliate site.

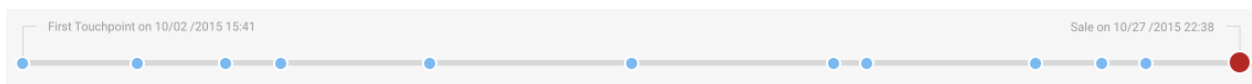
3 Conversion Paths

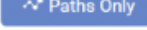
Affiliates will work with a new transaction overview since the launch of the conversion paths. The transaction overview for both leads and sales will now include a complete conversion path as well. Seeing information about the Conversion Path can be done by clicking the toggle icon (🔗) in this overview. The Conversion paths can be viewed in two ways:

3.1 Path Graph

The graph at the top of the interface shows a complete Path signified by a line, which is then segmented with touch points (●) including the initiator, assists and converter. These all lead-up to the transaction icon which is displayed at the end of the line and path.

The first touchpoint in the path always represents the initiator, the last touchpoint represents the converter and all other touchpoints represent the assists.



If you only want to see the conversion path lines in your transaction overview you can click the  button in the right corner to display all individual paths immediately.

3.2 Individual Touch Points

Clicking on a touch point (●) in the graph will open up an individual overview with five different touch points, the selected touch point will be situated in the middle. Clicking on another touch point, whether it is on the graph line or one of the already showing touch points, will then centre that specific touch point in the 5 touch points below the line.


To see all individual touch points which were involved in this particular sale, users can click the “show all touch points for this transaction” link.

As an affiliate you'll only see the affiliate site name of your own touch points in the blocks. The other site names are hidden by default and replaced by the site types of the affiliate sites generating these touchpoints. For more information on seeing the site names of these touch points see paragraph 3.3.

Affiliate site	Campaign	# TPs	Reference	Product group	Order total	Commission	Registration date	Action
✓	Sunweb Zomer	2	link-replacer	Algemeen	-	€30.00	29/09/2015 19:38:29	
✓	WTC.nl - World Tick...	1	link-replacer	Vliegtickets	€1,092.86	€25.00	28/09/2015 22:05:25	
✓	Sunweb Zomer	1	link-replacer	Algemeen	-	€30.00	28/09/2015 10:33:41	
✓	Privejet.nl	10	link-replacer	Algemeen	€1,092.00	€32.76	28/09/2015 10:21:19	

[Show all touch points for this transaction](#)

3.3 Conversion Path in a list view

By using the list view () icon on the right under "action" you are able to see the complete path in a list view. This overview will show you the individual touchpoints, but will also give more detailed information on the specific touchpoint like the click origin.

3.4 Seeing other's touch points

By default, TradeTracker shows only the site type names of other publishers involved in the conversion paths. However, it is possible to see more information on the publishers involved in the path by sharing this information yourself as well.

By switching the setting "Public Mode" to yes you will be able to see the affiliate site names in the paths for all publishers which have set this switch to yes as well. Ergo, if you are willing to share your names in the paths, you can see the names of other publishers as well. Please note that this switch can be deactivated again from 72 hours after activating public mode, meaning other publishers in "public mode" are able to see your name with the touch points in the paths they are commissionable for.

Public mode: ?

 No

NB: Please note that other publishers will never be able to see your complete data or earnings! Other publishers can only see the paths for which they are granted a commission. E.g. for last click counts models they can only see the paths in which they had the last click and see the touchpoints of that conversion path.

4 Practical use to optimise your promotions

Who are your competitors?

The conversion paths will give you great insights in showing who you are competing with? By monitoring either the site type or site names of publishers being involved in the path it will tell you who your competitors are. By checking your competing publishers' websites, social channels, emails and other online (and possible offline) presence you can optimise your promotions. Are advertisers rewarding on a last click model? Make sure you are sending your visitors further down the decision making process.

Seeing yourself at multiple places in the path?

Are you noticing that you are in initiating, assisting and conversion roles with the paths in your account? That means you play a good role in the earlier stages of the decision making role as well. By being in an initiating role or an assisting role you might be important for advertisers from a branding or traffic perspective. An option might be discussing a possible CPM commission with these advertisers to enhance the branding effect of your (banner) promotions.