TradeTracker.com®
performance marketing

Implementing Tracking & Conversion

Contents

1 Tracking implementation introduction

Implementing our click registration and conversion tracking should take about 30 minutes up to 2 hours in general situations, although it can be done in 15 minutes in case you are already familiar with setting it up using a preconfigured implementation method and no unexpected surprises. In more complex setups with more stakeholders or when encountering other problems it can however take longer.

In order to be able to implement our tracking system a folder in the root of the server must be created. A redirect file must be uploaded via FTP. The redirect file is supplied by us (an index file). The second part is to add our conversion registration script to the site. Depending on the web shop/site solution that is used this can be done from the administration interface or by means of editing the site's source code. To complete these steps you may need back-end (FTP) access to the web server.

If you do not have FTP access already, you should contact your hosting provider to obtain this information. If access is not possible for example in you are using a SAAS solution (Software As A Service), your TradeTracker account manager is able to inform you about other options available to set up our tracking.

2 The TradeTracker campaign- and product group ID's

The campaign ID you received as part of the introduction mail is the unique identifier for your campaign. The campaign ID is part of the promotional material links that affiliates will use to promote the campaign. This allows us to make the affiliate to merchant connection and identify the campaign within our system.

You have also received a TradeTracker product group ID. In most situations having one TradeTracker product group is sufficient. The only valid reason to use multiple TradeTracker product group ID's is when two or more groups of products with a large difference in profit margin are offered. So large that it is a risk to use one general commission model. For this purpose only we would advise the usage of additional product group ID's.

There is no general multiple product group implementation solution. Using multiple product groups requires additional programming in order to identify each product's group within a single order and then assign the correct TradeTracker product group ID to it accordingly. In order to achieve this it is necessary to specifically map internal product properties that identify the product's group to the corresponding TradeTracker product ID's. Assigning the correct ID to a product can be based on product category name for example. Resulting in the following principle:

if product x is in category A use product group ID 1 else if product x is in category B use product group ID 2

Creating a product group switch is always a custom solution. It is up to you to decide whether or not is it's worth the effort and if it is essential for the success of your campaign. Unless you are confident enough to create a successful product group switch on the checkout success page and if the campaign really requires a solution like this, we would advise to use just one product group. Using one product group is a more transparent solution towards affiliates and easier to communicate.

The product group ID is not a description of the product or a category description, which is often assumed.
If you want to add this type of information to the conversion registration, use the *descrMerchant* parameter in the conversion script. On the last page of this document a table of available conversion registration options is added.

Because of the dynamic nature of web-development and technological progress no codes or code examples are added to this document. The actual codes and examples can be found on:
https://sc.tradetracker.net/implementation/overview?f[id]=1

When using the link above you will go to the TradeTracker implementation portal with codes and implementation information. At the end of this URL are the parameters: *&cid=CAMPAIGN_ID&pid=PRODUCT_ID*

It is possible to add the campaign ID and product ID to the link:

https://sc.tradetracker.net/implementation/overview?f%5Blimit%5D=25&f%5Btarget%5D=merchant&f%5Bname%5D=General&f%5Bversion%5D=All&f%5BversionInfo%5D=Redirect&cid=1234&pid=4321 *(this adds the ids to the codes on the portal)*

On the portal filters can be used to select the web shop system version of the shop. The Version info selection is a short description of the implementation method created for the selected shop.

3 What does a basic tracking scenario look like?

- As an advertiser you will provide promotional materials like banners, text links, HTML advertorials (and more) that can be added to your account;
- Affiliates are able to register for the campaign and after you have accepted the affiliate, they can use the available promotional materials provided to place on their website;
- After a visitor of the affiliate website clicks on the promotional material, the visitor is redirected to your site and a click is registered within our system;
- When that visitor makes a purchase on your site (within a predefined amount of time), basic transaction information is registered in our system to match the resulting conversion to the originating click;
- Based on that match the conversion is attributed to the affiliate that delivered the visitor to your site.

This is a basic tracking scenario that gives a general idea of how our tracking system works. In order to achieve this our tracking codes must be implemented. There are much more tracking and conversion options available than the basic scenario described above. In case your campaign requires a specific solution or requires some different approach, your TradeTracker account manager is able to inform and advice about other tracking scenarios.

4 Setting up the redirect

The first thing that needs to be done in order to get the campaign up and running is to get the click registration mechanism to work. In order to achieve this, a folder on the server must be created (via FTP) to add our special redirect (index) file.

Download the available redirect index files here. Extract the zip-file to the computer and select the correct redirect file(s) to use. The available languages offered are:

ASP (.**asp**) | Coldfusion (.**cfm**) | CSHARP (.**aspx**) | JSP (.**jsp**) | PERL (.**pl**) | PHP (.**php**) | Python (.**py**) | Visual Basic (.**aspx**).

The index file to use depends on the type of server and the programming language that is supported by the server. Note that when using the ASP example code, there are two files to place within the redirect folder.
On this page you can learn more about setting up the redirect.

Add your domain name to the redirect file

To make sure our tracking is working as intended, the domain of your website (without *www.*) must be set at the top of the redirect file, e.g.: *domainName = "yourwebsite.com";*

The files we provide will work in most situations. They are created, tested and verified to work for the majority of our clients. Besides adding you domain, we do not encourage modification of the provided files, unless there is a very good reason to do so and you know exactly what you are doing.

5 Create the redirect folder and upload the index redirect file

Within the introduction e-mail a suggestion is made for the location of the redirect folder. The redirect folder's name should be a phrase that best represents the shop or topic of your site.

If your website offers fashion items or clothing, the name of the redirect folder should represent this.

For instance in this case it might be: *www.yourwebsite.com/fashion/* or *www.yourwebsite.com/clothing/*

It should at least be something that clearly represents the content of the website.

Note: Do not use a name that resembles any connection or relation to TradeTracker, e.g.:

Incorrect: www.yourwebsite.com/tt/
Incorrect: www.yourwebsite.com/tracking/
Incorrect: www.yourwebsite.com/tradetracker/
Incorrect: www.yourwebsite.com/redirect/

Verify that the suggested folder is not already part of the website's link structure. This can be the case if URL rewriting is used for the suggested folder and if content is already attached to the suggested location. When this occurs, please think of an alternative name for the folder to use.

If a suitable, unused location is found and it is different from the one suggested by TradeTracker, please communicate this location to the account manager. We need to set this location in our system to get the campaign to work.

6 URL Rewriting must be turned off for the redirect folder

In case the site is using URL rewriting to create pretty urls on your website, URL rewriting must be turned off for the specific redirect folder for it to work correctly. Depending on server environment this must be done in different ways. On an Apache web server, the URL rewrite engine can be turned off for a specific folder by placing an ".htaccess" file within the redirect folder containing the line: `RewriteEngine Off`

For more information about URL rewriting and links to different server settings we refer to the URL Rewrite Engine article on Wikipedia. In case the server supports .htaccess files, you can download a zipped .htaccess file to use here.

7 Summary to set up the redirect folder and file

1. Determine the server environment and choose the corresponding example redirect file(s);
2. Create the redirect folder;
3. Set the domainName variable with the site domain (*without www.*) in the index file;
4. Upload the index file to the folder, turn off the URL rewrite engine according to the server configuration options (if applicable);
5. Use the tracking test URL that corresponds to the redirect location to test the redirect.

Contact your account manager to verify the redirect implementation or check if the test click that is done by using the tracking test url appears within your TradeTracker account.

8 Setting up conversion registration for all paths and payment methods

In order to register all relevant conversions correctly the script we provide must be placed at the end of all possible payment processes and site instances that make up your site's structure, visitor and conversion paths.

A clear example of this is when the site uses a separate mobile instance, version or mobile theme with a separate checkout process and order confirmation page to handle orders. In this situation the TradeTracker conversion script must be added to the order confirmation pages of both the individual payment paths.

The same thing applies to the usage of multiple (often optional) payment plugins or modules within an existing web shop system. A situation that frequently occurs is that after following our implementation instructions created based on default system installations, conversions are not registered within our system. In most cases this is caused by the usage of one or more additional payment plugins that are handling different payment options and often have custom order confirmation pages with plugin specific variables in order to display the order confirmation message.

When we provide a solution we always try to make the solution to work as independently as possible to avoid these types of issues. However, on a programming level, not all shopping systems allow for this. The pre-configured conversion registration solutions we provide are based on default system configurations and do not take system configuration settings, customisations and usage of external - possibly conflicting - plug-ins into account.

There are a lot of other external factors that can have impact on the correct workings of our tracking and conversion registration system. You will have to identify for your situation if your site is using these types of plugins, such as payment or non-default shopping cart plugins for example.

The best way to go is to follow the implementation instructions we provide for your situation and test all possible visitor payment paths in order to verify the conversion registration works for all payment process paths. In case not all paths work for you it will be up to your judgement to decide on how to proceed.

9 General conversion scripts for universal usage

Our general and universal conversion scripts can be used independent of the technical environment and must be placed on the order confirmation page of the site (at the end of the order process).

The scripts contain placeholders to add the order information variable values. These variables are available within the code on the actual order confirmation page that is used. The variables to add to the script and how to add them depends on the technical environment and the programming language that is used.

On the general conversion script page that we are referring to in this paragraph you will find an overview of the available variables in our conversion script the syntax to use them (at the bottom of the page).

Lead and sales conversions are registered separately within our system. We have a separate script available for both leads and sales. Use the one that fits the purpose of the campaign.

10 Pre-configured web shop specific implementation instructions

We have created dedicated pages for the specific web shop implementation solutions available. At the bottom of the page about setting up the conversion and general set-up considerations or by navigating through the implementation system when using the "Visit the TradeTracker implementation portal" link, you are able to select the web shop system that is used and follow the instructions accordingly.

When encountering issues implementing our tracking or in using the implementation instructions on the portal, please report this to your account manager and describe (in detail) the steps you took and (if possible) provide the codes and/or files used for the implementation to your account manager. Please keep in mind that although we do our very best to cover a wide variety of different implementations and web shop systems, programming languages and conversion registration methods for different situations, we want to state that they are all merely examples and are not guaranteed to work for your specific situation or specific conversion or tracking needs.

11 Sales or lead conversions?

The sales conversion script is intended for registering actual sales transactions. In order to do this, the script needs to contain more information about the transaction in comparison to the information that is needed to register a lead. A sales conversion event contains actual order value information and a connection to your administration such as an internal order identifier (order number).

In case of a lead conversion (an information request or brochure download for example) no order and order value specific information is needed. A lead conversion will have a predefined commission within our system. The unique lead identifier can for example be the email address of the prospect. Sales and leads are registered separately within our system for easy analysis.

12 Do you use a Payment Service Provider?

Using a Payment Service Provider (PSP) can be a convenient option to handle site transactions. Please be aware that using a PSP requires additional work to set up the conversion registration mechanism correctly.

A problem that often occurs is that the implementation instructions are executed correctly, but during testing the transaction information is not passed back to the order confirmation page on your website (where our conversion script is generally located). This results in the an unsuccessful test because the information that needs to be passed back to the TradeTracker registration system is not available to populate the script that is placed on the order confirmation page in this situation

The general solution to this is to configure the PSP process in such a way that the PSP passes back the transaction information to the order success page on your website. Generally this should be able to be configured from within the PSP administrative interface.

When encountering issues during the implementation of our conversion script when using a PSP, we would advise you to first contact the PSP and provide this document to them. Ask them about how it is possible to get our conversion registration script to work with their system. They should be able to provide you with a solution for this situation.

If it is not possible to find a solid solution a workaround is to add the conversion registration script one step before the visitor is redirected to actual PSP payment environment. All orders that are registered in our system will have to be assessed either way, so it might be an option to use this solution. This would save valuable time in setting up the campaign, but would result in a slightly higher conversion rejection rate for the affiliates because transactions will be registered before the actual payment takes places.

13 Will the campaign run in one or multiple TradeTracker countries?

When the campaign will launch in multiple TradeTracker countries, it's important to inform your account manager about this. Starting a campaign in multiple territories will partly determine the implementation strategy to follow. If the campaign will go live in multiple countries it is important to know how the checkout process on the site is configured exactly. TradeTracker campaigns are registered on country level by default and every campaign will have an individual campaign and product ID per country. The correct ID must be used for every transaction. In order to set up multiple country campaigns correctly there are two situations that can apply.

Example situation 1
You have separate website instances for every country or one general website with separate checkout processes where it is possible to place a conversion script per process/country containing the correct ID's (preferred solution).

If your site uses multiple instances (or checkout pages) that are corresponding to the countries in which the campaign will run, it is possible to add the corresponding scripts (with the correct campaign ID per country) to each separate instance of the order confirmation page.

Example situation 2
You have one general website for all different countries and you use one general checkout process.
If you are unable to differentiate between countries on your website, it is possible to use a multi-country script solution. The way that this works is that a tracking group is created to combine the campaign ID's of the country specific campaigns. Our system will perform a background system check between all campaigns and identifies the originating click within the our system in order to match the conversion to the correct campaign.

In case we are unable to make a correct match, a fall-back method is used to account the conversion to all country campaigns for which a click is found. In order to account the conversion to the correct campaign manual intervention is needed. General practice is to account the sale to the last originating click. Using a tracking group ID might cause some extra overhead in assessing conversions making this the lesser preferred way to go. The tracking group solution should only be used in case it is not possible to use a variable campaign ID within our conversion script based on the visitor's country or site entry point.

14 Server to server tracking (S2S)

Server to server tracking is used in situations where regular conversion registration is not possible by placing our tracking code within the publicly available pages on your website (known as "client-side tracking"). This method relies on a unique click identifier to be stored on your server and passed back to us at the time of the conversion.

On the implementation portal you can read more about setting up server to server tracking.

15 My shop system is not listed on the portal, what to do?

In case your specific shop is not listed in the examples, you may provide this document to the supplier of the web shop system or your webmaster and ask about the possibilities to implement our tracking within the system you are using. If they provide a solution or implementation instructions to implement our tracking according to our specifications, it would be highly appreciated if the information about your shop, the version you are using and the actual solution or implementation instructions received would be shared with your account manager.

This information would then be assessed carefully in order to determine whether it can be shared on the portal for others to use.

In case you do encounter difficulties in implementing our tracking, please contact your account manager and provide detailed information about the problem in order for it to be resolved as quickly as possible.

16 TradeTracker variables descriptions

Within the TradeTracker conversion scripts you are may use the following variable and values.

Available variables	Possible value(s)	Example	Required	Description
type	"sales" or "lead"	'sales'	Yes	Define if the conversion is a sale or a lead.
campaignID	Numeric string	'1234'	Yes	Your campaign ID. *The campaign ID as provided by TradeTracker.*
productID	Numeric string	'4321'	Yes	Your product ID. *The product ID as provided by TradeTracker.*
transactionID	Textual string	'ABC-12345'	Yes	Your shop's internal and unique order identifier. *The transaction identifier (e.g. orderID) is a variable value that is available on the order confirmation page of the web shop. The variable used is different for each shop or custom solution.*
transactionAmount	Numeric string	'123.45'	Yes, if *type* is 'sales'.	Transaction amount variable. *The transaction amount is a variable value that is available on the order confirmation page of the web shop. The variable used is different for each shop or custom solution. In case of a lead campaign this can be left blank or set to '0'.*
quantity	Numeric string	'1'	No	Intended for statistical analysis in future software releases. *You are able to specify the quantity of the order here. Currently this does not affect the registration of the order, in the future this will be used to be able to calculate the order amount for example (if this has added value for you) and it will be used for statistical information.*
email	Textual string	'john@acme.com'	No	Customer email address variable. *Mostly used as unique lead identifier when registering leads, but it can be used for sales transactions if needed as well. Visible to the merchant only.*
descrMerchant	Textual string	'Samsung UE55HU7500'	Yes	Detailed description of the order. *Used for statistical purposes. Visible for the merchant only. You can add variable values here and/or other order information you might want to see in your TradeTracker account. Use this to add product information or order information.*
descrAffiliate	Textual string	'Samsung Ultra HD TV'	Yes	Description of the order. *Visible for affiliates only. Used by affiliates for campaign optimisation.*
currency	Textual string	'USD'	No	Currency of the transaction. *ISO 4217 standard, e.g. EUR, USD, GBP, PLN etc. Defaults to company currency if left empty. Also used in combination with our automatic currency conversion option This option is turned off by default. Ask your account manager if you need this option to be activated.*