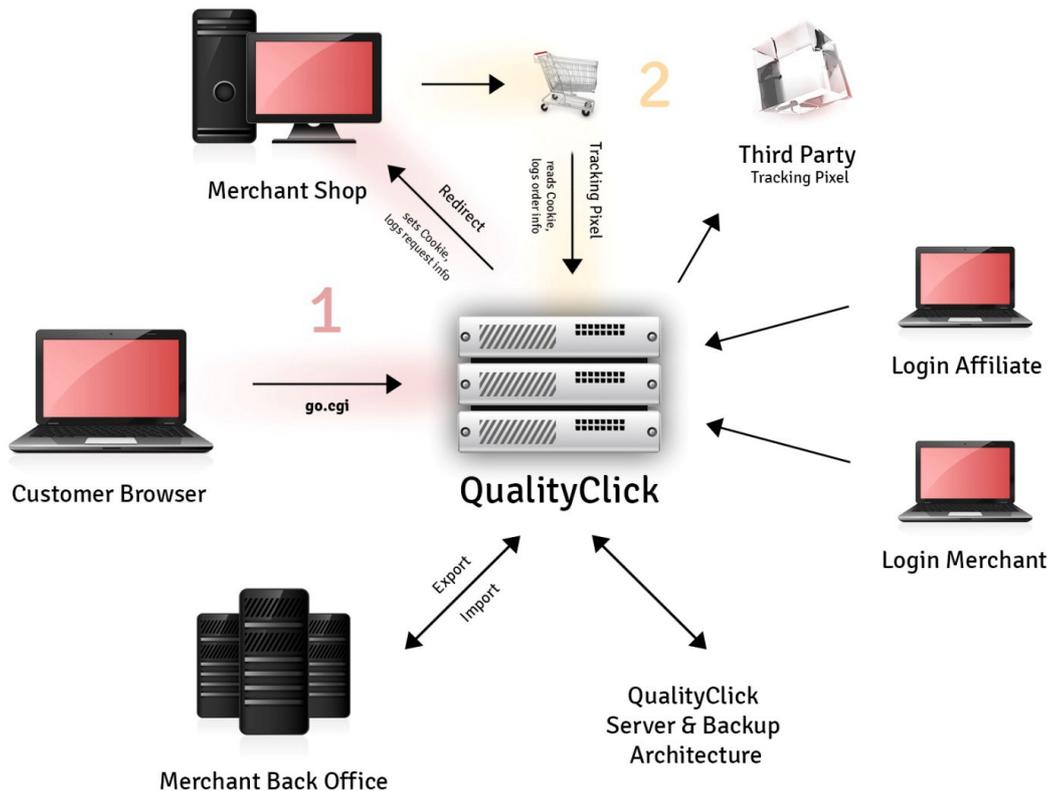


Documentation of QualityClick Tracking - Data Flow-Chart

(QualityClick Version 5)

Data Flow-Chart



QualityClick has two main data and tracking points, where information and cookies are generated, joined together with the order information and will be saved in logfiles.

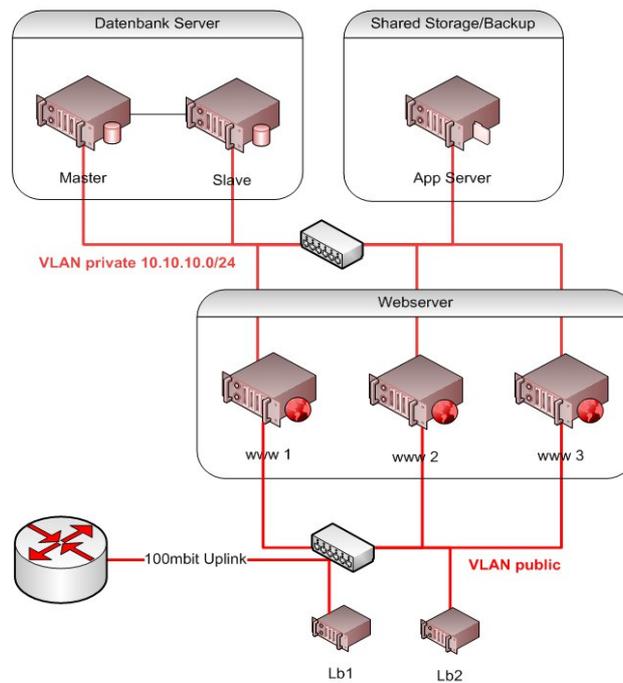
These logfiles are regularly be processed by our App Server and sent to the database servers for long-time storage. Click- and Transaction logfiles are generally deleted after 3 months.

According to a signed ADV contract (Auftragsdatenverarbeitung / order data processing) QualityClick replaces the last octal block of customers IP addresses with "xxx", e.g.: 123.456.789.xxx)

Data Point 1: go.cgi Click-, View- and Referer-Tracking (variant script names: ref2pid.cgi, getpid.js)
Takes the click or view, sets cookies to a visitor/user, saves tracking information to logfiles/database and redirects the user to the merchants shop system.

Data Point 2: get_trans.cgi, get_conv.cgi (Tracking-pixel)
Is triggered from customer browser in shop's basket order confirmation page or the backoffice system (SOAP), transfers order-id and basket amount to QualityClick where the information is combined with the information read from the cookie set at Point 1. (Affiliate-ID, Referer, Affiliate Sub-ID, Creative-ID)

Server & Backup Architecture



We have a rack in Levels 3s DataCenter in Berlin which houses our servercluster consisting of 2 loadbalancers, 3 Webservers, 2 Database Servers and 1 Backup/Storage Server. Additional we do a (encrypted) daily backup to another data-center in Germany.

Data Point 1

QualityClick5 - Click/View-Tracking URL parameter-documentation

partner.qualityclick.com replaced by installation domain of Qualityclick 5 (customer domain)

Standard Tracking Example-URL

http://partner.qualityclick.com/go.cgi?pid=1&cpid=2&wmid=3&prid=4&target=TestLinkName

Deeplink Example-URL

http://partner.qualityclick.com/go.cgi?pid=1&cpid=2&wmid=cc&prid=4&target=http://qualityclick.com/unterkategorie/produkt_x.htm

URL Parameter

Parameter Name	Description	Type	Example	Max. Length	Default value	Linktarget place holder
pid	Partner-ID (Mandatory Field)	Number	1	19 Characters	-	<% pid %>
wmid	Creative File-ID or Targettype (See description below)	Number or cc, bcc, frame	3	19 Characters	0	<% wmid %>
subid	Sub-ID from QualityClick, saved in Cookie	Freetext	price comparison	255 characters	empty	<% subid %>
cpid	campaign ID from QualityClick, saved in Cookie	number	2	19 Characters	1	<% cpid %>
prid	Product-ID from QualityClick, saved in Cookie	number	4	19 characters	0	<% prid %>
view	Post-ViewTracking-request defines if request is a View-Tracking request	Number (0/1)	1	1 Character	0	-
target	Linktarget (name or URL) mandatory field if ist no view tracking	URL or linktarget	TestLinkName	255+ Characters	empty	-
uid	Unique ID 16 Characters long random number, read from Cookie or generated new and is written into field customer if field is empty	Number	1,88858E+15	16 Characters	New ID	<% uid %>
ref	Referer if empty carried over from http referrer	URL	http://example.com/	255 characters	empty	-
var[1-3]	additional freetext parameter replaced in Target-URL , not saved	freetext	additionalparameter1	255 Characters	empty	<% var[1-3] %>
mc	Merchant-Code	freetext	Test1234	99	empty	<% mc %>

	only for replacement in target url, setup in affiliate details page of QualityClick			characters		
subid_[0-999]	additional Sub-IDs saved as qcs Cookie , not saved in logfiles; can be used as placeholder in conversion tracking * = only conv. Tracking	freetext	Test5678	255+ characters	empty	<% subid_[0-999] %>*

Cookies

Name	Description
qc	read only ,no cookie set
qc_[cpid]	click-Cookie contains: uid, pid, wmid, prid, start, valid, subid, ref
qcv_[cpid]	(Post)View-Cookie contains: uid, pid, wmid, prid, start, valid, subid, ref
pid	Partner-ID
subid	Sub-ID
MC	Merchant-Code (if available)
qcs_[cpid]_[pid]_subid_[0-999]	additional Sub-IDs (if available)

Cookie parameter

Name	Description
uid	Unique ID (16 characters long random number)
start	click or Viewtime (Unix Timestamp)
valid	cookie expiry-date
pid, wmid, prid, subid, ref	(See above URL parameter description)

Creative files I-ID typs

Name	Beschreibung
cc	Deeplink
bcc	Ref-Tracking
frame	output of URL as frame (HTML)

Data Point 2

Order Tracking-pixel

[Look up the trackingcode in your installation of QualityClick.]
[Select your campaign, look up in Tab "Tracking Codes"]

Standard Tracking: Link up of online Shop Order Confirmation Page:

Customers who came via an Affiliate-Page and clicked your ad will get a QualityClick-tracking cookie and will be forwarded to your webshop. After your Customer has done the order your Order Confirmation Page will be displayed. To Implement QualityClick to your shop the order-confirmation-page has to be added with our (invisible) trackingpixel-Call which allows our servers to read the customers click cookie and create a transaction in qualityclick combining the informations of the cookie (PartnerID, AD-ID etc.) and die information of your Webshop transferred via the tracking-pixel request (shopping-Cart value, transaction amount,etc.) The complexity of the tracking-pixel is depending on the kinds of products you sell and additional informations you need in your affiliate marketing platform. The most simple HTML-Code (e.g. to track Leads with fixed commission, therefore no shopping cart value necessary) looks like this.:

Standard Tracking

```

```

The domain 'partner.qualityclick.com' has to be replaced by your Domain.. The field „BESTELLNR“ (= Order-ID) has to be unique for all kinds of transactions (lead,sale) .That helps you to combine the order-IDs of your webshop and your affiliate program to get transparency about your customers/sales and the commissions of your affiliates.

StandardTracking: Mandatory/Optional Parameters

The HTML-Code of the Tracking pixel has to/can be extended by additional informations. If you offer the affiliates a certain percentage of the shopping cart value as **sales- commission**, at least this shopping cart value has to be transmitted with the trackingpixel.

The following code uses the maximum of possible additional informations:

```

```

Try to transmit as little parameters and changes as necessary. Leave out all parameters which can not be filled with values.

For the case that you transmit parameters „pid“, „subid“ oder „wmid“ in the tracking-pixel (Data initially came from the cookie) the values will be overwritten. Leave out all parameters which can not be filled with values.

Sales-Tracking

Shopping-Cart-Values have to be transmitted as a net-value without tax and shipping costs.

The parameter "product" should be filled with the same name of the commission-level as created under "commission and ads" inside the QualityClick Admin-Section. Otherwise the field should be left empty.

Instead of using the pixel-interface triggered by your customers browser you can alternatively use the "get_trans.cgi" triggered by your webserver. For using "get_trans.cgi" Transaction ID (TID) and Partner-ID (PID) are mandatory fields.

Description of transactionpixel (get_trans.cgi) parameters

Alle Parameter sind optional.

Name	Description	Example	Min-Max Length	Default Value
tid	Transactions-ID	Test123	0-255 Char.	Current Date (YYYY-MM-DD HH:MM:SS)
cpid	Campaign ID	2	?	1
pid	Partner-ID	1	?	Account "01-own" or „canceld“
zusatzid	Additional-ID (free-text)	Extra123	0-30 Char.	-empty-
umsatz	Shopping-Cart-Value - shipping costs	95.50	?	0
provision	commission	19.85	?	0
prov	commissionfactor	50	100	Keiner
produkt	Productname (as in QC ->commission-product)	blumensale	255	Default Product
kunde	Customer (free-text)		?	-empty-
freitext	(free-text)		0-255 Char.	-empty-
subid	Sub-ID		0-255 Char.	-empty-
subid_[1-*]	Add. Sub-IDs		0-255 Char .n	
wmid	Advertising material-ID			0
start (Format: ??? → unix time?)	Clicktime			
lieferdatum	Delivery Date (Format: YYYY-MM-DD)	2010-08-10	-	
bestelldatum	Order Date (Format: YYYY-MM-DD)	2010-08-10	-	
FF_[1-*]	[1-*] free-text fields (free-text)	Test	-	Option
nocheck	Allow Cross-Selling (?)	1	0/1	
cookie	Activate Redirect-Cookie (?)			
ref	Referer ()			

Contact & Support

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