QUALITYCLICK

Tracking-Examples

Content: Standard tracking / Cookie tracking
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Tracking with product-feeds

Explanation:
affiliate.your-shop.com = your installation of QualityClick
http://www.your-shop.com/ = your webshop-domain

Standard tracking / Cookie tracking

Standard tracking

Standard tracking Link example:

```
http://affiliate.your-shop.com/go.cgi
?pid=1&cpid=2&wmid=3&prid=4&target=TestLinkName
```

The link-targets (e.g. "TestLinkName") have to be created in your QualityClick installation first and can be changed afterwards.

Deeplink tracking

Deeplink-tracking allows your affiliates to link to the sub-pages of your shop without defining the target-URLs in your QualityClick system in advance.

```
http://affiliate.your-shop.com/go.cgi
?pid=2&cpid=2&wmid=cc&prid=4&target=http://sample-
shop.com/subcategory/product_abc.html
```

You can find a description of available URL-parameters within the click-and-view-tracking-url-parameter-documentation.

Anchor-tracking

#AnchorLink

With Anchor tracking you couple SEO-relevant links with first-party cookies. Anchor tracking links are classified as direct links by search engines. They point directly from the affiliate website to your shop domain. A local javascript sets clickid cookies on your domain and reads them at the sale. There is no more need for 3rd- party cookies.

Sample link:

```
http://www.your-shop.com/category/product_x.html#Q45CmqP.X
```

Affiliates can link to any known url at your shop by using their individual anchors.

Requirement for anchor-tracking:
Shop domain and domain of the order page must be the same.

Direct tracking

Direct-Tracking uses the same tracking-scripts like referrer-tracking but the affiliate-id is added to the URL instead of assigned by script identifying the browsers referrer.

Example Link:

```
http://www.your-shop.com/subcategory/product_abc.html
?pid=123&subid=TrafficSource1
```

In order to use direct-tracking the tracking script (getpid.js) has to be implemented in all landingpages. To accelerate loading-speed of your shop-page please copy the script to your shop-server. The getpid.js script allows you to rename the names of parameters (pid & subid) or request additional parameters and hand them over to QualityClick.

Referer tracking

With using referrer-tracking, the referrer of a click which is sent by the browser to the link-target-server is analyzed and assigned to the affiliate-id. Therefore it is not necessary to add URL-parameters to the link or route the requests through QualityClicks go.cgi.

```
http://www.your-shop.com/subcategory/product_abc.html
```

In order to use the referrer-tracking a script has to be implemented on the target-page which analyses the browser-referer and writes the corresponding affiliate-ID to the cookie. The script should be copied to the shop-server in order to improve pageloading-speed of shop pages.

Typically referer-tracking is used with no additional parameters. Nevertheless it is possible to attach additional parameters to the target-url in order to process them by QualityClick. e.g.

```
http://www.your-shop.com/subcategory/product_abc.html
?subid=TrafficSource1
```

Remark: If the affiliate-ID is added to the link with the pid URL parameter direct-tracking will be activated and the corresponding Partner-ID to the browsers-referer will be overwritten by the url-parameter.

Tracking with product-feeds

automatic
replacement
of tracking
links

Product-feeds will be downloaded in predefined intervals from your shop-system and saved on the QualityClick servers. The feeds will be processed for your affiliates in the way that the product-urls will be replaced by the corresponding QualityClick tracking URLs. Therefore your affiliate is able to integrate the feeds directly into his own systems.

Additional parameters can be defined within the source feeds as well as processed by QualityClick while delivering the feeds to your partners.

Example-structure of a CSV-Feeds:

```
id;title;description;category;price;currency;url;photo
1;Produkt A;Produktinfo;Test;100.00;EUR;http://www.your -
shop.com/product-xyz-1.html;http://www.your-shop.com/1.jpg
2;Produkt B;Produktinfo;Test;200.00;EUR;http://www.your -
shop.com/product-xyz-2.html; http://www. your -shop.com/1.jpg
[...]
```

Example feed after processing and delivery to your partner through QualityClick:

```
id;title;description;category;price;currency;url;photo
1;Produkt A;Produktinfo;Test;100.00;EUR;
http://affiliate.your-shop.com/go.cgi?
pid=1&cpid=2&wmid=cc&prid=4&target=http://www.your-shop.com/product-
xyz-1.html;http://www.sample-shop.com/1.jpg
2;Produkt B;Produktinfo;Test;200.00;EUR;
http://affiliate.your-shop.com/go.cgi?
pid=1&cpid=2&wmid=cc&prid=4&target=http://www.your-shop.com/product-
xyz-2.html; http://www.your-shop.com/1.jpg
[...]
```

NET slave

Example-structure of a XML Feed:

```xml
<?xml version="1.0" encoding="utf-8"?>
<products>
    <product>
        <id>1</id>
        <title>Produkt A</title>
        <description>Produktinfo</description>
        <category>Test</category>
        <price>100.00</price>
        <currency>EUR</currency>
        <url>http://www.your-shop.com/product-xyz-1.html</url>
        <photo>http://www.your-shop.com/1.jpg</photo>
    </product>
    <product>
        <id>2</id>
        <title>Produkt B</title>
        <description>Produktinfo</description>
        <category>Test</category>
        <price>200.00</price>
        <currency>EUR</currency>
        <url>http://www.your-shop.com/product-xyz-2.html</url>
        <photo>http://www.your-shop.com/2.jpg</photo>
    </product>
    [...]
</products>
```

Other feed-formats like RSS or ATOM are also supported by QualityClick