

QUALITYCLICK

Trackingpixel

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Link up of your online shop

Standard tracking: Link up of online shop

Customers who clicked your ad on an affiliate page will get a QualityClick tracking cookie and will be forwarded to your web shop. After your customer has done the order your confirmation page will be displayed. To implement QualityClick to your shop the order confirmation page has to be added with our tracking pixel call (invisible graphic) which allows our servers to read the customers click cookie and create an open transaction in QualityClick combining the information of the cookie (affiliateID, adID etc) and the information of your web shop transferred with the tracking pixel (shopping cart value, transaction amount, etc.)

The complexity of the tracking pixel is depending on the kind of products you sell and additional information 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:

```

```

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

Standard Tracking: Optional Parameters

The HTML-Code of the tracking pixel has to/can be extended by additional information. If you offer your affiliates a certain percentage of the shopping cart value as sales commission, at least this shopping cart value has to be transmitted with the tracking pixel. The following code uses the maximum of possible additional information:

```

```

Try to transmit as little parameters and changes as necessary. Leave out all parameters that can't 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 that can't be filled with values.

Sales tracking

Shopping-Cart-Values have to be transmitted as a net-value without tax and shipping costs. The parameter "produkt" should be filled with the same name of the commission-product 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 customer's browser you can alternatively use the "get_trans.cgi" triggered by your web server. For using "get_trans.cgi" Transaction ID (TID) and Partner-ID (PID) are mandatory fields.

Trackingpixel parameters

Description of tracking pixel (get_trans.cgi) parameters

All parameters are optional.

Name	Description	Example	Min-Max	Default Value
tid	transaction-ID	Test123	0-255	Current date (YYYY-MM-DD HH:MM:SS)
cpid	campaign ID	2		1
pid	affiliate-ID	1		1 [1]
zusatzid	additional-ID (free-text)	extra123	0-30 signs	empty
umsatz	shopping-Cart-Value - shipping	95.50		0
provision	commission	19.85		0
prov	commissionfactor in %	50	100	100
produkt	product name (as in QC -	shoesale	255	default product
customer	customer (free-text)		?	empty
freetext	free text		0-255	empty
subid	sub-ID		0-255	empty
subid_[1-*]	additional sub-IDs		0-255	
wmid	ad-ID			0
start (Format: ??? → unix	clicktime			
lieferdatum	delivery date (Format: YYYY-MM-	2010-08-10	-	
bestelldatum	drder date (Format: YYYY-MM-DD)	2010-08-10	-	
FF_[1-*]	[1-*] free-text fields (free-text)	Test	-	
nocheck	allow cross selling (?)	1	0/1	
rcookie	activate redirect cookie (?)			
ref	referer ()			

Create new free text fields

New free text fields can be created for each campaign in the admin section of your QualityClick installation. Free text fields will be created for each campaign separately and managed under campaign > action. Use add input field if you need more. Enter the name of the field and select visibility for affiliates there.

Please note:

The number and order of free fields cannot be easily changed afterwards. So please consider carefully how you want to process free fields.

Every free field may be accessed with the given sequence: FF_1, FF_2 until FF_N. The name for every free field may be seen under campaign > actions > edit free fields.

e.g.:

```
FF_1 = IP
FF_2 = Email
FF_3 = Name
FF_4 = Misc
```

Adjust transaction pixel

As soon as you create new free fields they may be filled with data over the transaction pixel (campaign > tracking codes). Just add data with the new parameter %FF_[field-no]=

e.g.:

```
https://affiliate.your-shop.com/get_trans.cgi?...
[standard parameter]...&FF_1=[IP]&FF_2=[Email]
&FF_3=[Name]&FF_4=[Misc]
```

Testing

After you edited the calling of get_trans.cgi you should test thoroughly to make sure every data are processed as desired.

Data of freefields will displayed on the following sites:

Admin Login: Manage transactions, every row is clickable and more information appears.

Affiliate Login: Reporting > Transaction stats > open transactions

On demand we may display free fields as their own column and in CSV exports as well.

Free fields belong to a certain campaign with the associated language and may vary from campaign to campaign.

To change the name in another language you need to login with this language. Visibility for affiliates and the name of free fields may be adjusted. Created free fields cannot be deleted and order sequence may not be changed.

Conversion Tracking

External Tracking

Conversion tracking is a feedback for external tracking systems like google analytics for your affiliates.

You need to activate it in campaign settings and implement the conversion tracking code together with the normal tracking pixel.

Your affiliates may enter their own analytics conversion code and use parameters like transactionID <% TID %> , product <% PRODUKT %> , revenue <% UMSATZ %>

You may add more parameters by adding them to the conversion pixel tracking code.

When affiliates enter conversion codes you need to approve it by clicking on the activation link. The activation link will be send to the address you specified under System > Options > E-mail - affiliate data change

Now your Affiliates see their transactions in Google analytics for example.