

Voluum Tracking Manual.

**track TrafficJunky campaigns
on Voluum**



Introduction

This manual describes how to integrate **TrafficJunky** with **Voluum** so you can track the performance of your **TrafficJunky** campaigns on the **Voluum** network by walking you through the different steps to set everything up.

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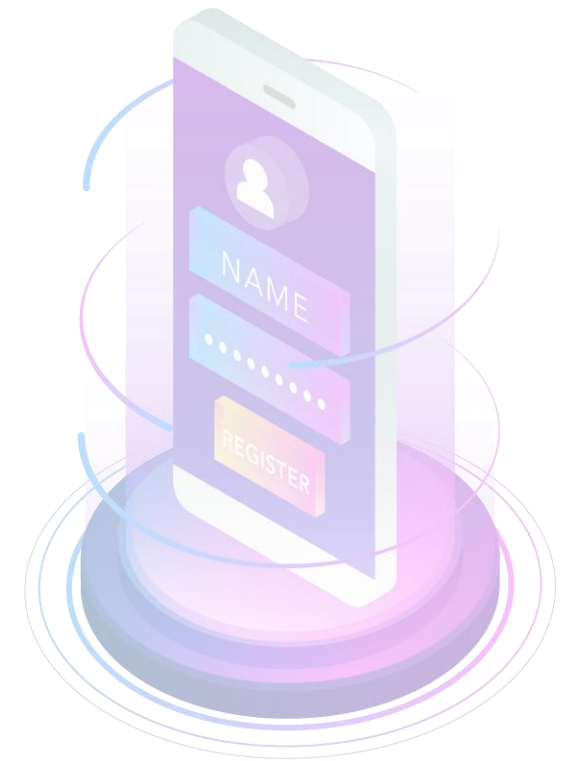
Prerequisites

In order to track your **TrafficJunky** campaigns on **Voluum**, you would need to have somethings ready.

Here is the list:

- **Voluum Account**
- **TrafficJunky Account**
- **A landing page (preferably)**

If you already have these things ready, you are set. Else, ensure that you have them prepared before continuing.



Creating a Voluum campaign

Step 1: Create an offer element

If you do not have an offer element ready, read this [guide](#) to learn how to do that on **Voluum**.

Step 2: Create a lander element (optional)

This an optional step. Follow this [guide](#) to learn how to create a lander element on **Voluum**.

Step 3: Create a Traffic Source Element

In the upcoming slides, we will walk you through the steps that will allow you to create a traffic source in **Voluum**.

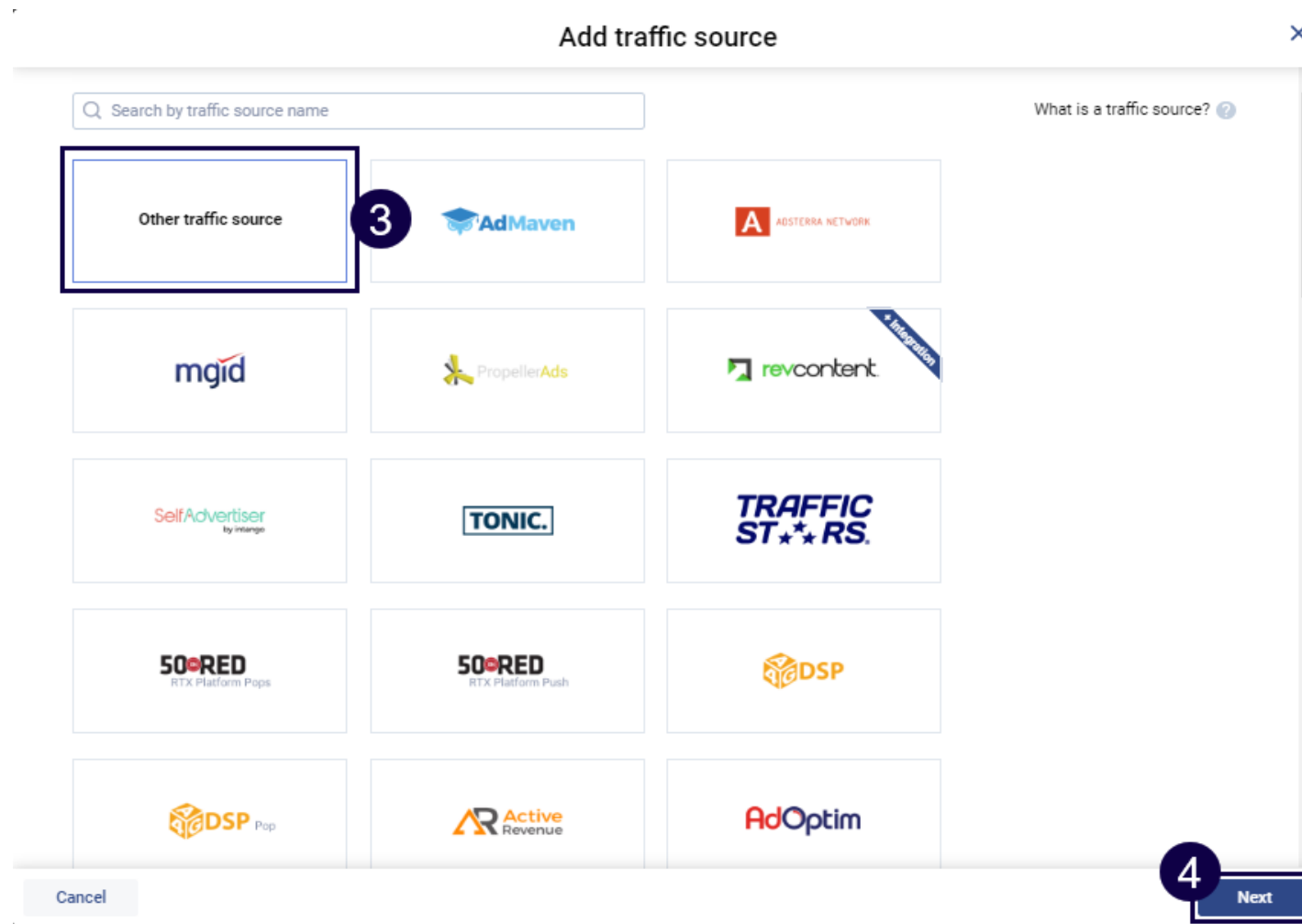
Create a Traffic Source in VOLUUM

To create a traffic source in **Voluum** click on the “**NEW TRAFFIC SOURCE**” (2) button in the Traffic sources tab (1).

The screenshot displays the Voluum dashboard interface. At the top, there are navigation tabs for TRACK, BUY TRAFFIC, and AUTOMIZER (with a 'new' badge). The right side shows the DSP BALANCE as \$0.00 and various utility icons. Below the navigation, a horizontal menu contains several options: Dashboard, Campaigns, Offers, Landers, Flows, Traffic sources (highlighted with a blue box and a circled '1'), Affiliate networks, Auto rules, Conversions, Inventory, Country, and Connection. Underneath this menu, there are filters for Devices, OS, Browsers, Date, Day parting, and Error log. The main content area features a search bar, a date selector set to 'Today', and buttons for Refresh and Chart. At the bottom, there is a pagination control showing 'Page 1 of 1' and a row of action buttons: 'New traffic source' (highlighted with a green box and a circled '2'), 'New campaign', 'Report', 'Report in new tab', 'Edit', 'Duplicate', 'Anti-fraud details', and 'Export'. The bottom right corner of the dashboard includes a menu icon, a '100' dropdown, an 'Active' dropdown, and a hamburger menu icon.

Create a Traffic Source in VOLUUM

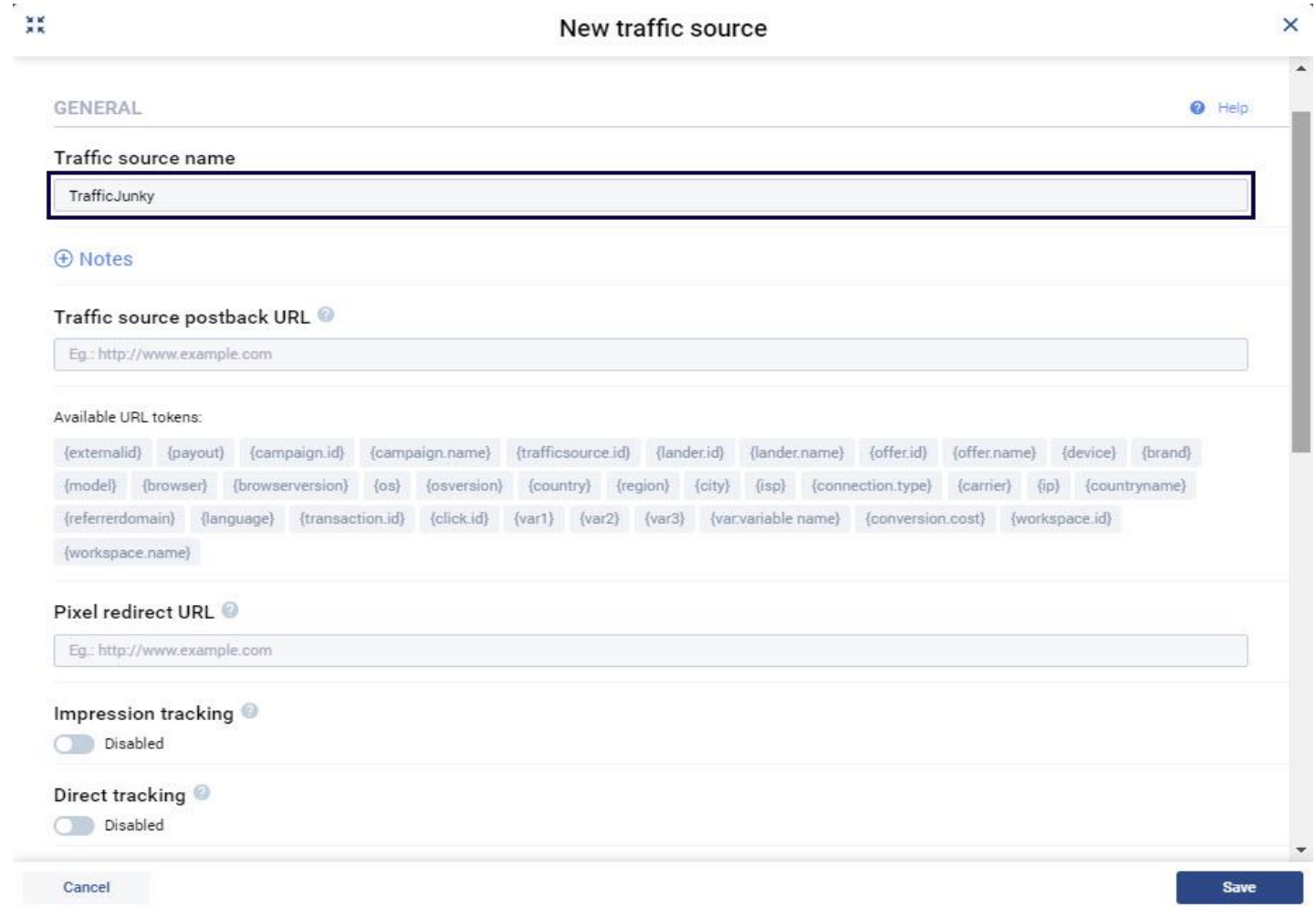
Since, you will be using **TrafficJunky** as a traffic source, click on “**CREATE CUSTOM**” (3) button and the “**New traffic source**” form will show.



Create a Traffic Source in VOLUUM

In the **Traffic source name** text field, provide a name for your campaign. In this example, we gave the traffic source **TrafficJunky** as a name.

Scroll down to the **Advanced parameters** section and provide the appropriate **TrafficJunky** tokens into the **Token** column. Tokens are used for server to server communication and will pass information about your campaigns. In **TrafficJunky** tokens are referred to as tags. When your URL(s) go live, tokens will take real values which will be recorded on **Voluum** (in this case). To properly record these tokens, you need to pass what tokens **TrafficJunky** is using.



The screenshot shows the 'New traffic source' form in Voluum. The form is titled 'New traffic source' and has a 'Help' link. The 'GENERAL' section is active. The 'Traffic source name' field is filled with 'TrafficJunky'. Below it is a '+ Notes' section. The 'Traffic source postback URL' field is filled with 'Eg.: http://www.example.com'. Below that is a list of 'Available URL tokens' including {externalid}, {payout}, {campaign.id}, {campaign.name}, {trafficsource.id}, {lander.id}, {lander.name}, {offer.id}, {offer.name}, {device}, {brand}, {model}, {browser}, {browser.version}, {os}, {os.version}, {country}, {region}, {city}, {isp}, {connection.type}, {carrier}, {ip}, {countryname}, {referrerdomain}, {language}, {transaction.id}, {click.id}, {var1}, {var2}, {var3}, {var.variable name}, {conversion.cost}, {workspace.id}, and {workspace.name}. The 'Pixel redirect URL' field is filled with 'Eg.: http://www.example.com'. Below that are two sections: 'Impression tracking' and 'Direct tracking', both with 'Disabled' toggle switches. At the bottom, there are 'Cancel' and 'Save' buttons.

Create a Traffic Source in VOLUUM

Here is a list of TJ's tags:

- {ACLID}
- {CampaignID}
- {CampaignName}
- {SiteName}
- {SpotName}
- {Location}
- {BanID}
- {BanName}
- {AdID}
- {SpotID}
- {BidValue}

The screenshot shows the 'New traffic source' form in Voluum. The form is titled 'New traffic source' and has a 'Currency' dropdown set to 'USD'. Below this is the 'ADVANCED PARAMETERS' section, which is a table with four columns: 'Name', 'Parameter', 'Token', and 'Track'. The table contains 10 rows of parameters, each with a 'Track' toggle switch. A red box highlights the table, and a red circle with the number 5 is around the table. Another red circle with the number 6 is around the 'Save' button at the bottom right of the form.

Name	Parameter	Token	Track
External ID	ACLID	{ACLID}	<input type="checkbox"/>
Cost	BidValue	{BidValue}	<input type="checkbox"/>
var1	Campaign ID	{CampaignID}	<input checked="" type="checkbox"/>
var2	Campaign Name	{CampaignName}	<input checked="" type="checkbox"/>
var3	Site Name	{SiteName}	<input checked="" type="checkbox"/>
var4	Spot Name	{SpotName}	<input checked="" type="checkbox"/>
var5	Location	{Location}	<input checked="" type="checkbox"/>
var6	Banner ID	{BanID}	<input checked="" type="checkbox"/>
var7	Banner Name	{BanName}	<input checked="" type="checkbox"/>
var8	Ad ID	{AdID}	<input checked="" type="checkbox"/>
var9	Spot ID	{SpotID}	<input checked="" type="checkbox"/>
var10	E.g. variable 10	Type token	<input checked="" type="checkbox"/>

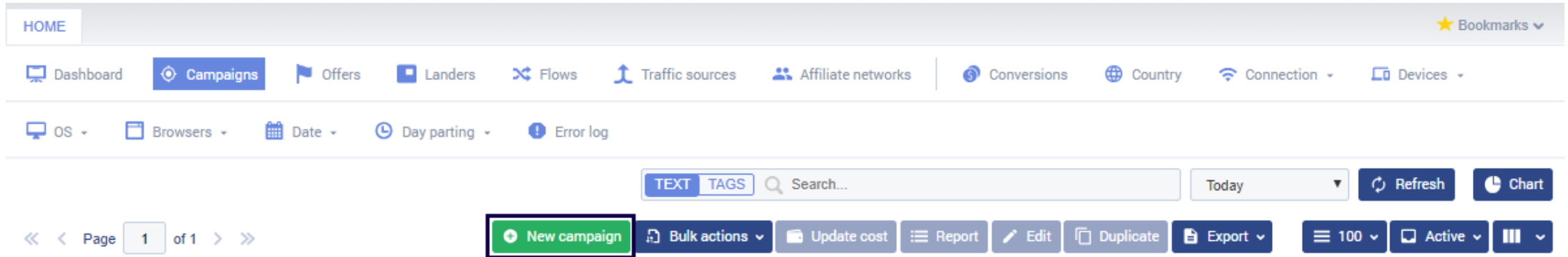
The tokens provided will be matched with {var} custom variables in **Voluum** (5). Click the **SAVE** button (6).

Provide a name for the custom variable that will be visible in **Voluum** reports in the **Name** column.

Provide your own parameter names that describe values passed in tokens in the **Parameter** column.

Create a Campaign in VOLUUM

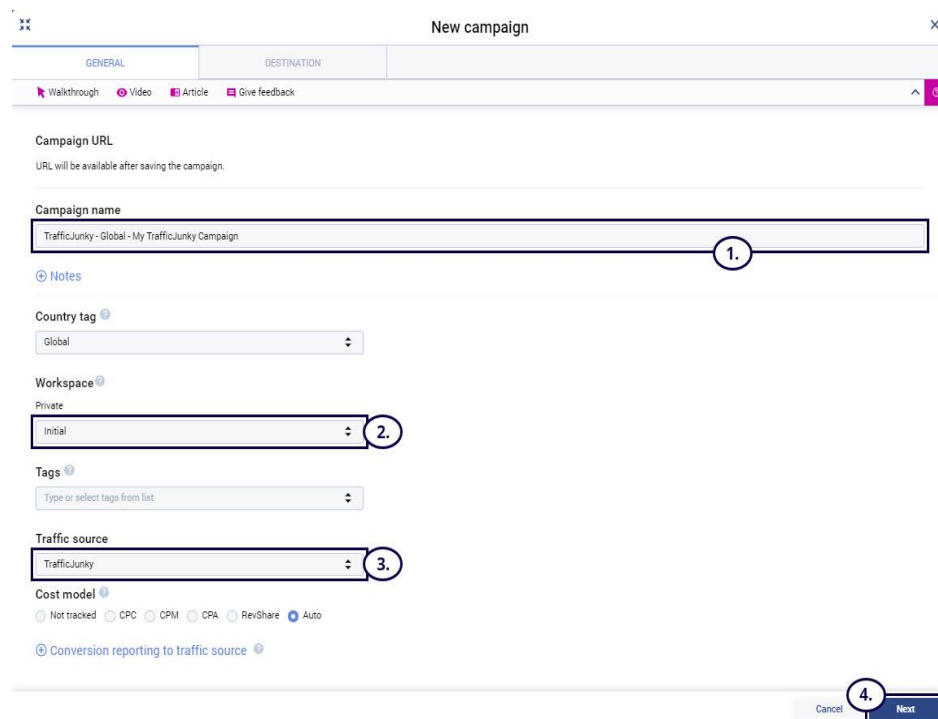
Click the “New campaign” button and the form will appear



In the **GENERAL** tab provide the name of your campaign in the **Campaign name** (1) text field.

Select the “**TrafficJunky**” (3) traffic source that you have created from the drop-down menu.

Click the **NEXT** button (4).

A screenshot of the 'New campaign' form in the VOLUUM interface. The form is titled 'New campaign' and has a 'GENERAL' tab selected. It contains several fields: 'Campaign URL' (with a note that the URL will be available after saving), 'Campaign name' (with a text input field containing 'TrafficJunky - Global - My TrafficJunky Campaign' and a red circle '1' next to it), 'Notes' (with a plus icon), 'Country tag' (with a dropdown menu set to 'Global'), 'Workspace' (with a dropdown menu set to 'Initial' and a red circle '2' next to it), 'Tags' (with a dropdown menu set to 'Type or select tags from list'), and 'Traffic source' (with a dropdown menu set to 'TrafficJunky' and a red circle '3' next to it). At the bottom, there are radio buttons for 'Cost model' (Not tracked, CPC, CPM, CPA, RevShare, Auto) and a checkbox for 'Conversion reporting to traffic source'. At the very bottom right, there are 'Cancel' and 'Next' buttons, with a red circle '4' next to the 'Next' button.

Create a Traffic Source in VOLUUM

Provide traffic destination information.

- In the **DESTINATION** tab select the campaign destination type radio button (1)
- Select offer and lander elements that you have created (2)

Click the **SAVE** button (3)

New campaign

GENERAL DESTINATION

Walkthrough Video Article Give feedback

Campaign destination

Flow Path URL **1.**

Load paths from flow template

Default redirect mode

302 Meta refresh Double meta refresh

Traffic distribution AI (paths)

Optimization disabled

Rule-based paths [+ Add rule](#)

Default paths [+ Add default path](#)

Optimization disabled

My Path 100 - + (100.00%)

Path name

My Path

Redirect mode

302 Meta refresh Double meta refresh

Direct linking

Traffic distribution AI (offers & landers)

Weights optimization disabled

Landers [+ Add lander](#)

1. Global - DemoLander	100 (100.00%)
------------------------	---------------

Offers [+ Add offer](#)

1. Global - DemoOffer	100 (100.00%)
-----------------------	---------------

2.

Save as flow **3.**

Create a Traffic Source in VOLUUM

Copy the campaign URL to the clipboard by clicking the **COPY** button. You will need this **URL** when creating your **TrafficJunky Campaign**.

New campaign

✓ Campaign created!

Campaign URL
Copy the URL and submit it to the relevant traffic source for approval.
https://voluum_dedicated_domain.com/7670a3b2-2961-415a-be8b-d2bb8256867e?CampaignID={CampaignID}&CampaignName={CampaignName}&SiteNo **Copy**

Campaign name
TrafficJunky - Global - My TrafficJunky Campaign **Copy**

All information above will be also available in the edit mode (GENERAL tab) of the campaign.

Done

Creating a TrafficJunky campaign

Start a new campaign

Hover over **New Campaign**, then select campaign type from the list:

- REGULAR
- CANNABIS
- POPUNDER

The screenshot shows the TrafficJunky dashboard for user AzizDhaouad2208. The dashboard includes a navigation sidebar with options like Dashboard, Campaigns, Finance, Tools, Blog, and Help Center. The main content area features a 4-step onboarding process: 1. Create your account (completed), 2. Create your first campaign (with a 'NEW CAMPAIGN' button), 3. Add funds (with an 'ADD FUNDS' button), and 4. See your progress. Below this, there are sections for 'TJ's RECOMMENDED SPOTS' (a table of ad spots), 'TJ's TRENDING KEYWORDS' (a word cloud), and a 'BLOG FEED & EVENTS' section with three articles.

ADVERTISER

- Dashboard
- Campaigns
- Finance
- Tools
- Blog
- Help Center

DASHBOARD

Hey AzizDhaouad2208, welcome to TrafficJunky!
You're almost there! Here's what's next:

- 1. CREATE YOUR ACCOUNT**
You've successfully created your free TJ account. Let's get started!
- 2. CREATE YOUR FIRST CAMPAIGN**
Create your first campaign in 4 easy steps. All ads must comply with our Animation and Compliance Rules.
[NEW CAMPAIGN](#)
- 3. ADD FUNDS**
Add funds to your account in order to start receiving traffic and see results!
[ADD FUNDS](#)
- 4. SEE YOUR PROGRESS**
View all your campaign details on one page and get a clear overview of your stats.

LAST UPDATED: YESTERDAY, JULY 8, 2020 23:59 EST

TJ's RECOMMENDED SPOTS

DEVICE	SPOT NAME	SIZE
1. 📱	PH RON Mobile - Header	305 x 99
2. 📱	Pornhub Mobile Network- Footer	300 x 250
3. 📱	Pornhub Mobile Network- Header	305 x 99
4. 📱	PH RON Mobile - Footer	300 x 250
5. 📱	Pornhub Mobile Network- Underplayer	305 x 99

TJ's TRENDING KEYWORDS

Word cloud containing: BLOWJOB, YOUNG, KINK, BUTT, BIG TITS, MASTURBATE, TEENAGER, TEEN, BIG BOOBS, BIG COCK.

BLOG FEED & EVENTS

- Celebrate Independence Day with TrafficJunky**
by Aziz on July 3, 2020
We are here today to help you celebrate Independence Day. This year we are going all out on...
- We Care About Your Account Security: Introducing...**
by Jamie Z on June 29, 2020
Did you know, there is a powerful way to protect your account on TrafficJunky? That's right, ...
- Retargeting Best Practices**
by Aziz on June 29, 2020
Retargeting... Arguably, one of the most

Creating a TrafficJunky campaign

Campaign Settings

After choosing your campaign type, you will be taken the **Campaign Creation** area where your campaign settings will be defined. Provide a name for your campaign in the **Campaign Name** text filed. On the left hand, the **Side Menu** now shows the progress of this campaign creation. This **Progress Menu** will indicate what you have completed for your campaign, and what is to be done next.

← ALL CAMPAIGNS

1. CREATE A CAMPAIGN

- Basic Settings
- Schedule
- Audience
- Placement

2. CREATE AD(S)

3. SELECT SPOT(S)

4. SET A BUDGET

NEW REGULAR CAMPAIGN

Create a new TrafficJunky campaign in four easy steps.

STEP 1. CREATE A CAMPAIGN

Select your basic settings, schedule, target audience and placement.

BASIC SETTINGS

* Campaign Name

Campaign Group Name *Organize your campaigns by grouping them just like folders on your computer (maximum 8 groups).*

General [Create a New Group](#)

Labels *Find related campaigns faster by tagging them with up to six labels.*

No labels.

Select or Input a Label

SCHEDULE

Creating a TrafficJunky campaign

When you are done setting up the basics for your campaign, hit **“SAVE AND CONTINUE”** to save your progress. To check the campaign already created, click on **“BACK TO CAMPAIGNS”**.

The screenshot shows the TrafficJunky campaign setup interface. At the top, the TrafficJunky logo is on the left, and the account information is on the right, including the Daily Spending Limit (\$0 out of \$250), Account Balance (\$0.00), and a + Add Funds button. Below this, there are several targeting options:

- Orientation Targeting:** For Trans targeting, please select the Straight option and target Trans keywords in your campaign. Options: Straight (selected), Gay.
- Keyword Targeting:** Select up to 30 target and 20 excluded keywords to target specific content. Option: OFF.
- Geo Targeting:** Target all GEOs or select the country, region or city you would like to target (maximum 10 GEO locations). Read I. Options: All (selected), Specific.
- PLACEMENT:** A section header.
- * Device:** Select the device your ads will be displayed on. Options: Desktop (selected), Mobile, Tablet.
- Browser Targeting:** Target all browsers or exclude Chrome. Advertisers with creatives that do not comply with Google's Abusive Ad Experience rules should exclude Chrome. Options: All Browsers (selected), All But Chrome.
- Operating System Targeting:** Target a specific operating system based on the device you selected. Options: All (selected), Specific.
- Browser Language Targeting:** Target or exclude a browser language of your choice. Option: OFF.

At the bottom, there are two buttons: **Save & Continue** (highlighted with a red box) and **Back to Campaigns**.

Creating a TrafficJunky campaign

Ad(s) Uploading

In this step, you will be able to **upload** your ad(s). Please note, the format and dimension you choose must be the exact **same** as your ad banner, in order for your banner to be successfully uploaded. In the **target URL**, **paste the URL** you have obtained at the end of the creation of your **Voluum** campaign (page 11 in Manual).

← ALL CAMPAIGNS

1. EDIT CAMPAIGN ✓

2. CREATE AD(S)

- Ad Specs
- Ad Confirmation
- Created Ad(s)

3. SELECT SPOT(S)

4. SET A BUDGET

MY CAMPAIGN

Type: Bid | Status: ⓘ NOT RUNNING | Target Group: Straight | Device: | Targeting: None | Action:

STEP 2. CREATE AD(S)

For more information, please visit our [Sites and Spots](#) pages.

AD SPECS

Select your ad dimension, format and target URL in order to upload your banners.

Ad Format	Static	iFrame	Dynamic Rich Media	Epom	Mobile Video
Ad Dimension	168 x 28	300 x 150	300 x 250	305 x 99	320 x 75
Ad Name	Use File Name	Enter Ad Name			

*Target URL HTTP or HTTPS http:// or https://

{CampaignID} {CampaignName} {SiteName} {SpotName} {Location}

{BanID} {BanName} {AdID} {AdName} {SpotID} {BidID}

Creating a TrafficJunky campaign

Ads Spots Selection

By default, TrafficJunky's recommended spots are pre-selected. You can choose **your** own spots by clicking on "SELECT SPECIFIC SPOTS". You can select your own spots where you want to display your ads on the publishers' websites.

2. CREATE AD(S) ✓








3. SELECT SPOT(S)

4. SET A BUDGET

STEP 3. SELECT SPOT(S)
Choose from our list of popular spots or select your own.

SELECT SPOT(S):

TJ's Recommended Spots
 Select Specific Spots

	Video A	Video B	Mobile Footer	Interstitial
			<input checked="" type="checkbox"/>	
 QA test site	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		
			<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
			<input checked="" type="checkbox"/>	
			<input checked="" type="checkbox"/>	
			<input checked="" type="checkbox"/>	
			<input checked="" type="checkbox"/>	

LEGEND:

- Selected
- Unselected
- Unselected (Recommended)
- Not Available

[Save & Continue](#) [Back to campaign overview](#)

Creating a TrafficJunky campaign

Setting a Budget

By default, the bids will be automatically adjusted to make them as competitive as possible to maximize the impressions you receive.

Click the **SHOW BID TABLE** button to view and edit individual bids on publishers' websites.

The screenshot displays the TrafficJunky campaign configuration page. On the left, a sidebar menu shows the progress: '1. EDIT CAMPAIGN', '2. CREATE AD(S)', '3. SELECT SPOT(S)', and '4. SET A BUDGET' (which is highlighted). The main content area is titled 'CONVERSION MANUAL' and shows campaign details: Type: Bid, Status: RUNNING, Target Group: Straight, Device: Desktop, Targeting: None, Dimensions: 160 x 1000, and Action: 00. Below this, there are sections for 'BIDS' (with a 'Show Bid Table' button highlighted in a blue box) and 'DAILY ESTIMATION'. The 'Budget' section is active, showing 'Custom' selected over 'Unlimited' and a 'Daily Budget (\$)' of 250.00. A 'DAILY IMPRESSION ESTIMATOR' box shows 'Reach: Not Specific' and 'Impressions: 16,468 - 18,202 (of 17,335)' with a corresponding progress bar. At the bottom, there are buttons for 'Confirm Campaign' and 'Confirm & Go to Campaign Overview'. The footer includes the copyright notice '© Licensing IP International Sarl.' and the TrafficJunky logo.

Creating a TrafficJunky campaign

tj TRAFFICJUNKY

Daily Spending Limit: | Account Balance: **\$0.00** | [+ Add Funds](#)

[AzizDhaouad2208](#)

← ALL CAMPAIGNS

- 1. EDIT CAMPAIGN ✓
- 2. CREATE AD(S) ✓
- 3. SELECT SPOT(S) ✓
- 4. SET A BUDGET**
 - Bids
 - Daily Estimation

CONVERSION MANUAL

Type: **Bid** | Status: **RUNNING** | Target Group: **Straight** | Device: | Targeting: **None** | Dimensions: **160 x 1000** | Action:

BIDS

We have automatically set a bid in order to ensure your campaign receives impressions.
You may manually edit your bids by selecting 'Show Bid Table' and clicking on the bid of your choice. [Show Bid Table](#)

DAILY ESTIMATION

Budget Set the maximum daily budget for your campaign

Custom Unlimited

*Daily Budget (\$)

DAILY IMPRESSION ESTIMATOR [Update](#)

Potential daily impressions of your campaign based on your daily budget, targeting options and bids.

Reach: Not Specific

Impressions: **16,468 - 18,202** (of 17,335)

What is this?
These are the estimated impressions your campaign can receive based on the settings you selected, without taking other bidders into account. Please note these are not guaranteed figures, results may vary.

[Confirm Campaign](#) [Confirm & Go to Campaign Overview](#)

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powered by **tj** TRAFFICJUNKY

Confirm Settings

After confirming all the settings for your campaign, click **SAVE** to confirm you campaigns settings.

that's it!

you now are able to track the performance of your TrafficJunky campaign on Voluum.

you can also check this information on your TrafficJunky account, as well.