

# CPV Lab Pro Tracking Manual.

## Track TrafficJunky campaigns on CPV Lab Pro.



# Introduction

This manual describes how to integrate **TrafficJunky** with **CPV Lab Pro** so you can track the performance of your **TrafficJunky** campaigns on the **CPV Lab Pro** platform. In this guide, you will be guided through all the necessary steps that you need to do to get everything set up and track your conversions without any issues on **CPV Lab Pro**.



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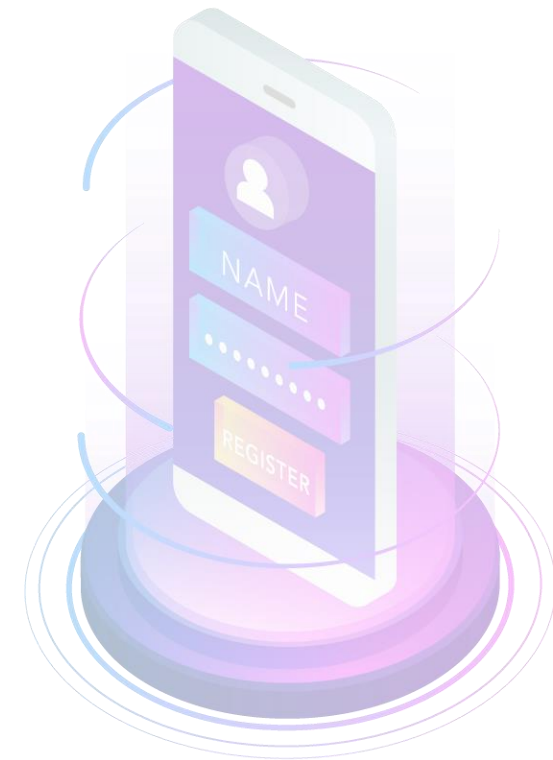
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# Set up TrafficJunky as Traffic Source on CPV Lab Pro

Adding TrafficJunky as a traffic source on CPV Lab Pro is easy.

You can do so either **manually** or by choosing TrafficJunky from the **Traffic Source Catalog**.

Head to the **Settings** menu, click on **Traffic Sources** and add TrafficJunky. You can do the same procedure later if you decide to edit your traffic source.

The screenshot displays the CPV Lab Pro dashboard. At the top, the navigation bar includes 'Campaigns', 'Add Campaign', 'Stats', 'Reports', 'Profiles', 'Trends', 'Optimize', 'Settings', and 'MV Lab'. The 'Settings' menu is open, showing options like 'General Settings', 'Configuration Editor', 'Blocked Traffic Rules', 'Campaign Groups', 'Cloaking - Short Links', 'Conversion Log', 'Error Log', 'Failed Logins', 'LPs Management', 'Offer Management', 'Offer Sources', 'Parsing Templates', 'Quick-Stat Views', 'Referrer Categories', 'Stats Management', and 'Traffic Sources'. The 'Traffic Sources' option is highlighted with a blue box. The main content area shows a 'CAMPAIGNS' section with filters for 'View' (All Campaigns) and 'Group' (All Groups). Below this are several tables for different campaign types: 'Direct Link & Landing Page Campaigns', 'Multiple Option Campaigns', 'Multiple Path Campaigns', 'Landing Page Sequence Campaigns', and 'Lead Capture / Opt-In Campaigns'. Each table has columns for ID, Name, Status, Traffic Source, Group, Bidding, Date Added, Last Update, Views/Visitors, New, Conv, P/L, New, ROI, and Actions. A summary table on the right shows performance metrics for 'Yesterday', 'This Week', and 'This Month' across 'Earnings' and 'Visitors'.

Category	Yesterday	This Week	This Month
Earnings	\$0.00	\$0.00	\$0.00
Visitors	0	0	0

Category	Conv	P/L	New	ROI	Actions
Offer Sources	0	(\$0.20)	\$0.00	(100.00%)	[Icons]
Offer Sources	0	(\$0.80)	\$0.00	(100.00%)	[Icons]
Offer Sources	0	\$0.00	\$0.00	0.00%	[Icons]
Offer Sources	0	(\$1.00)	\$0.00		[Icons]
Offer Sources	0	\$0.00	\$0.00		[Icons]

Category	Views/Visitors	New	Conv	P/L	New	ROI	Actions
Multiple Path Campaigns	0	0	0	\$0.00	\$0.00		[Icons]
Landing Page Sequence Campaigns	0	0	0	\$0.00	\$0.00		[Icons]


Category	ID	Name	Status	Traffic Source	Group	Bidding	Date Added	Last Update	Views/Visitors	New	Conv	Subscr.	New	P/L	Actions
Direct Link & Landing Page Campaigns	1	My First Campaign	Active	PopCash	<no group>	CPV	01/30/2020 2:20 PM	-							
Direct Link & Landing Page Campaigns	2	Sample Direct Link Campaign	Active		<no group>	CPV	01/30/2020 8:29 AM	-							
Direct Link & Landing Page Campaigns	3	TrafficJunky Campaign	Active	TrafficJunky	<no group>	CPC	07/20/2020 6:55 PM	-							

# Set up TrafficJunky as Traffic Source on CPV Lab Pro

Next, click on **Import Predefined Traffic Source**. In the search bar, type “TrafficJunky”, and click on the result you get.

The screenshot displays the 'TRAFFIC SOURCES' management interface. At the top, there is a '+ Add Traffic Source' button. Below it, the 'Import Predefined Traffic Source' button is highlighted with a blue box. The form includes fields for Source Name, Source ID, Time Zone (set to GMT-04:00 America/New\_York), Postback URL, and Bidding options (CPV selected, CPC unselected). A section titled 'Tokens Supported by Traffic Source:' contains a table with columns for Name, Parameter, Placeholder, and URL Append. Below this is a '+ Save' button.

On the right, a search bar contains the text 'TrafficJunky'. Below the search bar, a table lists the search results:

TRAFFIC SOURCE	ADS FORMAT	TRAFFIC TYPE
 TRAFFICJUNKY	Display	Mobile, Desktop

# Set up TrafficJunky as Traffic Source on CPV Lab Pro

The new page will contain all the information about TrafficJunky as a traffic source. You will only need to update you PostBack URL, more on this will be explained in the next step.

Here's what the Postback URL looks like when you add TrafficJunky as a traffic source:

`http://ads.trafficjunky.net/tj_ads_pt? a=XXXXXXXXX&member_id=YYYYY &cti=[TRANSACTION_UNIQ_ID]&ct v={!revenue!}&ctd=[TRANSACTION _DESCRIPTION]&aclid={!tscod!}`

The highlighted parts are the ones that you will need to change. Click **Save** to continue.

Import Predefined Traffic Source

Upload Traffic Source File | .xml file

Browse Upload

Source Name: TrafficJunky

Source ID: tj

Time Zone: GMT-04:00 America/New\_York

Postback URL: `http://ads.trafficjunky.net/tj_ads_pt?a=XXXXXXXXX&member_id=YYYYY&cti=[TRANSACTION_UNIQ_ID]`

Bidding:  CPV  CPC

Tokens Supported by Traffic Source:

	Name	Parameter	Placeholder	URL Append
Keyword Token	Target/Keyword	siten	{SiteName}	&siten={SiteName}
Cost Token	Cost	bid	{BidValue}	&bid={BidValue}
External ID Token	External ID	clkid	{ACLID}	&clkid={ACLID}
Ad Token	Ad / Creative	adid	{AdID}	&adid={AdID}
Token 1	Campaign ID	campid	{CampaignID}	&campid={CampaignID}
Token 2	Keyword	kw	{Keyword}	&kw={Keyword}
Token 3	Location	loc	{Location}	&loc={Location}
Token 4	Spot Name	spotn	{SpotName}	&spotn={SpotName}
Token 5	Ban ID	banid	{BanID}	&banid={BanID}
Token 6	Ban Name	banname	{BanName}	&banname={BanName}
Token 7	Spot ID	spotid	{SpotID}	&spotid={SpotID}
Token 8	Campaign Name	campname	{CampaignName}	&campname={CampaignName}
Token 9	Ad Name	adname	{AdName}	&adname={AdName}
Token 10	Bid ID	bidid	{BidID}	&bidid={BidID}

Save Cancel

# Add a TrafficJunky Conversion Tracker

To create a TrafficJunky conversion tracker, log into your TrafficJunky Campaign Manager. Click on **Tools**, and then choose **Conversion Trackers**.

The screenshot shows the TrafficJunky dashboard for user AzizDhaouad2208. The dashboard is titled "DASHBOARD" and includes a navigation sidebar on the left with options like Dashboard, Campaigns, Finance, Tools, Blog, and Help Center. The main content area features a welcome message and a four-step setup process: 1. Create Your Account (completed), 2. Create Your First Campaign (in progress), 3. Add Funds, and 4. See Your Progress. Below this, there are three sections: "TJ's Recommended Spots" (a table of ad spots), "TJ's Trending Keywords" (a word cloud), and "Blog Feed & Events" (a list of recent blog posts).

**TRAFFICJUNKY** Daily Spending Limit: \$0 out of \$250 | Account Balance: \$0.00 | [+ Add Funds](#)

ADVERTISER: **AD** Dashboard | Campaigns | Finance | Tools | Conversion Trackers | Image Bank | Manage Labels | Referral Program | 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

# Add a TrafficJunky Conversion Tracker

- Click on **New Tracker** and add the Tracker details.
- For the tracker name, we added **TJ Conversion Tracker**. You can also add the location page for the tracker and add it to an existing Tracker Group, if you wish to do so.
- Choose the **event** you want to track. For this example we chose **Signup**. If you are tracking a Sale or Purchase you can add a value.
- Click **Add Tracker** to create your tracker.

The screenshot displays the TrafficJunky dashboard interface. On the left is a navigation sidebar with the following menu items: Dashboard, Campaigns, Finance, Tools (expanded to show Conversion Trackers, Image Bank, Manage Labels, and Referral Program), Blog, and Help Center. At the bottom of the sidebar are buttons for 'Add Funds' and 'New Campaign'. The main content area is titled 'TRAFFICJUNKY' and includes a definition of a conversion: 'A conversion is an action that a visitor takes on your website such as registering, making a payment, or viewing a particular page.' Below this are tabs for 'Manage Trackers', 'Conversion Stats', and 'Conversion Details'. A filter section allows selection of 'Tracker Name' (All Trackers), 'Tracker Status' (All but Deleted), and 'Events' (All Events), with 'Apply Filters' and 'Clear Filters' buttons. A '+ New Tracker' button is highlighted with a green box. Below it is an 'Export' button. The 'CREATE NEW CONVERSION TRACKER' form is shown with the following fields: '\*Tracker Name' (filled with 'TJ Conversion Tracker'), 'Tracker Code Location Page', 'Tracker Group' (with a 'Create a New Tracker Group' link), '\*Event' (filled with 'Signup'), and 'Value (\$)' (with options for Purchase/Sale and View Of a Key Page). A 'Create Another Tracker' checkbox is present. At the bottom of the form, the 'Add Tracker' button is highlighted with a green box, next to a 'Cancel' link.



# Add a TrafficJunky Conversion Tracker

After filling in the details of your Conversion Tracker, it will show up on the Conversion Trackers list. You can create several Conversion Trackers, according to your needs. For instance, you can create a conversion tracker for your signup page and another one for confirmed payments. Click on the **View Code** link in the **Invocation Code** column, a window will pop up showing you your **Tracking HTML code**. Remember that code, you will need it in future steps.

+ New Tracker    Actions    Export

ID	Tracker Name	Tracker Group	Event	Value	Invocation Code	TJ Conversions	All Conversions	Earned Value	Conversion Stats
1000196911	TJ Conversion Tracker		Lead	\$0.00	<a href="#">View Code</a>	0	0	0	<a href="#">view</a>

# Add a TrafficJunky Conversion Tracker

This is an example of the window containing the **HTML Tracking code**. The parts underlined in red are the tracked id and your TrafficJunky id. Such values will replace the placeholder text in you Postback URL in the earlier step.

## INVOCATION CODE ✕

The code must be embedded into your web page so that you may track conversions. By tracking conversions you will gain a better understanding of the best performing campaigns, ads, targets, etc.

HTML Version

Postback URL

```
<?php
    $randomNumber = time() . mt_rand(1000, 9999999);
?>

```

Variable Name	Value
TRANSACTION_UNIQ_ID	The unique ID of the transaction is used in order to match conversions reported here with transactions on your Sales backend system.
VALUE_OF_THE_TRANSACTION	The value of the transaction will be used to calculate the total value of conversion for a particular ad. No currency sign ex. 29.99
TRANSACTION_DESCRIPTION	The transaction description is any information that might help you identify the transaction on your Sales backend system. Example: ProductName+Billers+IDofYourCustomer.
ACLID	This parameter is passed over from the TJ tracking system (click on a banner). It needs to be stored throughout the session duration and passed back through using the passback URL to link the conversion to the click.

# Create a CPV Lab Pro Campaign

To create a campaign in CPV Lab Pro, follow these steps:

- Log into your CPV Lab Pro Account
- Go to Campaign Setup page
- Choose TrafficJunky as a Traffic Source
- Specify which token you'd want captured

Campaign Settings

Upload Campaign | csv file

Campaign ID: 4 ACTIVE

Campaign Name: TrafficJunky Test Campaign

Traffic Source: TrafficJunky

Engage Rate (sec) (0 if none): 0

Priority: (1-highest): 1

Failure Page:

Tracking Domain: Current Domain

Redirect Type:  Direct Redirect (send)  Double Meta Refresh (hide)  Redirect Loop (hide)

Campaign Type:  Direct Link  Landing Page  Split

Hide Inactive & Unused: OFF

Assign to Group: <no group>

Data Options: Capture Options

Bid | Cost:  CPV  CPC 0

Append SubID to:  LP  Offer

Capture IP Addresses: ON

European Union  California

Profiles:

Pass-Through Options:

	Name	Parameter	Placeholder	URL Append	LP	Offer
Keyword Token	Target/Keyword	siten	{SiteName}	&siten={SiteName}	<input type="checkbox"/>	<input type="checkbox"/>
Cost Token	Cost	bid	{BidValue}	&bid={BidValue}	<input type="checkbox"/>	<input type="checkbox"/>
External ID Token	External ID	clkid	{ACLID}	&clkid={ACLID}	<input type="checkbox"/>	<input type="checkbox"/>
Ad Token	Ad / Creative	adid	{AdID}	&adid={AdID}	<input type="checkbox"/>	<input type="checkbox"/>
Token 1	Select				<input type="checkbox"/>	<input type="checkbox"/>

# Configure S2S Postback URL

For you to be able to track conversion on you TrafficJunky account, the postback URL form TrafficJunky will need to be set as the **Traffic Source Postback URL** in CPV Lab Pro. Scroll down ot the section **Tracking Pixel: Add Pixel to Offer Source** and check the box. Use Traffic Source Postback URL to mark conversions at your trafficsource.

**Tracking Pixel: Add Pixel to Offer Source**

Image Pixel

```

```

Iframe Pixel (required when calling multiple 3rd party pixels)

```
<iframe src="https://tj.testinglab.pro/adclickf.php" width="1" height="1" border="0" style="display: none" frameborder="0" scrolling="no"></iframe>
```

Script Pixel

```
<script type="text/javascript" src="https://tj.testinglab.pro/adclicks.php"></script>
```

General Postback URL (Server2Server Pixel)  
*You need to pass the CPV Lab Pro subID corresponding to the converting visitor in place of "subid-here"*

```
https://tj.testinglab.pro/adclick.php?subid=subid-here
```

Specific Postback URL (Server2Server Pixel) for In-House

```
https://tj.testinglab.pro/adclick.php?subid=REPLACE
```

Use Traffic Source Postback URL to mark conversions at your Traffic Source

```
http://ads.trafficjunky.net/tj_ads_pt?a=XXXXXXXX&member_id=YYYYY&cti=[TRANSACTION_UNIQ_ID]&ctv={!revenue!}&ctd=[TRANSACTION_DESCRIPTION]&aclid={!tscode!}
```

Offer IDs:

Replace fill in the information using the TrafficJunky invocation code to get a correct URL. It will look like this:

```
https://ads.trafficjunky.net/tj_ads_pt?a=1000193061&member_id=1002249721&c=[RANDOM_NUMBER]&cti=[TRANSACTION_UNIQ_ID]&ctv=[VALUE_OF_THE_TRANSACTION]&ctd=[TRANSACTION_DESCRIPTION]"
```

# Configure your TrafficJunky Campaign

For this step, you will need to log into your TJ account. After logging in, click the Campaigns tab. At this point, you can either select a previous campaign, or create a new one. In the **Target URL**, paste the link you have obtained in the previous step: **Create a Campaign on CPV Lab**. After doing so, proceed with setting up your TJ campaign.

The Campaign URL in CPV Lab Pro can be found in “Links & Pixels” section on the campaign page.

The screenshot shows the TrafficJunky AdsBridge Campaign configuration page. The interface is divided into a left sidebar and a main content area.

**Left Sidebar:**

- TRAFFICJUNKY logo
- ALL CAMPAIGNS
- 1. EDIT CAMPAIGN (checked)
- 2. CREATE AD(S) (highlighted)
  - Ad Specs
  - Ad Confirmation
  - Created Ad(s)
- 3. SELECT SPOT(S)
- 4. SET A BUDGET

**Main Content Area:**

**ADSBRIDGE CAMPAIGN**

Type: Bid | Status: NOT RUNNING | Target Group: Straight | Device: | Targeting: None | Action: 00

**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 (selected) | HTML Video

Ad Dimension: 160 x 1000 (selected) | 300 x 250 | 315 x 300 | 400 x 400 | 468 x 60 | 770 x 76 | 950 x 250

Ad Name: Use File Name (selected) | Enter Ad Name

\*Target URL:

Tags: {CampaignID} {CampaignName} {SiteName} {SpotName} {Location} {BanID} {BanName} {AdID} {AdName} {SpotID} {BidID} {BidValue}

You may optionally use these tags inside your Target URL. The actual value of the tag will be generated by your campaign.  
Example: <http://www.yoursite.ca/customaddress?campaign={CampaignID}&site={SiteName}>

\*Upload your Banner(s)

**Upload Instructions:**

- Maximum file size - 300kB.
- Accepted formats - .jpg, .gif, .png.
- All ads must comply with our [Animation and Compliance Rules](#).
- Consult full [Rules & Regulations](#).

Drag and Drop Files Here to Upload  
or

Browse your computer | Select from Image Bank

Confirm Ad(s) | Reset Ad Fields

**That's it!**

**You have everything ready and set up to start tracking the performance of your campaigns!**

**For any question, please contact us, and we will make sure to answer all your inquiries!**