# AdsBridge Tracking Manual.
## Track TrafficJunky campaigns on AdsBridge.

# Introduction

This manual describes how to integrate **TrafficJunky** with **AdsBridge** so you can track the performance of your **TrafficJunky** campaigns on the **AdsBridge** platform. We will walk you through all the necessary steps that you need to do to get everything set up and track your conversions without any issues.

# Table of Content
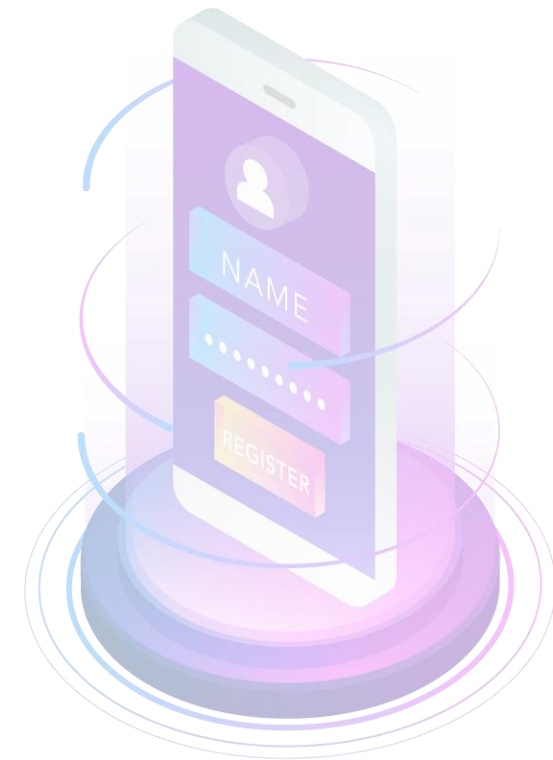
TRAFFICJUNKY

# Create a TrafficJunky Conversion Tracker

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

# Create 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.

# Create 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.

# Create 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.

## 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.
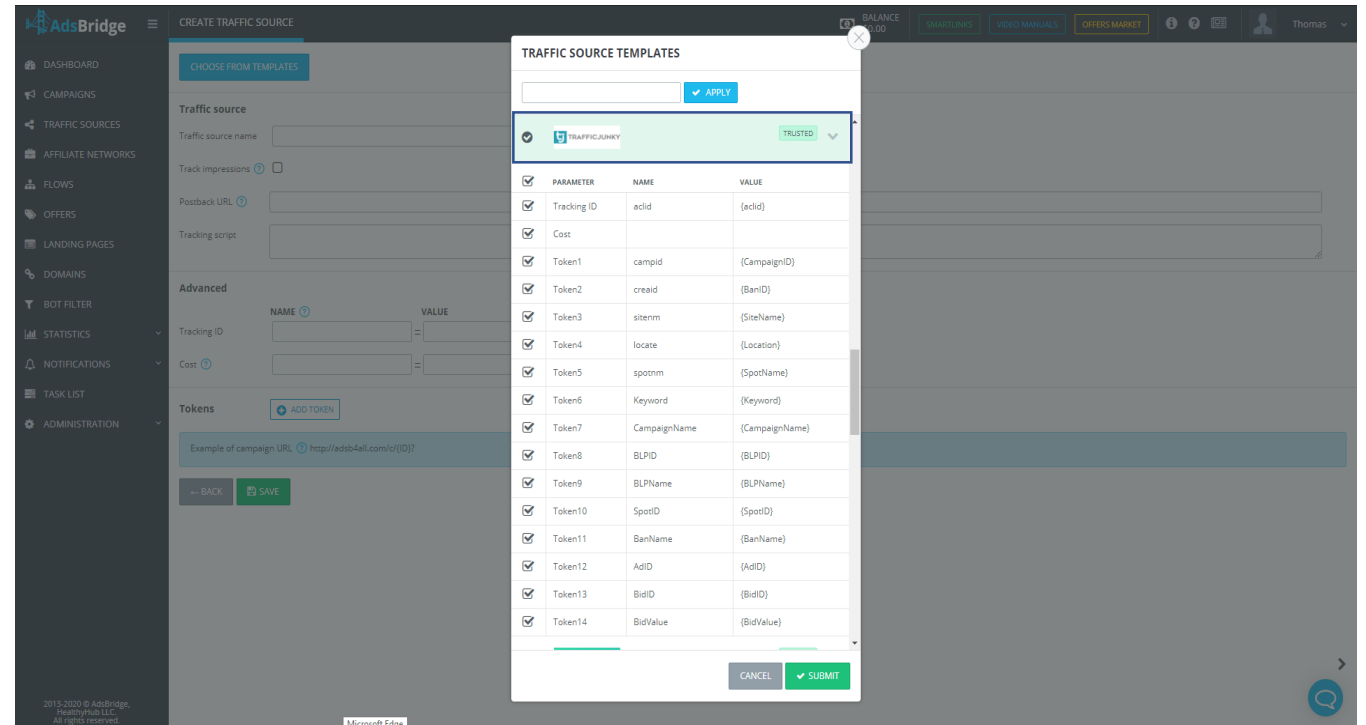
| HTML Version | Postback URL |
|---|---|

```
<?php
    $randomNumber = time() . mt_rand(1000, 9999999);
?>
<img id="1000193031_cpa_testing" src="http://ads.trafficjunky.net/tj_ads_pt?a=1000193031&member_id=1002249721&cb=<?
=$randomNumber ?>&cti=[TRANSACTION_UNIQ_ID]&ctv=[VALUE_OF_THE_TRANSACTION]&ctd=[TRANSACTION_DESCRIPTION]&aclid=
[ACLID]" width="1" height="1" border="0" />
```

| 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+Biller+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. |

TRAFFICJUNKY

# Add TrafficJunky as Traffic Source on AdsBridge

For you to track conversion on TrafficJunky, a dynamic tracker must be added to your campaign URL. Luckily, this can be easily done by adding TraffiJunky as a traffic source on AdsBridge. TrafficJunky is has a **pre-configured template** that you need to choose when configuring the traffic source and all the details will be filled **automatically**.

**Follow these steps:**

- **Log into your AdsBridge account**

- **Click on "Traffic Sources" tab**

- **Click on "Create traffic source"**

- **Click "Choose from template"**

- **From the tab, select TrafficJunky**



Note: the only mandatory **parameter** to track conversions is the **Tracking ID.** All the others are optional.

# Configure Postback URL

Since we have used a pre-set template for TrafficJunky, please pay aclose attention to the URL. If the URL includes section with **REPLACE,** you will have to replace it or them with the actual values from the traffic source, in our case TrafficJunky. In the Posback URL field, insert the actual values.

Here's what the **Server2Server Postback** URL will look like for TrafficJunky:

http://ads.trafficjunky.net/tj_ads_pt?a=YOUR_TOKEN_TRAFFIC_JUNKY&member_id=YOUR_MEMBER_ID_TRAFFIC_JUNKY&cti=[TRANSACTION_UNIQ_ID]&ctv=[VALUE_OF_THE_TRANSACTION]&ctd=[TRANSACTION_DESCRIPTION]&aclid=[ACLID]

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&cb=[RANDOM_NUMBER]&cti=[TRANSACTION_UNIQ_ID]&ctv=[VALUE_OF_THE_TRANSACTION]&ctd=[TRANSACTION_DESCRIPTION]"

If you have anything to add or modify, proceed by clicking on **"Save".** You can always comeback and edit by clicking on the **"Edit"** button after selecting the traffic source you want to modify.

# Create offers on AdsBridge

Creating offers on AdsBridge is easy. You can do so either by connecting your account to your affiliate network or manually. Either way, it is essential that you add the **{conversion_tracking}** at the end of URL. Here's how your URL should look like:

**http://example.com/?a=REPLACE&c=REPLACE&s1=REPLACE**

The URL is generally generated by your affiliate network. You can also add additional tokens to the URL. To do that, simply go to the Tracking Box, and select the tokens of your choice.

Note: By saving the offer, AdsBridge automatically added the necessary parameters to the tracking token you have defined in the earlier steps without editing the offer's URL

# Create a Campaign on AdsBridge

To create a campaign on AdsBridge, click on **"Create Campaign"** tab and insert the required information.

Add the **"Campaign name"**, and the **"Traffic source"** which will be **TrafficJunky**, the one we have created and defined. You can then dd your tokens and add a **"Domain".**

Please note that all the **3-RD** pixel information will be **automatically filled** based on the traffic source configuration you defined in the step: **Add TrafficJunky as a Traffic Source.**

# Create a Campaign on AdsBridge

After filling in all the information, click **"Next".** In this page, you will be able to add your offers. You can add the offer you have created in the previous step.

# Create a Campaign on AdsBridge

After you are done, proceed by clicking on **"Done"** and you a popup will show providing you with the campaign **URL** and **postback links**.

# Set Postback URL in Your Affiliate Network.

In this step, we will be using all the postback links generated in at the end of the previous step.

Fist, copy the **Server2Server** postback and paste it into your affiliate network panel.

Here's an example to help you identify your **S2S** postback URL

**http://npnmp.adsb4all.com/trackpixel/track?tid=YOUR_NETOWRK_TOKEN&amt=REPLACE&txid=REPLACE&cdata=YOUR_CUSTOM_DATA**

Your affiliate network will be receiving the unique **Click ID** through the parameter **tid.** Replace **YOUR_NETOWRK_TOKEN** with your affiliate network token to pass the unique parameters.

# Set up a Campaign on TrafficJunky

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 AdsBridge**. After doing so, proceed with setting up your TJ campaign.

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

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