

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.



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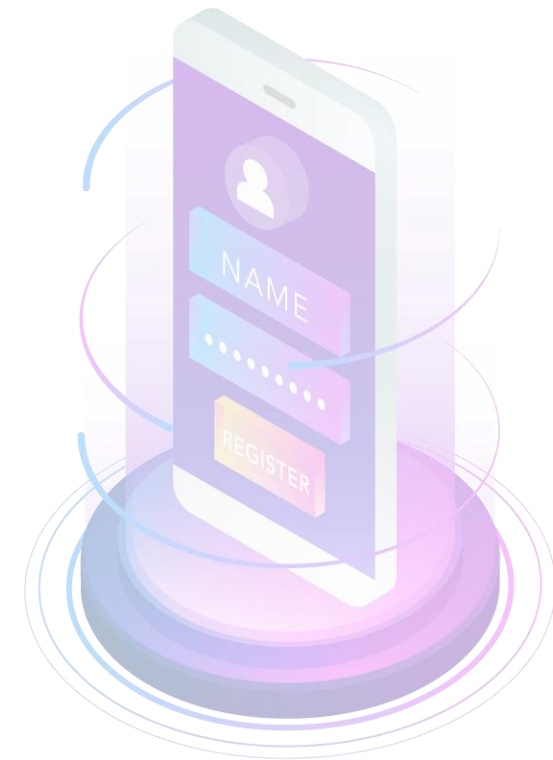
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Create a TrafficJunky Conversion Tracker

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

The screenshot shows the TrafficJunky dashboard for user AzizDhaouad2208. At the top, there's a navigation bar with the logo, user name, and account balance (\$0.00). A left sidebar contains menu items: Dashboard, Campaigns, Finance, Tools (with sub-items: Conversion Trackers, Image Bank, Manage Labels, Referral Program), Blog, and Help Center. The main dashboard area has a 'DASHBOARD' header and a welcome message. Below this is a 4-step onboarding process:

- 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.

Below the onboarding steps, there are three sections:

- TJ's RECOMMENDED SPOTS**: A table listing recommended ad spots.
- TJ's TRENDING KEYWORDS**: A word cloud of trending keywords.
- BLOG FEED & EVENTS**: A list of recent blog posts and events.

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

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.

The screenshot displays the TrafficJunky dashboard interface. On the left is a navigation sidebar with the 'Tools' menu expanded to show 'Conversion Trackers'. The main content area is titled 'ADVERTISER' and includes a description of a conversion. Below this are tabs for 'Manage Trackers', 'Conversion Stats', and 'Conversion Details'. A filter section allows selecting 'Tracker Name' (All Trackers), 'Tracker Status' (All but Deleted), and 'Events' (All Events). A '+ New Tracker' button is highlighted with a green box. Below it is the 'CREATE NEW CONVERSION TRACKER' form, where 'Tracker Name' is set to 'TJ Conversion Tracker', 'Event' is 'Signup', and the 'Add Tracker' button is also highlighted with a green box.

TRAFFICJUNKY

ADVERTISER

Dashboard

Campaigns

Finance

Tools

- Conversion Trackers
- Image Bank
- Manage Labels
- Referral Program

Blog

Help Center

Add Funds

New Campaign

A conversion is an action that a visitor takes on your website such as registering, making a payment, or viewing a particular page.

Manage Trackers Conversion Stats Conversion Details

Create, group and manage all your conversion trackers. You can create pixels that track conversions, add them to the pages of your website and then track these conversions back to ads that you are running on TrafficJunky.

Tracker Name Tracker Status Events

All Trackers All but Deleted All Events

Apply Filters Clear Filters

+ New Tracker Actions Export

CREATE NEW CONVERSION TRACKER

*Tracker Name TJ Conversion Tracker

Tracker Code Location Page

Tracker Group Select a Tracker Group Create a New Tracker Group

*Event Signup

Lead

Value (\$) Purchase/Sale

View Of a Key Page

Create Another Tracker ?

Add Tracker Cancel

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.

+ New Tracker | Actions | Export

<input type="checkbox"/>	ID ↓	Tracker Name	Tracker Group ?	Event ?	Value ?	Invocation Code ?	TJ Conversions ?	All Conversions ?	Earned Value ?	Conversion Stats ?
<input type="checkbox"/>	1000193061	Testing 4.0		Purchase/Sale	\$0.00	View Code	0	0	0	view
<input type="checkbox"/>	1000193051	Testing 3.0		Lead	\$0.00	View Code	0	0	0	view
<input type="checkbox"/>	1000193041	Testing 2.0		Lead	\$0.00	View Code	0	0	0	view
<input type="checkbox"/>	1000193031	TJ Tracker Testing		Purchase/Sale	\$0.00	View Code	0	0	0	view
<input type="checkbox"/>	1000193021	Test Tracker		Lead	\$0.00	View Code	0	0	0	view

Show 25 of 5 entries First Previous 1 Next Last

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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);
?>

```

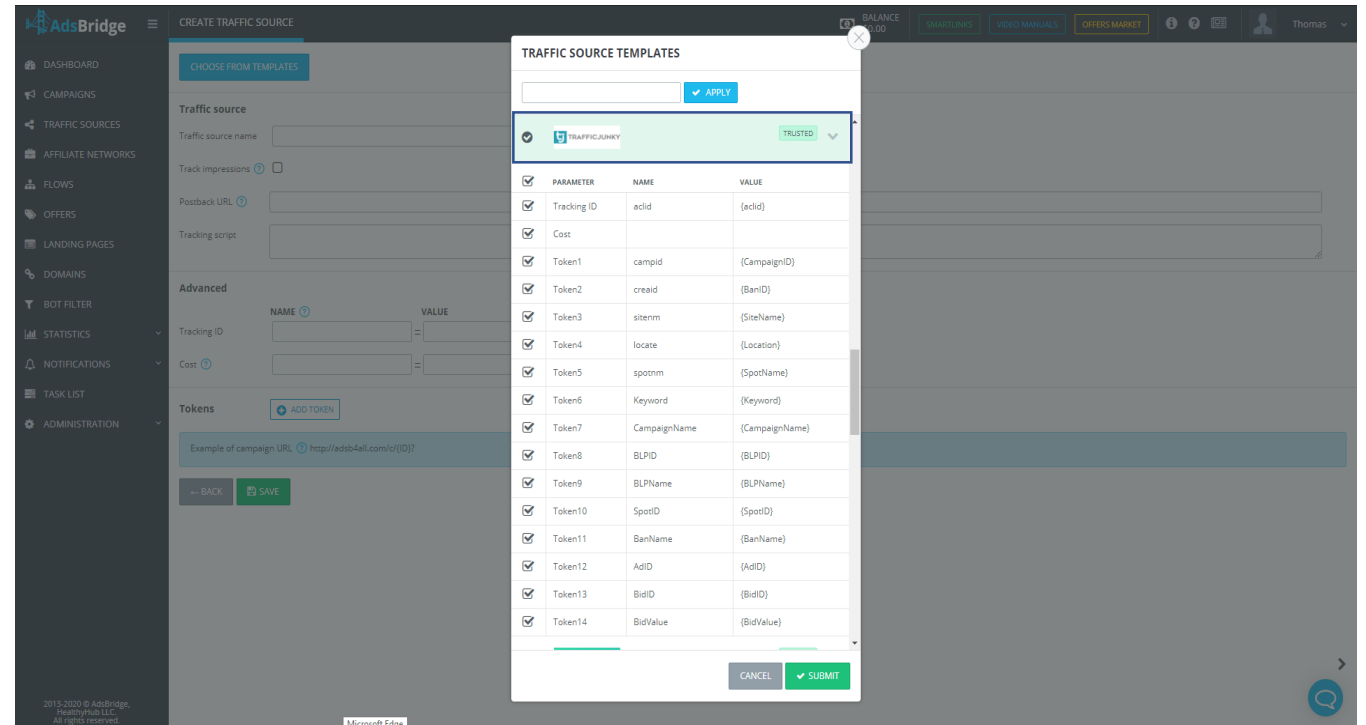
Variable Name	Value
TRANSACTION_UNIQ_ID	The unique ID of the transaction is used in order to match conversions reported here with transactions on your Sales backend system.
VALUE_OF_THE_TRANSACTION	The value of the transaction will be used to calculate the total value of conversion for a particular ad. 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+Billor+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.

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 TrafficJunky as a traffic source on AdsBridge. TrafficJunky 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



PARAMETER	NAME	VALUE
<input checked="" type="checkbox"/>	Tracking ID	edid (adid)
<input checked="" type="checkbox"/>	Cost	
<input checked="" type="checkbox"/>	Token1	campid (CampaignID)
<input checked="" type="checkbox"/>	Token2	creaid (BanID)
<input checked="" type="checkbox"/>	Token3	sitenm (SiteName)
<input checked="" type="checkbox"/>	Token4	locate (Location)
<input checked="" type="checkbox"/>	Token5	spotnm (SpotName)
<input checked="" type="checkbox"/>	Token6	Keyword (Keyword)
<input checked="" type="checkbox"/>	Token7	CampaignName (CampaignName)
<input checked="" type="checkbox"/>	Token8	BLPID (BLPID)
<input checked="" type="checkbox"/>	Token9	BLPName (BLPName)
<input checked="" type="checkbox"/>	Token10	SpotID (SpotID)
<input checked="" type="checkbox"/>	Token11	BanName (BanName)
<input checked="" type="checkbox"/>	Token12	AdID (AdID)
<input checked="" type="checkbox"/>	Token13	BidID (BidID)
<input checked="" type="checkbox"/>	Token14	BidValue (BidValue)

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 close 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 Postback 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 come back 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 add 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**.

The screenshot displays the AdsBridge 'CREATE CAMPAIGN' interface. The left sidebar contains navigation options: DASHBOARD, CAMPAIGNS, TRAFFIC SOURCES, AFFILIATE NETWORKS, FLOWS, OFFERS, LANDING PAGES, DOMAINS, BOT FILTER, STATISTICS, NOTIFICATIONS, TASK LIST, and ADMINISTRATION. The main content area is titled 'CREATE CAMPAIGN' and has two steps: 'GENERAL INFO' (1) and 'TARGETING SETTINGS' (2). The 'GENERAL INFO' section is expanded to show 'BASIC' and 'ADVANCED' settings. In the 'BASIC' section, the 'Campaign name' is 'TrafficJunky_Campaign', the 'Group' is 'Default', the 'Traffic source' is 'TrafficJunky', and the 'Domain' is 'https://wblrp.ads4trk.com'. The 'Campaign type' is set to 'Path'. In the 'ADVANCED' section, the 'Cost model' is 'CPM', the 'Cost value' is '0.0000', and 'Hide referrer', 'Proxy Detecting', and 'Hide funnel' are all set to 'Off'. The '3-RD PARTY S2S PIXEL' section is expanded, showing a 'S2S postback URL' field with a pre-filled URL: 'http://ads.trafficjunky.net/tj_ads_pt?a=YOUR_TOKEN_TRAFFIC_JUNKY&member_id=YOUR_MEMBER_ID_TRAFFIC_JUNKY&cti=[TRANSACTION_UNIQ_ID]&ctv=<payou>&ctd=<cxid>&aclid=<tracking_id>'. Below this, there are 'Available URL macros' and a '3-RD PARTY JS PIX' section with a 'Tracking code m' field. The 'CAMPAIGN TOKENS' section is partially visible at the bottom. The top right of the interface shows a balance of '\$0.00', links for 'SMARTLINKS', 'VIDEO MANUALS', and 'OFFERS MARKET', and a user profile for 'Thomas'.

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.

ID	NAME	VISITS	CLICKS	CONVERSIONS	CR,%	CR,1/X	EPV	EPC	SPEND	EARNINGS	PROFIT	ROI
Default												
607190	Mobile Content (Adult)	0	0	0	0.0000%	1:0.00	0.0000	0.0000	0.0000	0.0000	0.0000	0.00%
607196	Dating	0	0	0	0.0000%	1:0.00	0.0000	0.0000	0.0000	0.0000	0.0000	0.00%
607233	Sweepstakes	0	0	0	0.0000%	1:0.00	0.0000	0.0000	0.0000	0.0000	0.0000	0.00%
607234	Mainstream Dating	0	0	0	0.0000%	1:0.00	0.0000	0.0000	0.0000	0.0000	0.0000	0.00%
607235	Gay Dating	0	0	0	0.0000%	1:0.00	0.0000	0.0000	0.0000	0.0000	0.0000	0.00%
607236	Adult Pills	0	0	0	0.0000%	1:0.00	0.0000	0.0000	0.0000	0.0000	0.0000	0.00%
639035	Diet & Weightloss	0	0	0	0.0000%	1:0.00	0.0000	0.0000	0.0000	0.0000	0.0000	0.00%
639037	Cams	0	0	0	0.0000%	1:0.00	0.0000	0.0000	0.0000	0.0000	0.0000	0.00%
743466	Adult Games	0	0	0	0.0000%	1:0.00	0.0000	0.0000	0.0000	0.0000	0.0000	0.00%
810189	Trafficjunky Offer	0	0	0	0.0000%	1:0.00	0.0000	0.0000	0.0000	0.0000	0.0000	0.00%

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**.

The screenshot displays the AdsBridge dashboard for editing a campaign named "TRAFFICJUNKY_CAMPAIGN". A modal window titled "CAMPAIGN CREATED" is open, providing the following information:

- Campaign URLs**
 - Your campaign URL: `https://wblrp.ads4trk.com/c/6831572778aad3a9?adid={adid}&campid={CampaignID}&creaid={BanID}&sitenn={SiteName}&locat={Location}&spotnm={SpotName}&Keyword={Keyword}&CampaignName={CampaignName}&BLPID={BLPID}&BLPName={BLPName}&SpotD={SpotD}&BanName={BanName}&AdID={AdID}&BidID={BidID}&BidValue={BidValue}` (with a "COPY TO CLIPBOARD" button)
 - Test campaign URL: `https://wblrp.ads4trk.com/test/6831572778aad3a9?adid={adid}&campid={CampaignID}&creaid={BanID}&sitenn={SiteName}&locat={Location}&spotnm={SpotName}&Keyword={Keyword}&CampaignName={CampaignName}&BLPID={BLPID}&BLPName={BLPName}&SpotD={SpotD}&BanName={BanName}&AdID={AdID}&BidID={BidID}&BidValue={BidValue}` (with a "COPY TO CLIPBOARD" button)
- Tracking pixels**
 - S2S postback: `http://wblrp.ads4trk.com/trackpixel/track?tid=YOUR_NETWORK_TOKEN&amt=REPLACE&txid=REPLACE&cdat=YOUR_CUSTOM_DATA&status=REPLACE` (with a "COPY TO CLIPBOARD" button)
 - Secure S2S postback: `https://wblrp.ads4trk.com/trackpixel/track?tid=YOUR_NETWORK_TOKEN&amt=REPLACE&txid=REPLACE&cdat=YOUR_CUSTOM_DATA&status=REPLACE` (with a "COPY TO CLIPBOARD" button)
 - iFrame pixel: `<iframe width="1" height="1" border="0" style="display: none;" src="http://abpostback.com/pixel/script?tid=YOUR_NETWORK_TOKEN&amt=REPLACE&txid=REPLACE&status=REPLACE"></iframe>` (with a "COPY TO CLIPBOARD" button)
 - Image pixel: `` (with a "COPY TO CLIPBOARD" button)
 - Tracking script: `<script src="https://wblrp.ads4trk.com/trackpixel/track.js?tid=YOUR_NETWORK_TOKEN&amt=REPLACE&txid=REPLACE&status=REPLACE"></script>` (with a "COPY TO CLIPBOARD" button)

At the bottom of the modal, there are "BACK" and "CLOSE" buttons. The background interface shows the campaign configuration steps: GENERAL INFO (checked) and TARGETING SETTINGS (active). The left sidebar contains navigation options like DASHBOARD, CAMPAIGNS, TRAFFIC SOURCES, AFFILIATE NETWORKS, FLOWS, OFFERS, LANDING PAGES, DOMAINS, BOT FILTER, STATISTICS, NOTIFICATIONS, TASK LIST, and ADMINISTRATION. The bottom left corner of the dashboard includes the copyright notice: "2013-2020 © AdsBridge, HealthyHub LLC. All rights reserved."

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.

First, 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://nnpmp.adsb4all.com/trackpixel/track?tid=YOUR_NETOWRK_TOKEN&amt=REPLACE&txid=REPLACE&cdata=Y  
OUR_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.

The screenshot shows the TrafficJunky AdsBridge Campaign setup interface. On the left is a sidebar with a navigation menu: 'ALL CAMPAIGNS', '1. EDIT CAMPAIGN', '2. CREATE AD(S)' (highlighted), '3. SELECT SPOT(S)', and '4. SET A BUDGET'. The main content area is titled 'ADSBRIDGE CAMPAIGN' and shows campaign details: Type: Bid, Status: NOT RUNNING, Target Group: Straight, Device: Desktop, Targeting: None, Action: 00. Below this is 'STEP 2. CREATE AD(S)' with a link to 'Sites and Spots pages'. The 'AD SPECS' section includes '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), and 'Ad Name' (Use File Name selected, Enter Ad Name). The 'Target URL' field contains 'http:// or https://' and is surrounded by placeholder tags: {CampaignID}, {CampaignName}, {SiteName}, {SpotName}, {Location}, {BanID}, {BanName}, {AdID}, {AdName}, {SpotID}, {BidID}, {BidValue}. An example URL is provided: 'http://www.yoursite.ca/customaddress?campaign={CampaignID}&site={SiteName}'. The 'Upload your Banner(s)' section includes an information box with details: 'Maximum file size - 300KB. Accepted formats - .jpg, .gif, .png. All ads must comply with our Animation and Compliance Rules. Consult full Rules & Regulations.' Below this is a file upload area with 'Browse your computer' and 'Select from Image Bank' buttons, and 'Confirm Ad(s)' and 'Reset Ad Fields' buttons at the bottom.

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!**