

BinomTracking Manual.

Track TrafficJunky campaigns on Binom



Introduction

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



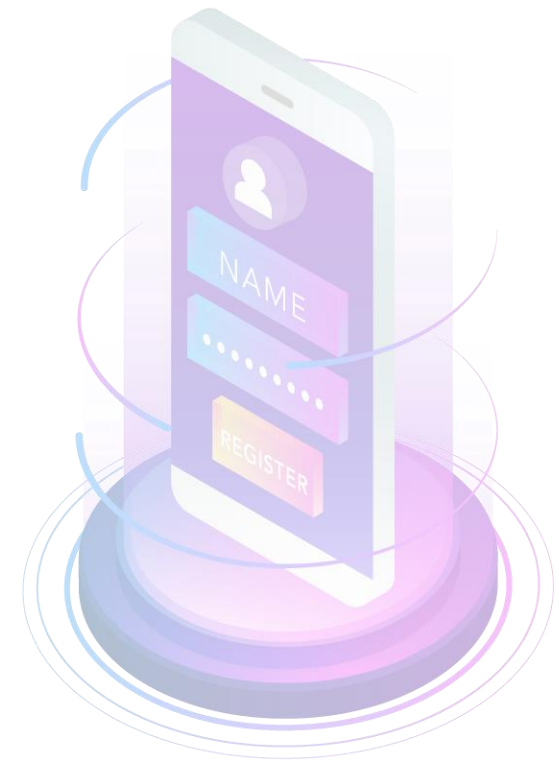
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Set Up TrafficJunky Conversion Tracker

Log into your TrafficJunky Campaign Manager. Select **Tools** & Choose **Conversion Trackers**.

The screenshot displays the TrafficJunky Campaign Manager dashboard. At the top left is the TrafficJunky logo. The top right shows the 'Daily Spending Limit' at '\$0 out of \$250' and the 'Account Balance' at '\$0.00'. A progress bar indicates '75% Completed' with five steps: 'Confirm Account' (checked), 'Upload Creatives' (checked), 'Create Campaign' (checked), 'Add Funds' (pending), and 'See Your Progress' (pending).

The 'DASHBOARD' section features several key metrics:

- CREATE NEW CAMPAIGN** (button)
- ACCOUNT BALANCE** (LIVE) **\$0**
- TODAY'S SPEND** (LIVE) **\$0**
- SPEND - MONTH TO DATE** (LIVE) **\$0**
- RUNNING CAMPAIGNS** (LIVE) **0**

Below the metrics is a section titled 'GET THE MOST OF YOUR DATA' with a line chart and the text: 'Your monthly campaign summary is here to help you manage your campaign success and improve the next ones'.

The left sidebar contains a navigation menu with the following items:

- Dashboard
- Campaigns
- Rules
- Finance
- Tools
 - Conversion Trackers
 - Media Library
 - Manage Labels
 - Referral Program
- Blog
- Help Center
- Add Funds (button)
- New Campaign (button)

Set Up 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 a 'Tools' menu containing 'Conversion Trackers', 'Media Library', 'Manage Labels', and 'Referral Program'. The main content area is titled 'Manage Trackers' and includes tabs for 'Conversion Stats' and 'Conversion Details'. A filter section allows selection of 'Tracker Name' (All Trackers), 'Tracker Status' (All but Deleted), 'Events' (All Events), and 'Date Range' (2020-10-04 to 2020-11-04). Below the filters, a '+ New Tracker' button is highlighted. The 'CREATE NEW CONVERSION TRACKER' form is shown with the following fields: 'Tracker Name' (TJ Conversion Tracker), 'Tracker Code Location Page' (empty), 'Tracker Group' (Select a Tracker Group), and 'Event' (Signup). A dropdown menu for 'Event' is open, showing options: Signup, Lead, Purchase/Sale, and View Of a Key Page. The 'Value (\$)' field is empty. At the bottom of the form are 'Add Tracker' and 'Cancel' buttons. A 'Daily Spending Limit' indicator shows '\$0 out of \$250'.

Set Up 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.

CONVERSION TRACKERS

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: Date Range:

[Apply Filters](#) [Clear Filters](#)

[+ 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"/>	●	1000202891	TJ Conversion Tracker		Signup	\$0.00	View Code	0	0	0	view

Step 2: Set TrafficJunky as a Traffic Source in Binom

The next step is to add TrafficJunky as a Traffic Source in Binom.

Follow these steps:

- Log into your Binom Account
- Access the Binom Admin Panel
- Navigate to “Traffic Sources” and click “Create”

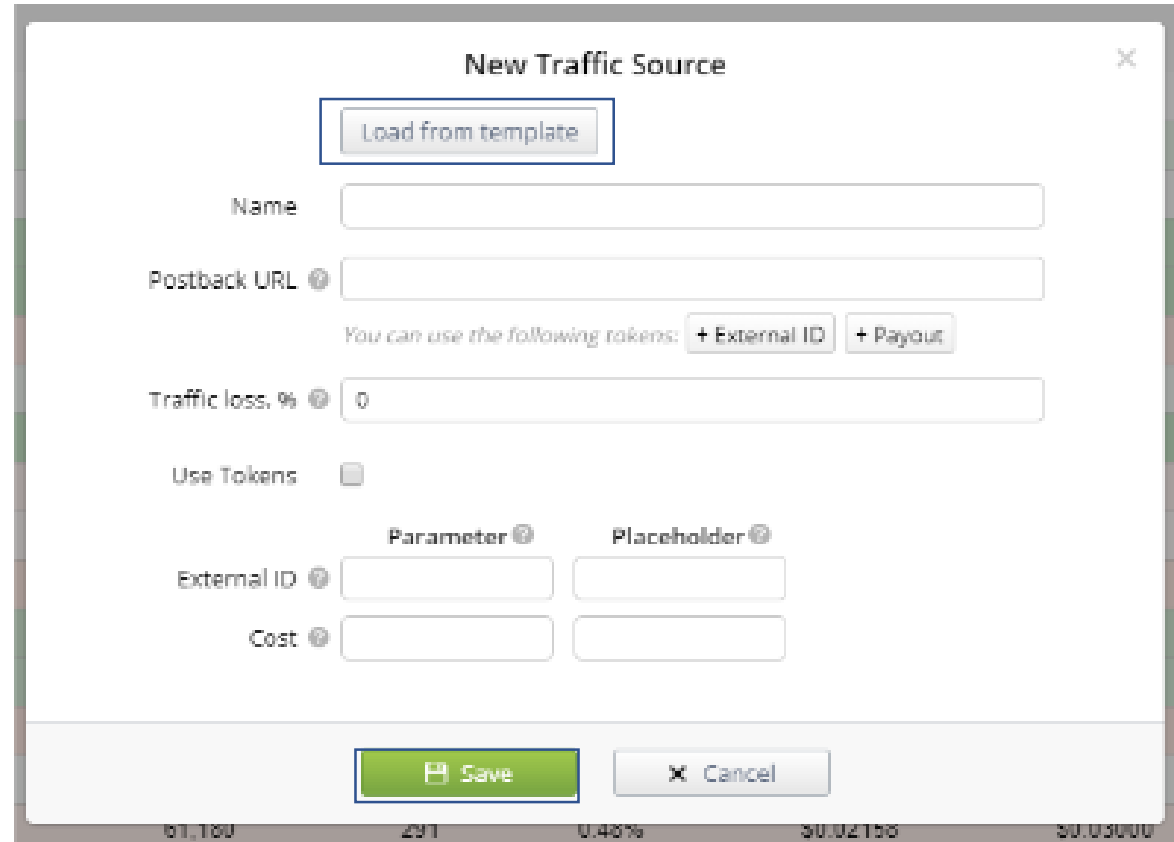
Set TrafficJunky as a Traffic Source

A new page will appear, Click on “Load from template” and choose TrafficJunky’s template.

In the S2S Postback URL, you will need to replace [TRACKERID] and [TJACCOUNTID] with actual values which you can obtain from the **Invocation Code** tab.

To access the Postback URL, go to conversion trackers and click on View Code under the Invocation Code column.

When done, click “Save”.



The screenshot shows a 'New Traffic Source' dialog box with the following fields and controls:

- Load from template**: A button at the top, highlighted with a blue border.
- Name**: A text input field.
- Postback URL**: A text input field with a help icon.
- You can use the following tokens:**: A label with two buttons: **+ External ID** and **+ Payout**.
- Traffic loss, %**: A text input field with a help icon, containing the value '0'.
- Use Tokens**: A checkbox, currently unchecked.
- External ID**: A text input field with a help icon.
- Cost**: A text input field with a help icon.
- Parameter** and **Placeholder**: Two columns of text input fields, each with a help icon.
- Save**: A green button at the bottom left.
- Cancel**: A button at the bottom right.

At the bottom of the dialog, there is a row of small text: 01,100 291 0.40% \$0.02155 \$0.03000

Step 3: Create Campaign on Binom

To create a campaign on Go to the “Campaigns “ tab and click on “Create” to prompt the campaign configuration menu.

When the window loads, give your campaign a name, a group, and select TrafficJunky as a source. Finish setting up the other mandatory fields . Once you are done, the campaign will be saved, and the campaign’s URL will appear.

MAIN OPTIONS

Name	<input type="text" value="First Campaign"/>
Group ?	<input type="text" value="Desktop"/>
Traffic Source	<input type="text"/>
CPC / CPM / CPA (\$) ?	<input type="text"/> \$ - USD <input type="checkbox"/> Auto
Hide referrer ?	<input type="text" value="None"/>
Domain	<input type="text" value="tracker.com"/>
Type of distribution ?	<input type="text" value="Normal rotation (random)"/>
Campaign URL ?	<input type="text" value="Save campaign for generate URL"/>
Anti-Spy Beta	<input type="text" value="URL for bots. Please, use white landers, NOT google.coi"/> <input type="checkbox"/> Use

Step 3: Create Campaign on Binom

Click on “Copy” button to get the Campaign URL provided in the box. Please note that the parameters will be generated based on the traffic source configuration.

Once you have the campaign URL, click “Save”

The campaign URL will look something similar to this:

`https://demo.binom.org/click.php?key=comp1&tag={conversion_s_tracking}&cost={actual_cost}`

MAIN OPTIONS

Name	First Campaign
Group ?	Desktop
Traffic Source	
CPC / CPM / CPA (\$) ?	<input type="text"/> \$ - USD <input type="checkbox"/> Auto
Hide referrer ?	None
Domain	tracker.com
Type of distribution ?	Normal rotation (random)
Campaign URL ?	Save campaign for generate URL
Anti-Spy Beta	URL for bots. Please, use white landers, NOT google.coi <input type="checkbox"/> Use

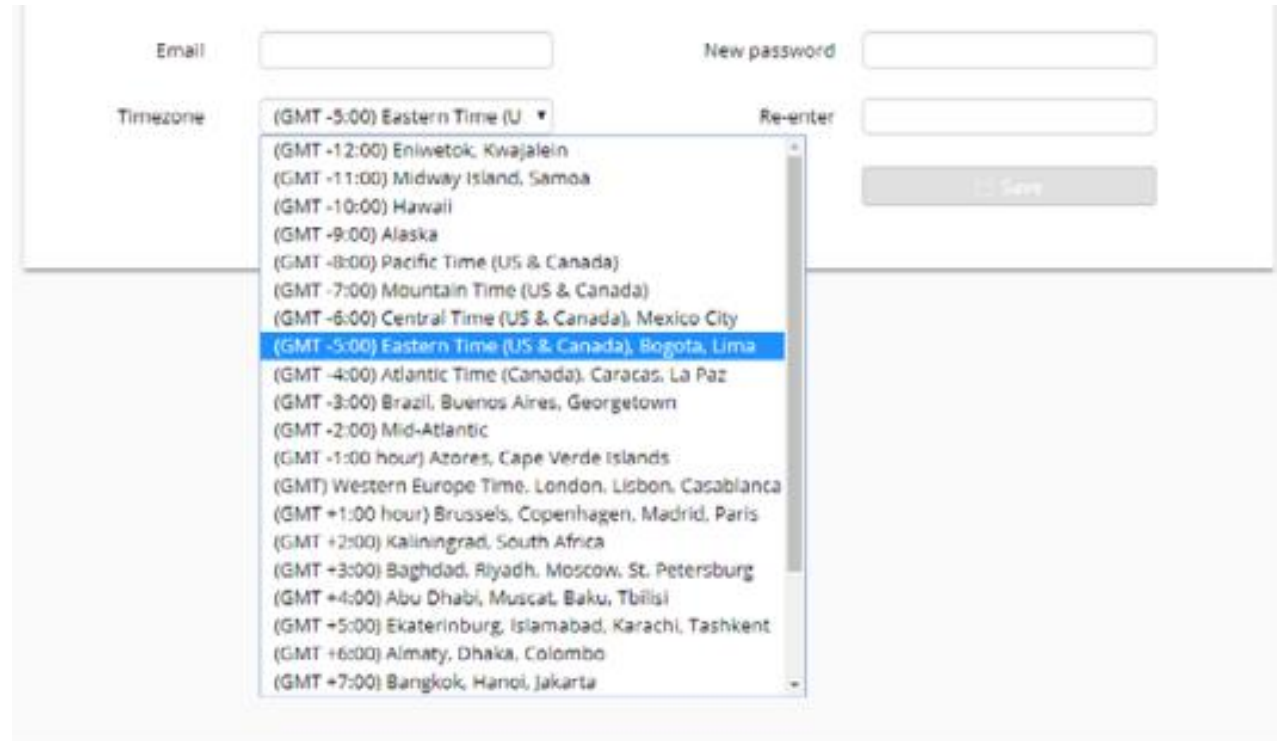
Step 3: Create Campaign on Binom

Binom also supports the option of choosing a time zone for the reports of your campaigns. It is suggested to use the **Eastern Standard Time**.

You can also choose different currencies.

Here is a list of the supported currencies on Binom:

- USD
- EUR
- GBP
- RUB
- CNY



The screenshot shows a registration form with the following fields and options:

- Email:** Text input field.
- New password:** Text input field.
- Re-enter:** Text input field.
- Save:** Button.
- Timezone:** Dropdown menu with the following options:
 - (GMT -12:00) Eniwetok, Kwajalein
 - (GMT -11:00) Midway Island, Samoa
 - (GMT -10:00) Hawaii
 - (GMT -9:00) Alaska
 - (GMT -8:00) Pacific Time (US & Canada)
 - (GMT -7:00) Mountain Time (US & Canada)
 - (GMT -6:00) Central Time (US & Canada), Mexico City
 - (GMT -5:00) Eastern Time (US & Canada), Bogota, Lima** (highlighted)
 - (GMT -4:00) Atlantic Time (Canada), Caracas, La Paz
 - (GMT -3:00) Brazil, Buenos Aires, Georgetown
 - (GMT -2:00) Mid-Atlantic
 - (GMT -1:00 hour) Azores, Cape Verde Islands
 - (GMT) Western Europe Time, London, Lisbon, Casablanca
 - (GMT +1:00 hour) Brussels, Copenhagen, Madrid, Paris
 - (GMT +2:00) Kaliningrad, South Africa
 - (GMT +3:00) Baghdad, Riyadh, Moscow, St. Petersburg
 - (GMT +4:00) Abu Dhabi, Muscat, Baku, Tbilisi
 - (GMT +5:00) Ekaterinburg, Islamabad, Karachi, Tashkent
 - (GMT +6:00) Almaty, Dhaka, Colombo
 - (GMT +7:00) Bangkok, Hanoi, Jakarta

Step 4: Launching a 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. After doing so, proceed with setting up your TJ campaign.

 Format: **Display** Dimension: **950 x 250** Target Group: **Straight** Audience: Targeting: **GEO** Autopilot: **OFF** Action:

STEP 2. CREATE AD(S)

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

AD SPECS - DISPLAY

Add the Target URL in order to upload your banners.

Ad Type Static Banner Video Banner iFrame

AD Name Use Creative Name Enter Ad Name

*Target URL HTTP or HTTPS

{CampaignID} {CampaignName} {SiteName} {Location} {BanID}
{BanName} {AdID} {AdName} {SpotID} {BidID}

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}`

That's it!

You now can track the performance of your TrafficJunky campaign(s) on Binom. For any question, please contact us, and we will make sure to answer all your inquiries!