BinomTracking Manual.
Track TrafficJunky campaigns on Binom

TRAFFICJUNKY

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.
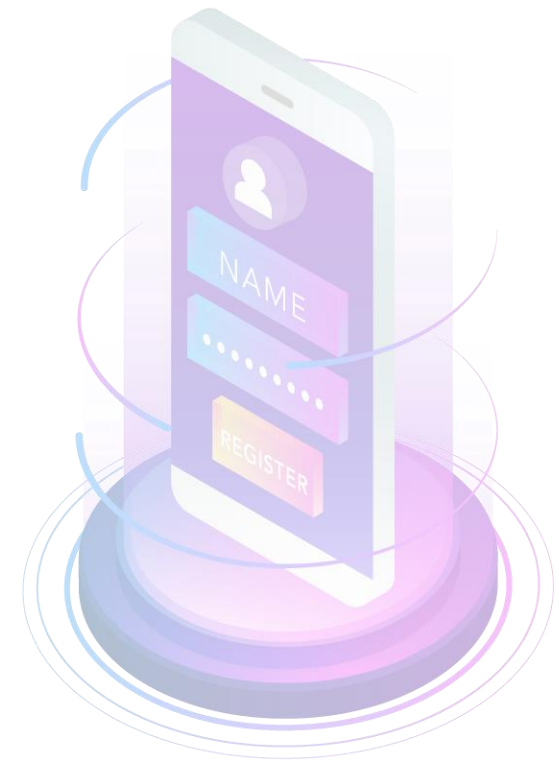
Table of Content

TRAFFICJUNKY

Set Up TrafficJunky Conversion Tracker

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

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.

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
All Trackers	All but Deleted	All Events	2020-10-04 — 2020-11-04

Apply Filters   Clear Filters

+ New Tracker   Actions   Export

		ID ↓	Tracker Name	Tracker Group	Event	Value	Invocation Code	TJ Conversions	All Conversions	Earned Value	Conversion Stats
☐	🟠	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**

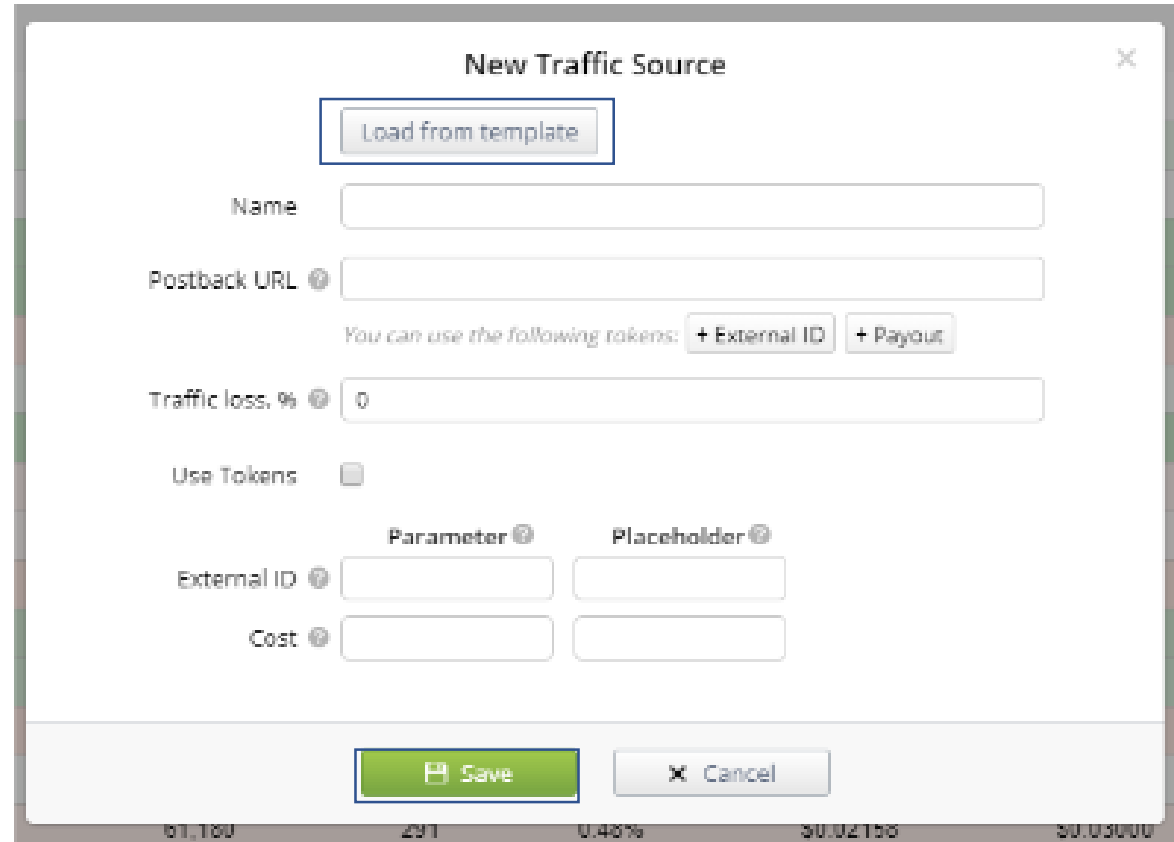- **Navigate to "Traffic Sources" and click "Create"**

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".

TRAFFICJUNKY

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	First Campaign 🟢
Group ❓	Desktop ▾
Traffic Source	▾
CPC / CPM / CPA ($) ❓	[ ] $ - USD ▾ ☐ 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.cor ☐ Use

tj TRAFFICJUNKY

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={conversions_tracking}&cost={actual_cost}

MAIN OPTIONS

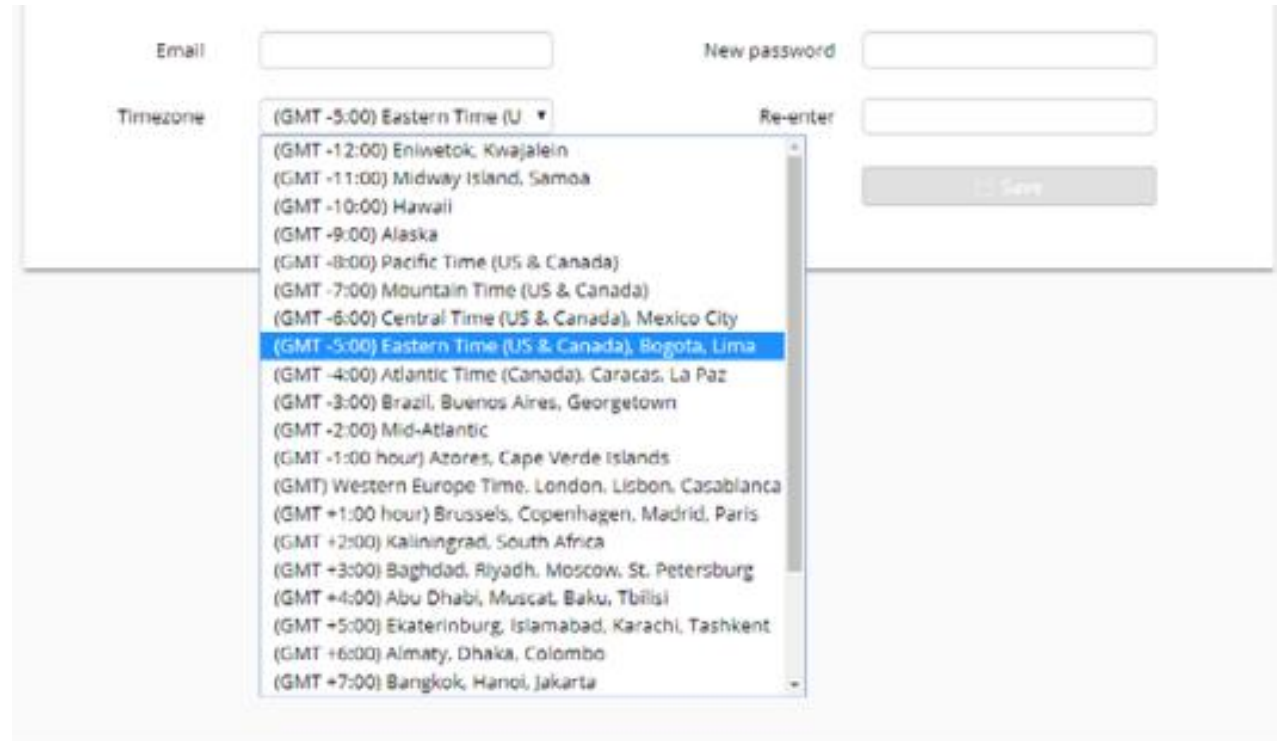|	
Name	First Campaign ●
Group ?	Desktop ▼
Traffic Source	▼
CPC / CPM / CPA ($) ?	[ ] $ - USD ▼ ☐ Auto
Hide referrer ?	None ▼
Domain	tracker.com ▼
Type of distribution ?	Normal rotation (random) ▼
Campaign URL ?	Save campaign for generate URL
Anti-Spy Beta	URL for bots. Please, use white landers, NOT google.co ☐ Use

tj TRAFFICJUNKY

Binom also supports the option of choosing a time zone for the rports 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

Email

Timezone   (GMT -5:00) Eastern Time (U ▼

New password

Re-enter

(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
(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.

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