Keitaro Tracking Manual.

Track TrafficJunky campaigns on Keitaro

TRAFFICJUNKY

Introduction

This manual describes how to integrate **TrafficJunky** with the tracking software **Keitaro** so you can monitor the performance of your **TrafficJunky** campaigns on **Keitaro.** We will walk you through the different steps to set everything up.

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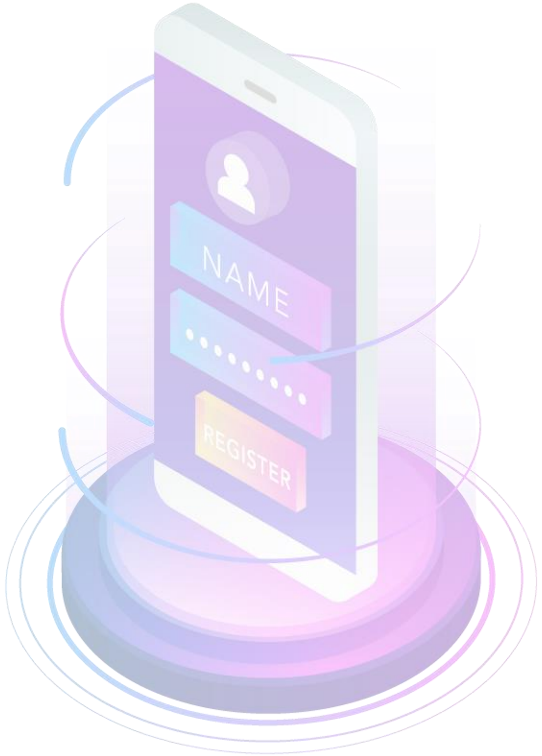

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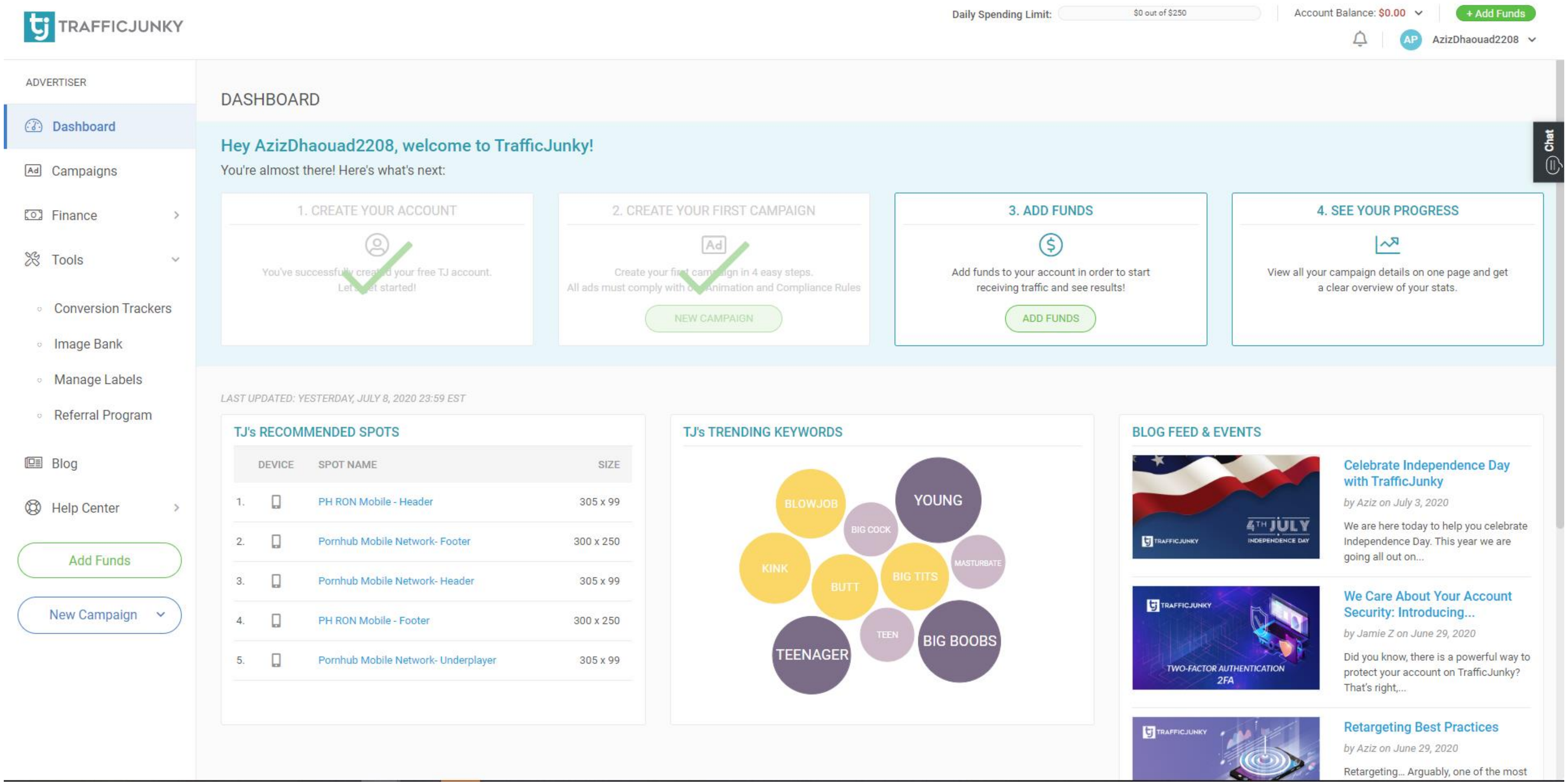
Setting Up TrafficJunky Conversion Tracker

Log into your TrafficJunky Member Area. Select **Tools** & Choose **Conversion Trackers.**



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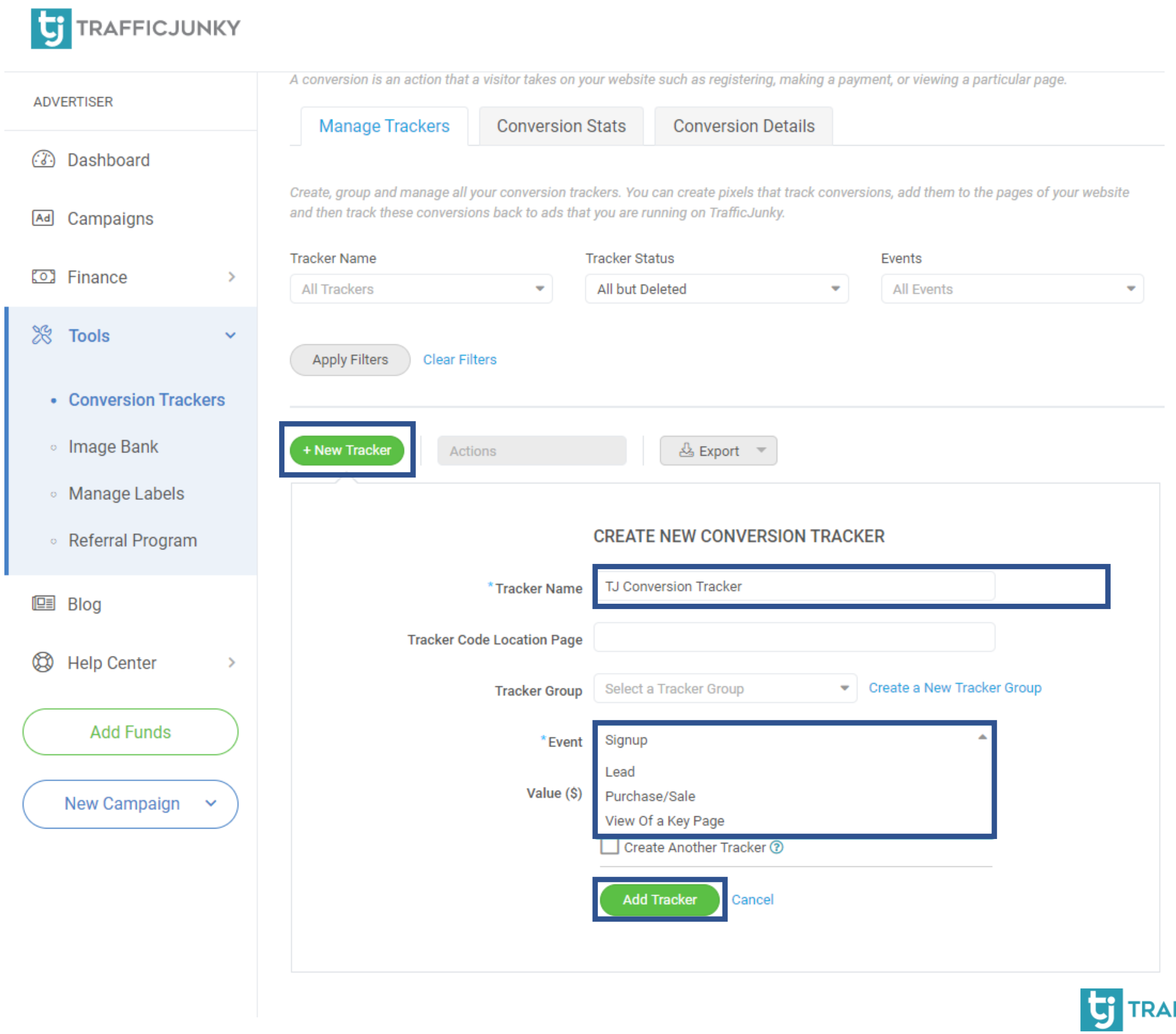
Setting Up TrafficJunky Conversion Tracker

- 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.



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Setting 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. To see your conversion tracker code, click on **View Code** in the **Invocation Code** column.

	ID	Tracker Name	Tracker Group	Event	Value	Invocation Code	TJ Conversions	All Conversions	Earned Value	Conversion Stats
	1000196911	TJ Conversion Tracker		Lead	$0.00	View Code	0	0	0	view

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

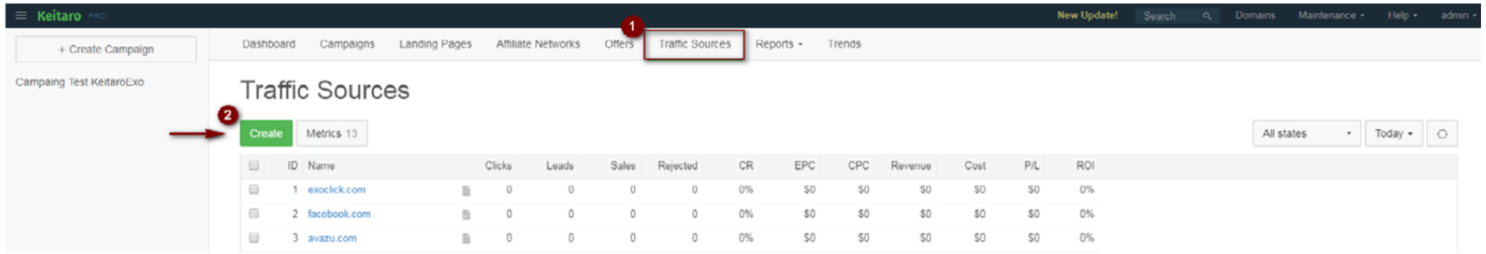
```
<img id="1000196911_cpa_testing" src="https://ads.trafficjunky.net/tj_ads_pt?a=1000196911&member_id=1002249721&cb=[RANDOM_NUMBER]&cti=[TRANSACTION_UNIQ_ID]&ctv=[VALUE_OF_THE_TRANSACTION]&ctd=[TRANSACTION_DESCRIPTION]" width="1" height="1" border="0" />
```

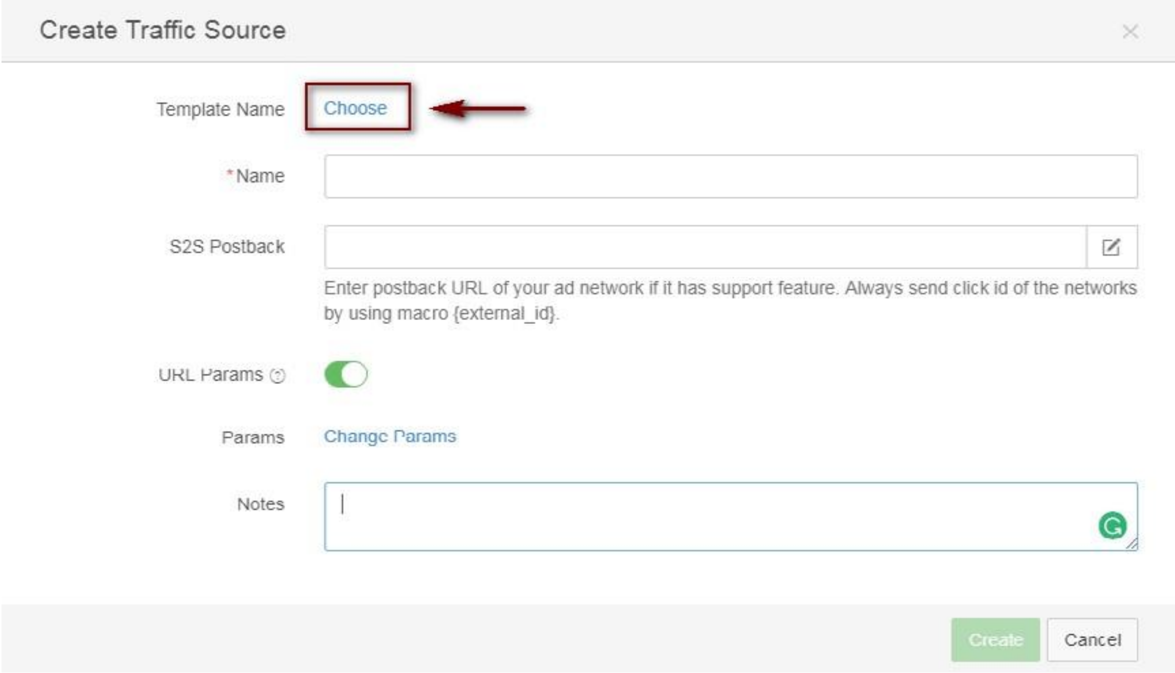
Variable Name	Value
TRANSACTION_UNIQ_ID	The unique ID of the transaction is used in order to match conversions reported here with transactions on your Sales backend system.
VALUE_OF_THE_TRANSACTION	The value of the transaction will be used to calculate the total value of conversion for a particular ad.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

Set TrafficJunky as a Traffic Source in Keitaro

To track conversions on TrafficJunky , you will need to configure a dynamic tracker which will be added to your campaign URL. This is used to uniquely identify clicks. This tracker will need to be **saved on Keitaro as it will notify the TrafficJunky API each time a conversion is generated.**

To do so, all you need to do is add TrafficJunky as a traffic source on Keitaro from the pre-defined template. Head to Keitaro Admin Panel, Click on **Traffic Sources** tab, click on **Create**. In the "**Template Name**", click Choose and select TrafficJunky.





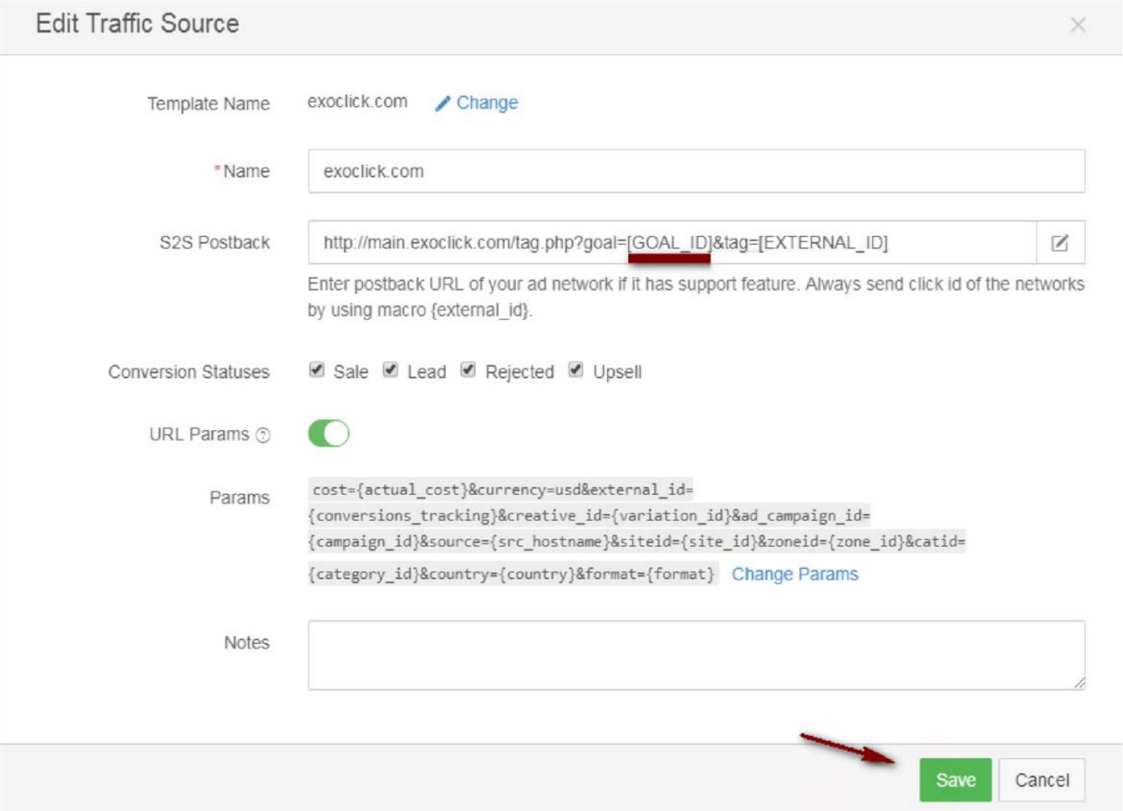
Set TrafficJunky as a Traffic Source in Keitaro

In the S2S Postback URL, you need to place the TrafficJunky Postback URL and replace the highlighted parts with the information you obtained in step one

Copy paste the **member_id=** as well as **a=** from your conversion tracker to obtain a complete S2S postback URL

Here's an example of an S2S posback 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=[VALUE_OF_THE_TRANSACTION]&ctd=[TRANSACTION_DESCRIPTION]&aclid=[ACLID]



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Set TrafficJunky as a Traffic Source in Keitaro

The only mandatory parameter to track conversions is the **External ID.** All other parameter are optional.

You can find more about **TrafficJunky** tokens in this guide.

If you do not want to add any additional parameters, click **Save** to confirm and create your traffic source.

Note: You can always make changes to your traffic source. Simply select it from the traffic source list.

2. PARAMETERS

	QUERY PARAM	TOKEN
External ID	tag	{conversions_tracking}
Cost	cost	{actual_cost}

	QUERY PARAM	TOKEN	NAME
Custom 1	campid	{campaign_id}	Campaign ID
Custom 2	varid	{variation_id}	Variation ID
Custom 3	source	{src_hostname}	Domain
Custom 4	siteid	{site_id}	Site ID
Custom 5	zoneid	{zone_id}	Zone ID
Custom 6	catid	{category_id}	Category ID
Custom 7	country	{country}	Country
Custom 8	format	{format}	Format
Custom 9	e.g. parameter	e.g. {token}	e.g. Token description
Custom 10	e.g. parameter	e.g. {token}	e.g. Token description

Create Campaign on Keitaro

Before creating your campaign, please ensure that your **offer(s),** and your **affiliate network** (if required) are set correctly.

To create a campaign on **Keitaro**, follow these simple steps:

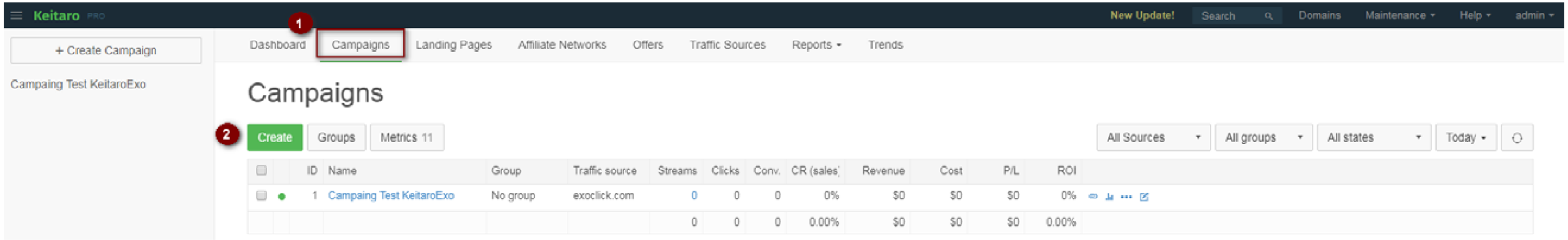
1) Click the **Campaigns tab**

2) Click **Create button**

3) Select **TrafficJunky** as the traffic source for your campaign

4) Proceed with filling in all the required fields for the **Main Settings** tab.

5) Once the main settings are done, click on **Additional Settings** tab, and choose a **CPM model** as well as **Auto Cost**



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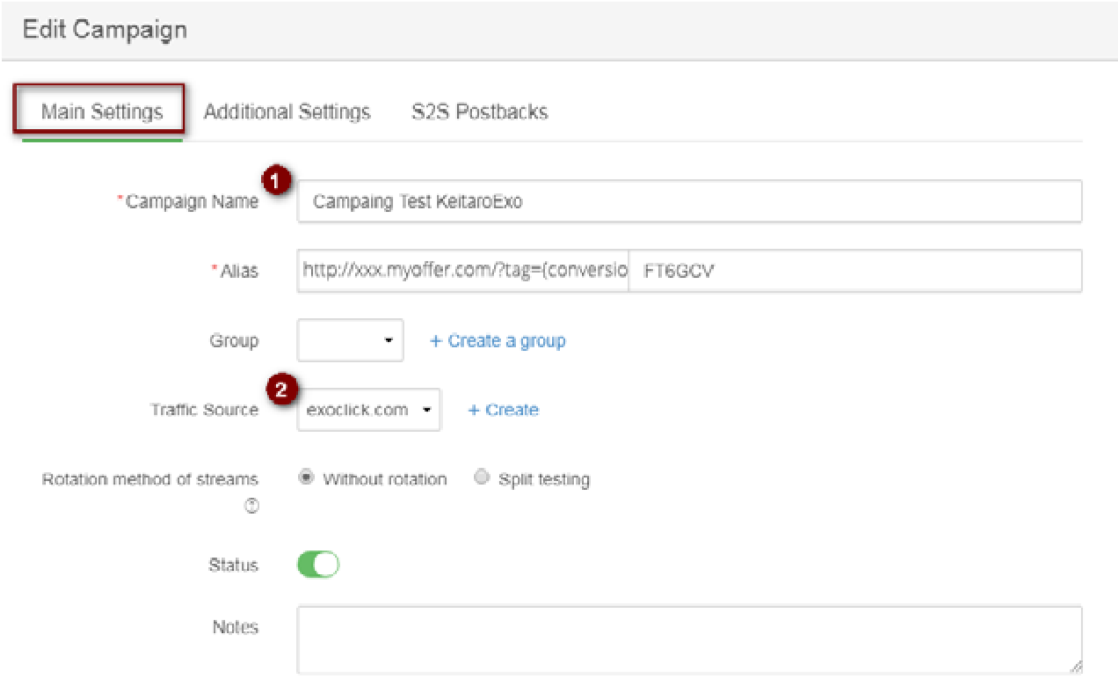
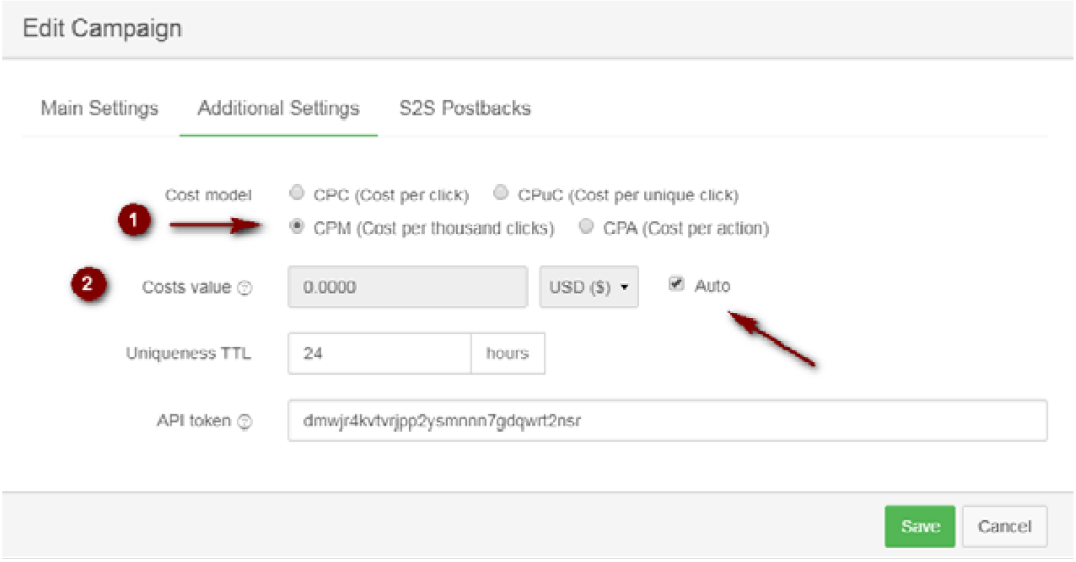
Create Campaign on Keitaro





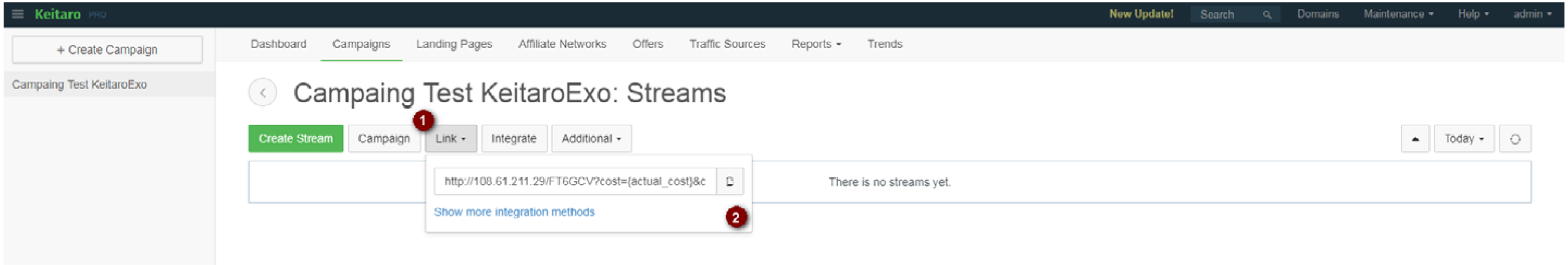
Note: if the Auto option is selected the cost of the click will be taken from the {actual_cost} token.

Create Campaign on Keitaro

Click on the **Link** tab, and copy the link provided in the field box.

This is the link that your users will be directed to and the same one that will be the Target URL in your TrafficJunky Campaign.

The parameters will be automatically generated based on the traffic source configuration.



Here's an **Example URL**

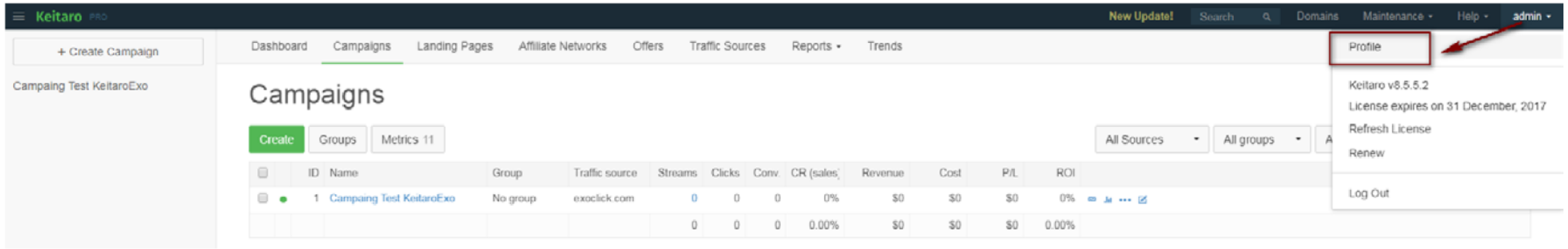
http://xxx.myoffer.com/?tag={conversions_tracking}&campid={campaign_id}

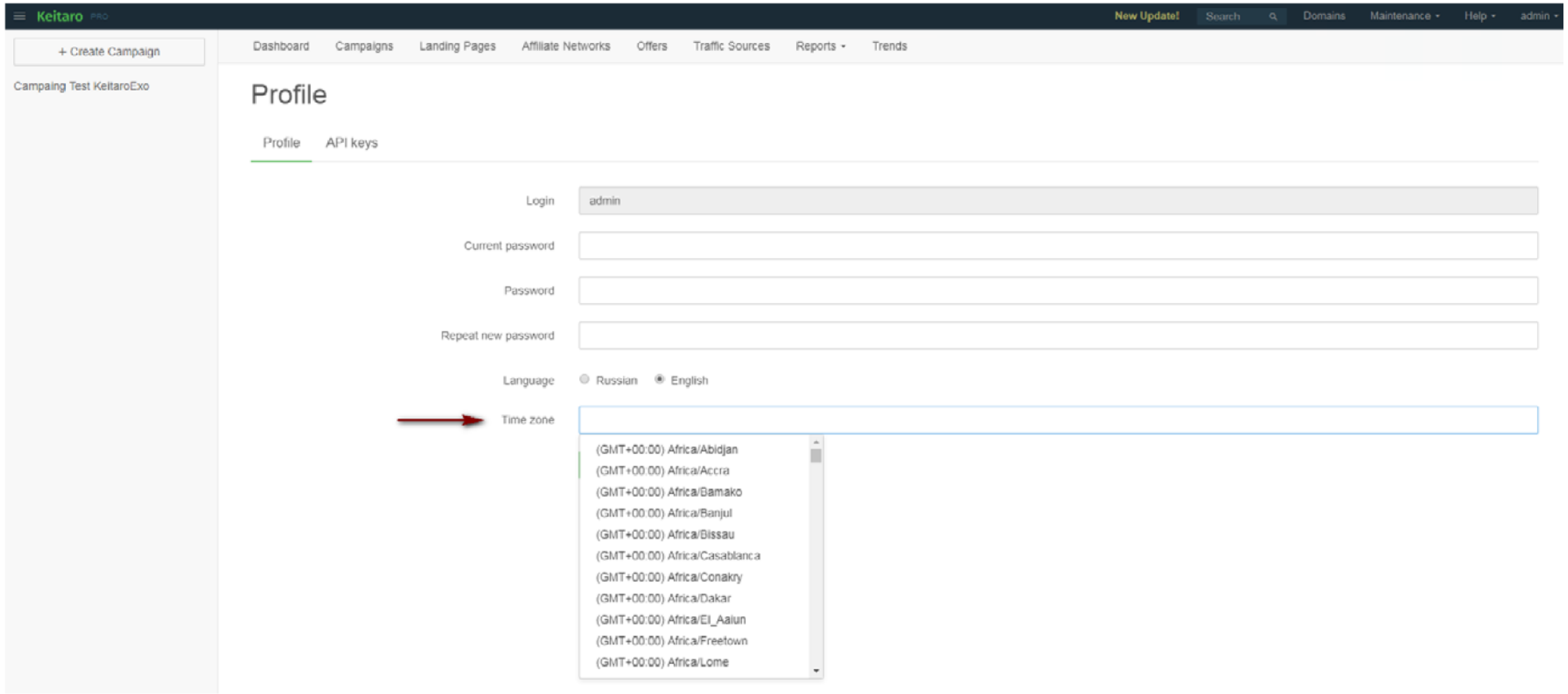
Click **Save** when done. You can move to last step or add some extra elements to your campaign presented below

Create Campaign on Keitaro

Time Zone:

It is recommended to use the Easter Time Zone for your time zone to match that of our platform.



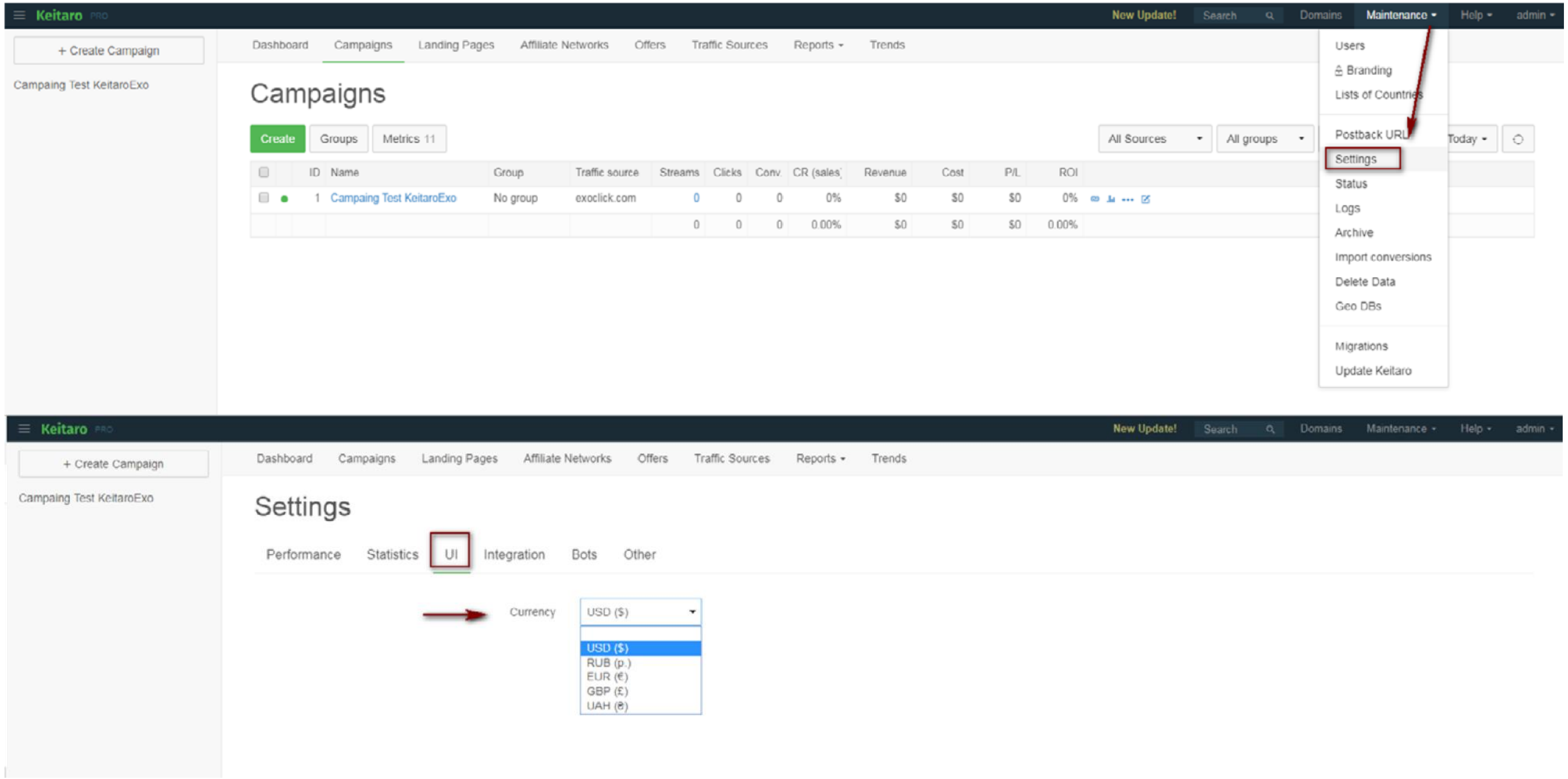


Create Campaign on Keitaro

Currency:

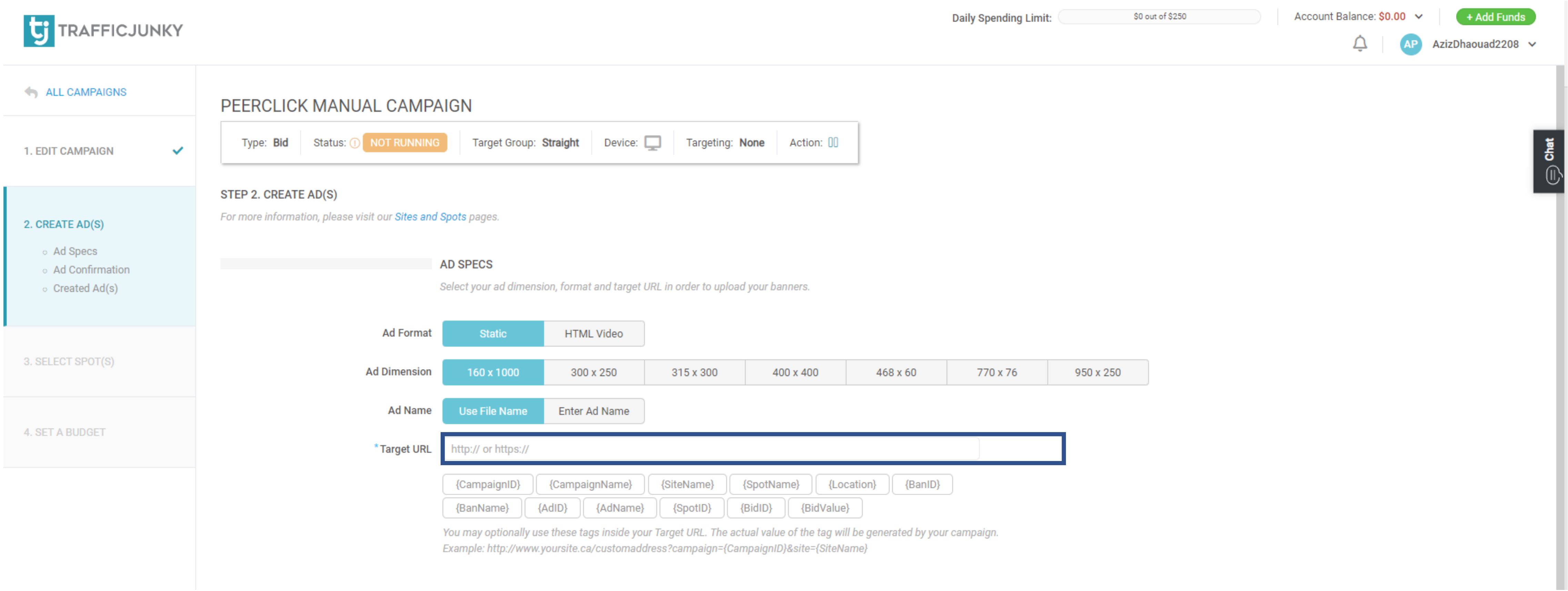
Keitaro currently supports the following currencies:

- **USD**
- **EUR**
- **GBP**
- **RUB**



Set 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 of the campaign you have obtained in the previous step. After doing so, proceed with setting up your TJ campaign.



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