

INTRODUCTION

Tracking TrafficJunky Conversions on Shopify

TrafficJunky delivers access to the industry's leading adult traffic sources alongside robust analytical tools to optimize your campaign strategies. This guide focuses on utilizing our Postback URL for tracking transactions on your Shopify store, ensuring every successful purchase is recorded seamlessly.

Step 1: Begin by setting up your conversion goal in your TrafficJunky Account

- Navigate to Tools > Tracking Tools > Conversion Tracker
- Click + New Conversion Tracker

CREATE NEW CONVERSION TRACKER

* Tracker Name

My Shopify Store

Location Page ?

Tracker Group

Select a Tracker Group ▼

Create a New Tracker Group

* Event

Purchase/Sale ▼

Value (\$)

0.00

☐


Create Another Tracker ?

➔

Add Tracker

Cancel

- Fill in the following fields:
 1. Assign a unique **name** to identify your tracker easily.
 2. Set the **event type** to Purchase/Sale for accurate tracking.
 3. Click **Add Tracker** to create your tracker.
- After your Tracker Details appear in the table, click **View Code**.

Tracker Group ?	Event ?	Value ?	Invocation Code ?	TJ Conversions ?
	Purchase/Sale	\$0.00	View Code 	0

- This will display your invocation code; switch to the **Postback URL** option.
- Note down your tracker and member ID (underlined), as these will be essential for configuring the pixel within your Shopify admin settings.

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

GTM Version

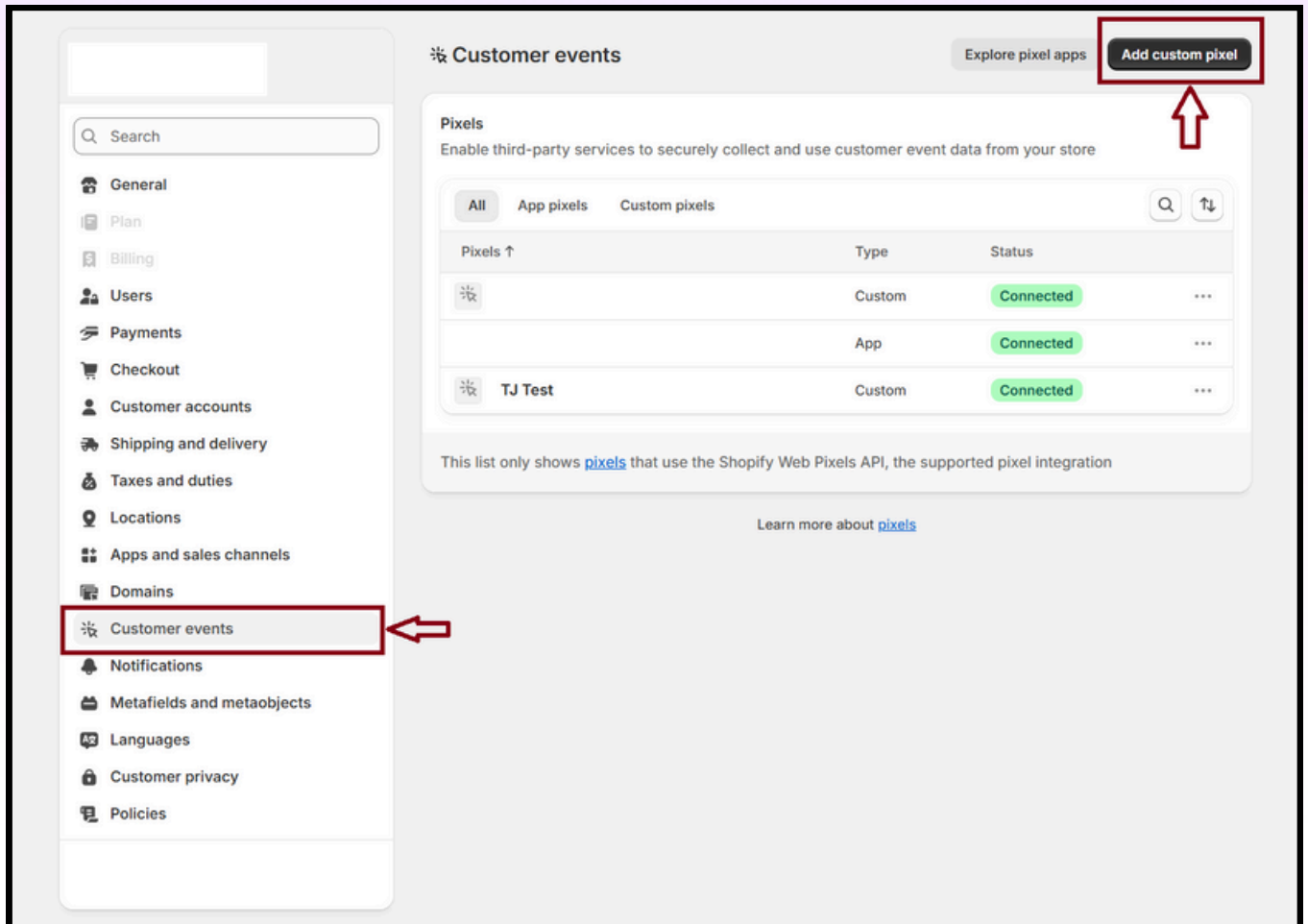
<!-- Use the below URL as a postback URL for your tracking calls -->

https://ads.trafficjunky.net/ct?a=1000541262&member_id=1003380241&cb=[RANDOM_NUMBER]&cti=[TRANSACTION_UNIQ_ID]&ctv=&ctd=[TRANSACTION_DESCRIPTION]&aclid=[ACLID]

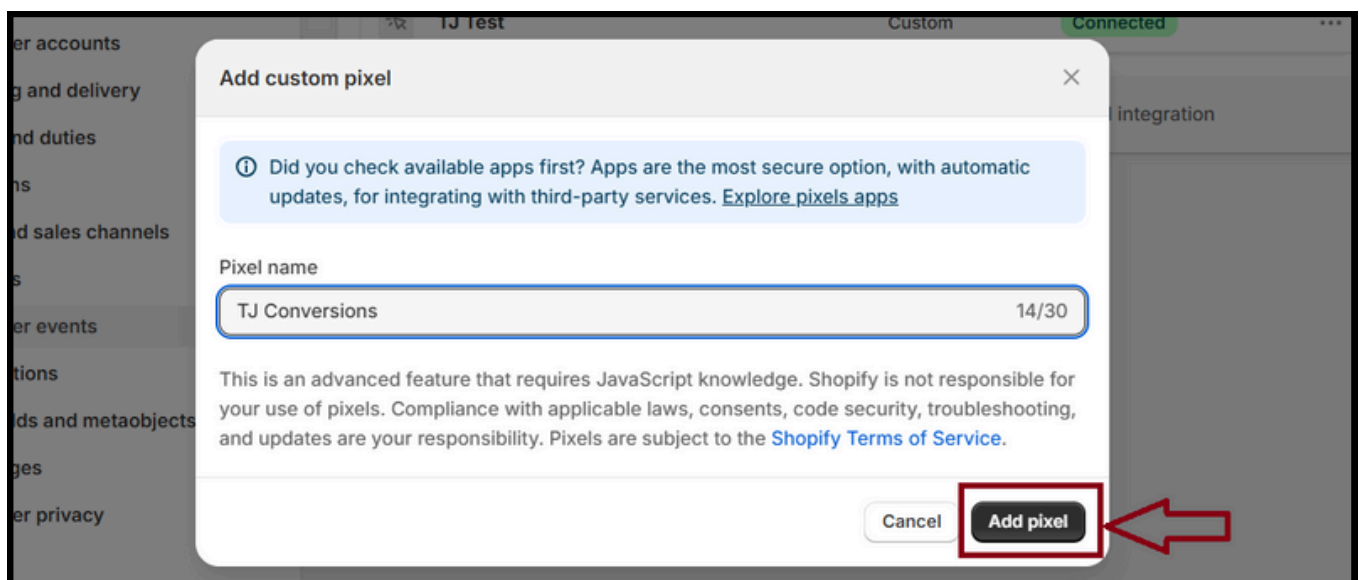
Variable Name	Value
RANDOM_NUMBER	The value is used for "cache busting" and to make sure that each call to the tracker is unique. A timestamp or any other randomly generated number can be used for this purpose.
TRANSACTION_UNIQ_ID	The unique ID of the transaction is used in order to match conversions reported here with transactions on your Sales backend system.
TRANSACTION_DESCRIPTION	The transaction description is any information that might help you identify the transaction on your Sales backend system. Example: ProductName+Billers+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 the Postback URL, to link the conversion to the click.

Step 2: Follow these steps in your Shopify Account

- Navigate to **Settings** in your Shopify admin panel.
- Go to **Customer events**.
- Select **Add Custom Pixel**.



- Give your pixel a unique name and click **Add Pixel**.



- Ensure compliance by setting Permission to Analytics and Data Sale to **Does not qualify as Data Sale**.

TJ Conversions Test More actions Connect

For enhanced security and stability, pixel access is sandboxed. [Learn more](#)

Customer privacy

Permission

☒ Required
The pixel will collect data when permission is granted for selected purposes.

☐ Marketing

☒ Analytics

☐ Preferences

☐ Not required

Data sale

☐ Data collected qualifies as data sale

☐ Data collected qualifies as data sale and supports limited data use

☒ Data collected does not qualify as data sale
The pixel will collect data when the customers opts out of their data being sold.

See how these settings apply to your store in [Customer privacy](#)

Code

```

1
2 // Step 1. Initialize the JavaScript pixel SDK (make sure to exclude HTML)
3
4
5 // Step 2. Subscribe to customer events with analytics.subscribe(), and add tracking
6 // analytics.subscribe("all_standard_events", function (event) {
7 //   console.log("Event data ", event?.data);
8 // });
9

```

- Update the code section as suggested:

Code Current

```

1 analytics.subscribe('checkout_completed', (event) => {
2   const pixel = new Image();
3   pixel.src = "https://ads.trafficjunky.net/ct?" +
4     "a=1000541022" +
5     "&member_id=1003380241" +
6     "&cb=" + Math.random() +
7     "&cti={{ order.order_number }}" +
8     "&ctv={{ order.total_price | money_without_currency }}" +
9     "&ctd=" + encodeURIComponent("{{ order.line_items | map: 'title' | join: ',' }}" ) +
10    "&aclid={{ order.attributes.aclid | default: '' }}";
11   document.body.appendChild(pixel);
12 });

```

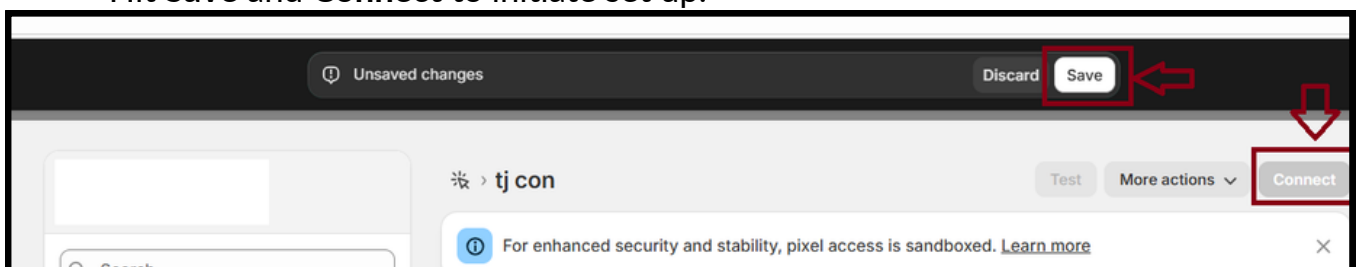

Text version:

```
//TJ Conversion pixel without HTML and customized to Shopify transaction data
```

```
analytics.subscribe('checkout_completed', (event) => {  
  const pixel = new Image();  
  pixel.src = "https://ads.trafficjunky.net/ct?" +  
    "a=1000541022" +  
    "&member_id=1003380241" +  
    "&cb=" + Math.random() +  
    "&cti={{ order.order_number }}" +  
    "&ctv={{ order.total_price | money_without_currency }}" +  
    "&ctd=" + encodeURIComponent("{{ order.line_items | map: 'title' | join: ',' }}" +  
    "&aclid={{ order.attributes.aclid | default: ' ' }}";  
  document.body.appendChild(pixel);  
});
```

Remember to replace “a=A” and “member_id=MEMBERID” fields with actual values from your TrafficJunky Postback URL.

- Hit **Save** and **Connect** to initiate set up.



To confirm everything is set up, conduct a test purchase using Shopify's test payment feature. Successful checkouts should trigger your postback URL, relaying conversion data such as dynamic values directly to your TrafficJunky dashboard.

Pro Tip: Allow a brief period for conversions to populate within your TrafficJunky admin panel, tracking confirmation may not be instantaneous.

A screenshot of the TrafficJunky dashboard showing a table of conversion data. The table has columns for ID, Tracker Name, Location Page, Tracker Group, Event, Value, Invocation Code, and TJ Conversions. One row is visible with ID 1000541022, Tracker Name My Shopify Store, Event Purchase/Sale, Value \$0.00, and TJ Conversions 1. The TJ Conversions column has a 'View Code' link next to it. The TrafficJunky logo is visible in the bottom right corner.

ID	Tracker Name	Location Page	Tracker Group	Event	Value	Invocation Code	TJ Conversions
1000541022	My Shopify Store			Purchase/Sale	\$0.00	View Code	1

EXPANDING YOUR TOOLKIT

Looking to expand beyond checkout tracking? Consult the [Shopify Standard Events Documentation](#) to explore further customization capabilities. Setting up additional events will require some development effort on your end to integrate smoothly.

For any additional insights regarding postback setup or Shopify pixels, refer to the [Shopify Pixels Documentation](#).

NEED HELP?

If you have any questions or need assistance, please reach out to the [TrafficJunky support team](#). We're here to help you get the most out of your campaigns!

Wishing you smooth tracking and successful campaigns!

The TrafficJunky Team