

INTRODUCTION

Welcome to the **TrafficJunky & Voluum Integration Guide!**

This guide will help you connect your TrafficJunky campaigns with Voluum, so you can accurately track conversions and optimize your advertising. Each step is broken down for clarity, making it easy for anyone to follow—no matter your experience level.

What You Need Before We Start

Let's make sure you've got your toolkit ready. Please make sure you have:

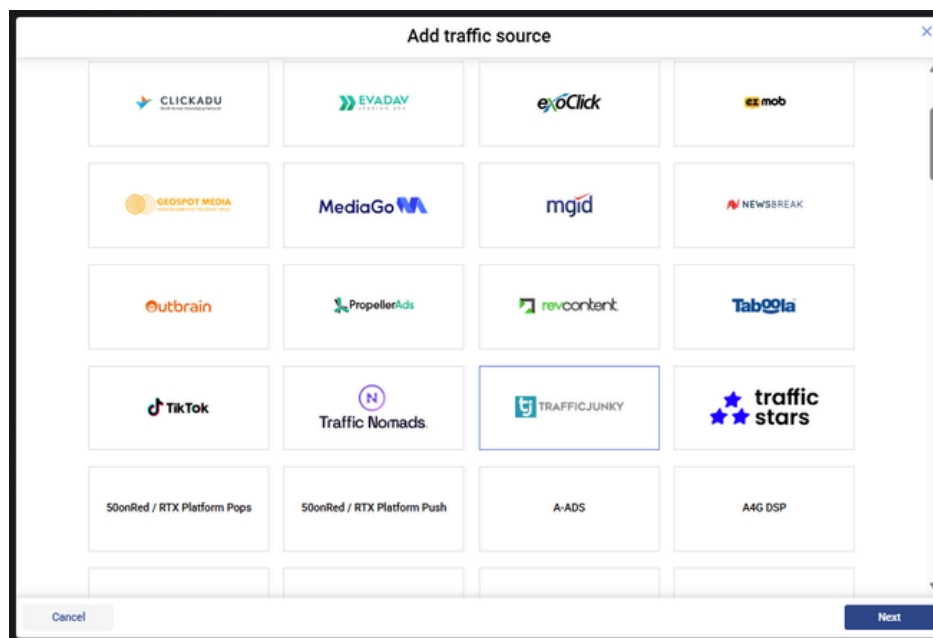
- An active Voluum account
- An active TrafficJunky account
- An offer (and optionally, a landing page) ready to go

Integration Steps: Let's Get Tracking!

Step 1: Create a Campaign in Voluum

You'll first set up your campaign in Voluum to generate the tracking URL you'll use in TrafficJunky.

- Add your offer in Voluum.
- (Optional) Add a lander if you're using one.
- Add TrafficJunky as your **traffic source** using Voluum's template.



- Start creating your campaign in Voluum.
- Fill in all **required campaign details**, select TrafficJunky as the source, and choose your offer and lander.

The screenshot shows the 'New campaign' form in Voluum, specifically the 'GENERAL' tab. The form includes the following fields and options:

- Traffic source:** A dropdown menu set to 'TrafficJunky'.
- Traffic type (optional):** A dropdown menu set to 'Select type of traffic'.
- Country label:** A dropdown menu set to 'Global'.
- Name:** A text input field containing 'TrafficJunky - Global - Test campaign'.
- Cost model:** A dropdown menu set to 'Auto (CPC/CPM)'.
- Traffic loss (%):** A toggle switch that is currently turned off.
- Transition between ad and campaign funnel:** Two radio buttons: 'Redirect' (selected) and 'Direct'. Below them, a diagram shows the flow: 'Ad' → 'Voluum TRK' → 'Your campaign funnel' for the Redirect method, and 'Ad' → 'Voluum tracking script' → 'Your campaign funnel' for the Direct method.
- Campaign destination:** Two radio buttons: 'Flow' and 'Path' (selected).
- Path Destination:** Two radio buttons: 'Landers & Offers' and 'Offers only' (selected).
- Transition to offer:** Three radio buttons: '302' (selected), 'Meta refresh', and 'Double meta refresh'. Below them, a diagram shows the flow: 'Your traffic's flow: Ad' → 'Voluum' → 'Offer'.
- Offers:** A dropdown menu set to 'Global - My offer'.

At the bottom of the form, there are 'Cancel' and 'Save' buttons.

- Save your campaign and copy the campaign URL to your clipboard. You'll need this URL for the next step.

The screenshot shows the 'New campaign' form in Voluum, specifically the 'TRACKING & AUTOMIZER' tab. The form includes the following fields and options:

- Tracking:**
 - Domain:** A dropdown menu set to '.com'.
 - Campaign URL:** A text input field containing 'https://.com/8d7b896f-983f-47e7-92cd-07839'. A 'Copy' button is next to the URL.
- Automizer rules:**
 - Start entering rule name:** A text input field.
- Using the Automizer will allow you to:**
 - ✓ Connect Voluum with your traffic sources via API integration
 - ✓ Perform various actions on your campaigns
 - ✓ Automate your traffic with rules

At the bottom of the form, there is a note: 'Offer Tracking Script should be already implemented into your Offer's code at this stage. If it is not, copy it from the section below and add it to Offer's code. [Learn more](#)'.

Step 2: Create a Campaign in TrafficJunk

Next, set up your campaign in TrafficJunk:

- Log in and **start a new** campaign.
- Fill in all **required campaign** details.
- On **step 5** of Campaign Creation, **Paste the Voluum campaign URL** (from Step 1) into the Target URL field.

The screenshot shows the TrafficJunk interface for creating a campaign. The left sidebar lists steps: 1. BASIC SETTINGS, 2. AUDIENCE, 3. TRACKING, SOURCES & RULES, 4. SCHEDULE & BUDGET, and 5. AD(S). The main area is titled 'TEST CAMPAIGN' and shows 'STEP 5. CREATE YOUR AD(S)'. Campaign details include Status: NOT RUNNING, Exchange: TJX, Device(s):, Format: Display (Banner), Ad Type: Static Banner, and Dimensions: 950 x 250. The Target URL field is highlighted with a red box and contains the URL: https://www.voluum.com/8d7b896f-983f-47e7-92cd-07839f89e15e?CampaignID={Can}. Below the URL field are input fields for CampaignID, CampaignName, SiteName, Location, and BandID. The page also includes sections for Ad Specs, Select Creative(s), and Create Ad(s).

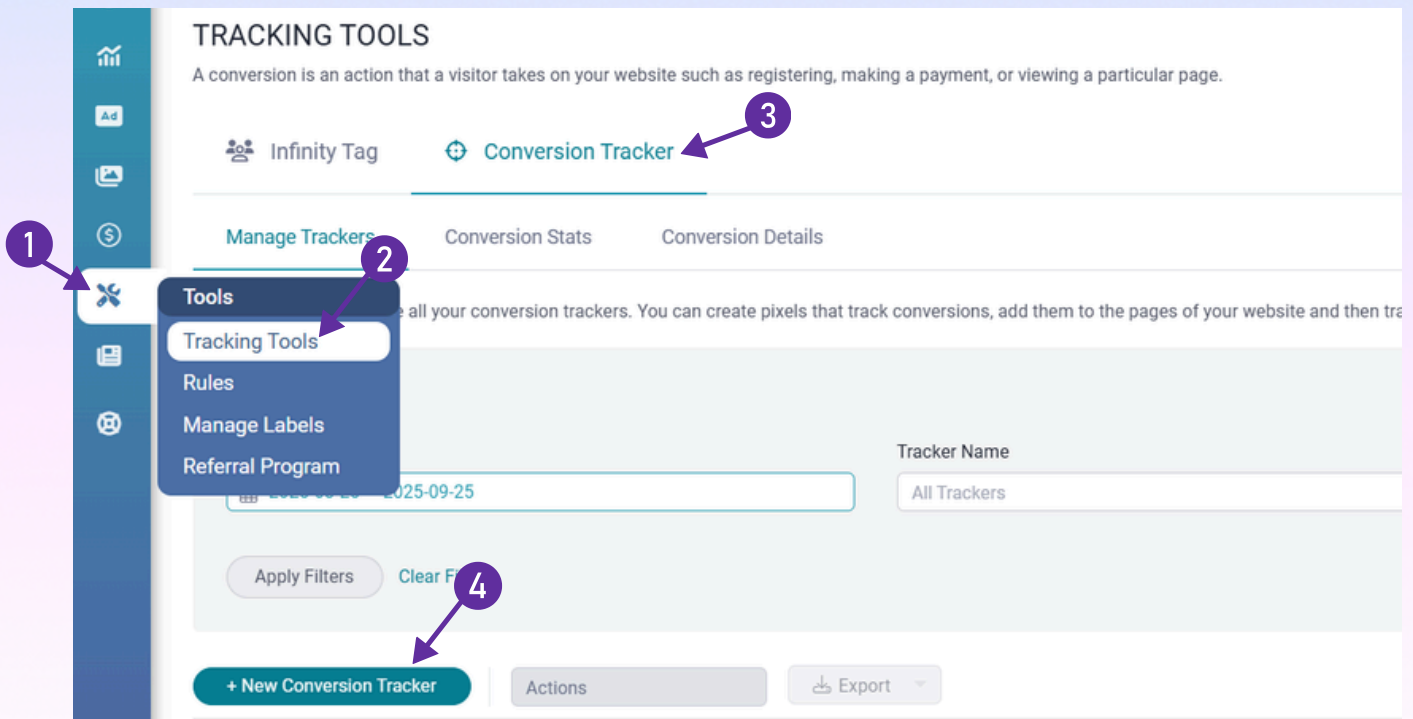
- Save your campaign.

Note: Your campaign will only run if you have sufficient funds and it passes TrafficJunk's approval process.

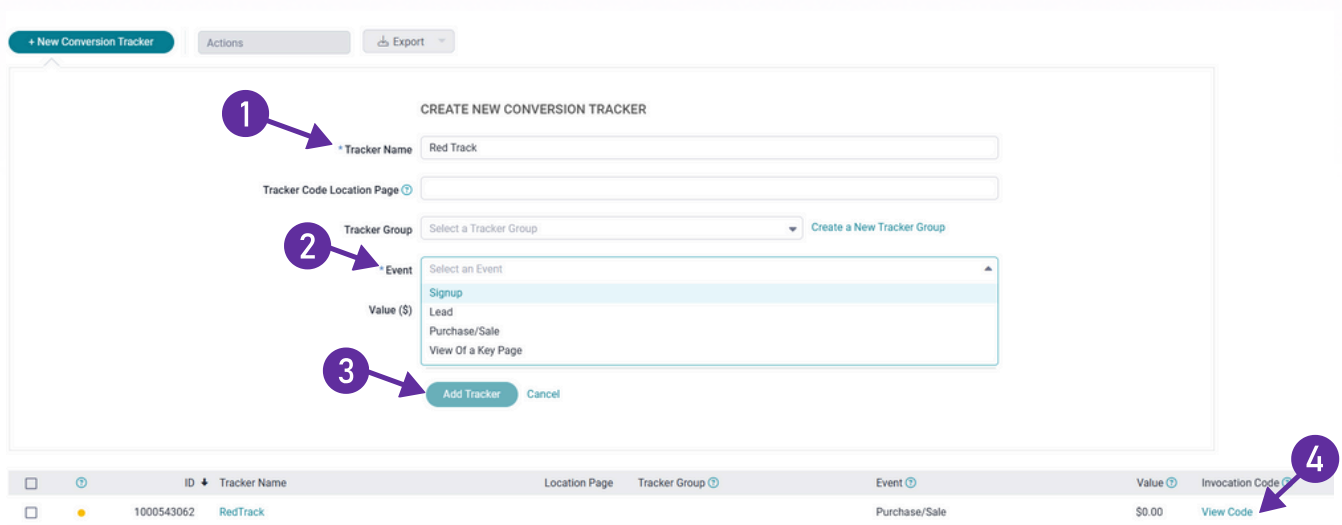
Step 3: Set Up a Conversion Tracker in TrafficJunk

To make sure conversions are tracked correctly between Voluum and TrafficJunk:

- In TrafficJunk, go to **Tools → Conversion Tracker**.
- Click + **New Conversion Tracker**.



- Give your tracker a **name**.
- Choose what you want to track (signups, sales, etc.) and click **Add Tracker**.
- Find your tracker in the list, then click **View** in the Invocation Code column.



- Select Postback URL to generate your code.
- The a and member_id values in your code will always be unique to your tracker. Simply copy the generated code exactly as is.

This conversion tracker will now be available to add to any existing or new TrafficJunky campaign, simply add on Step 3 of Campaign Creation process.

Tracker Status

Events

All b

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=
member_id=
&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+BillIDofYourCustomer.
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 4: Set Up The Tracker in Voluum

- In Voluum, edit your TrafficJunky traffic source and paste this URL as the postback URL.
- Replace **[ACLID]** with Voluum's **{externalid}** token.

Edit traffic source TrafficJunky

Video

Article

Banner Name

BanName

{BanName}

{var8}

Ad Creative ID

AdID

{AdID}

{var9}

Add parameter

Cost currency

USD

Passing conversion info to traffic source

Traffic source postback URL

https://ads.trafficjunky.net/ct?a=1000539512&member_id=1002392921&cb=[RANDOM_NUMBER]&cti=[TRANSACTION_UNIQ_ID]&ctv=1.00&ctd=[TRANSACTION_DESCRIPTION]

{externalid}

{payout}

{payout_currency}

{payout.100%}

{campaign.id}

{campaign.name}

{trafficsource.id}

{lander.id}

{lander.name}

{offer.id}

{offer.name}

{device}

{brand}

{model}

{browser}

{browser.version}

{os}

{os.version}

{country}

{region}

{city}

{isp}

{connection.type}

{carrier}

{ip}

{countryname}

{referrerdomain}

{language}

{useragent}

{transaction.id}

{click.id}

{var1}

{var2}

{var3}

{var.variable name}

{conversion.cost}

{eventType}

{workspace.id}

{workspace.name}

{postbacktime}

{param1}

{param2}

{param3}

{param4}

{param5}

Tokens dictionary

Traffic source postback URL per event type

Pixel redirect URL

More tracking options

Impression tracking

Direct tracking

Notes

Cancel

Save

ALL DONE!

That's it! Your Voluum and TrafficJunky accounts are now connected for conversion tracking. Conversions will be sent from Voluum to TrafficJunky automatically.

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