INTRODUCTION

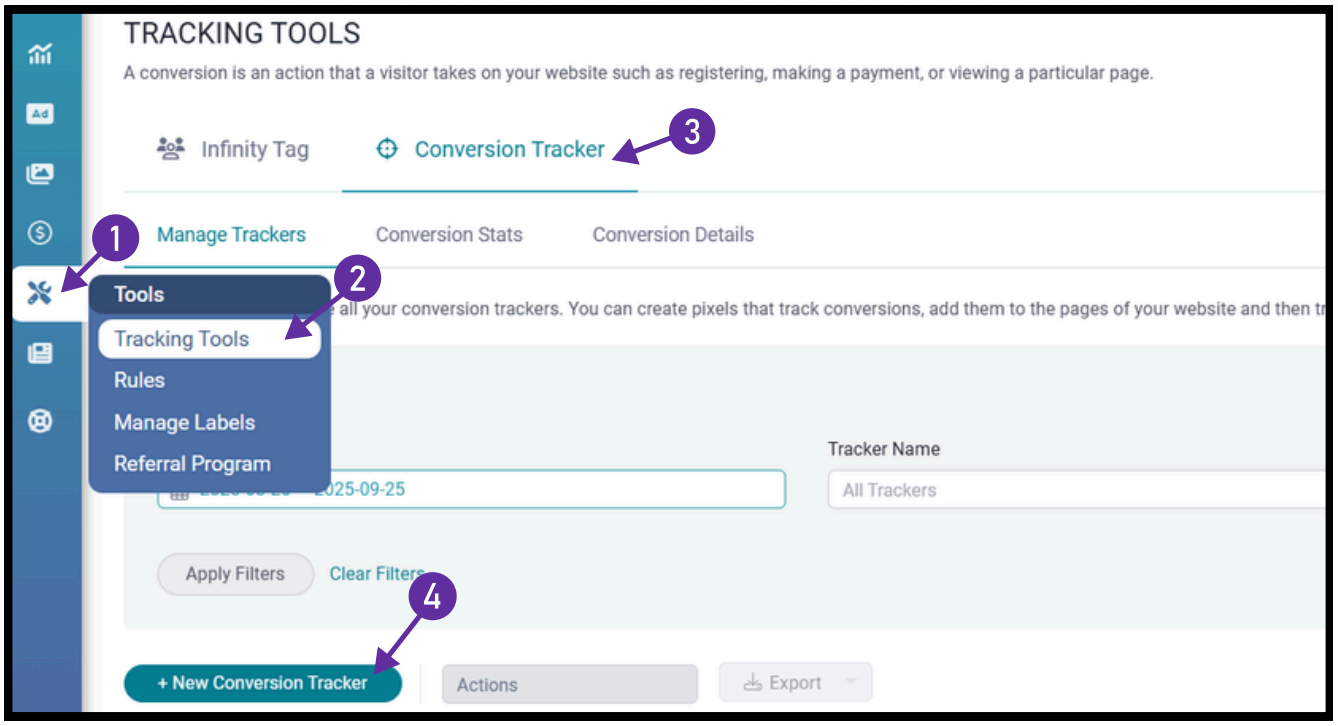
Welcome to the TrafficJunky & Binom Integration Guide!

This guide will help you connect your TrafficJunky campaigns with Binom, so you can track and optimize your performance with ease. Whether you're new to tracking or just want a refresher, follow these steps and you'll be set up in no time!

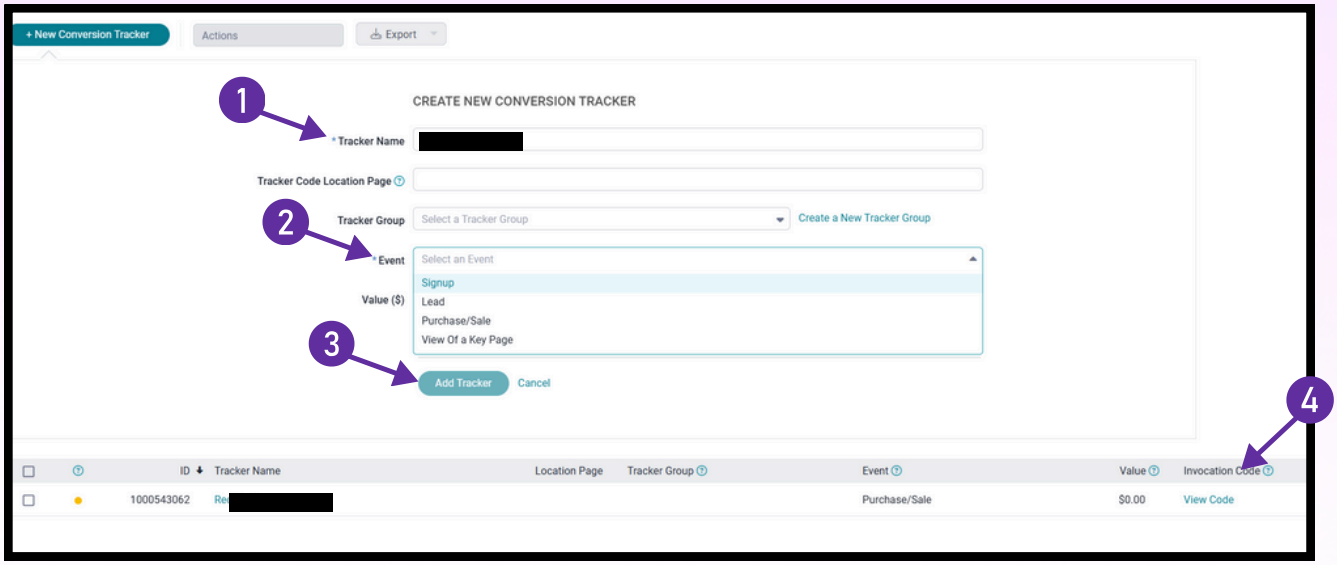
Integration Steps: Let's Get Tracking!

Step 1: Set Up a Conversion Tracker in TrafficJunky

- Log in to your TrafficJunky Campaign Manager.
- Go to **Tools > Tracking Tools > Conversion Trackers.**
- Click **+ New Tracker.**

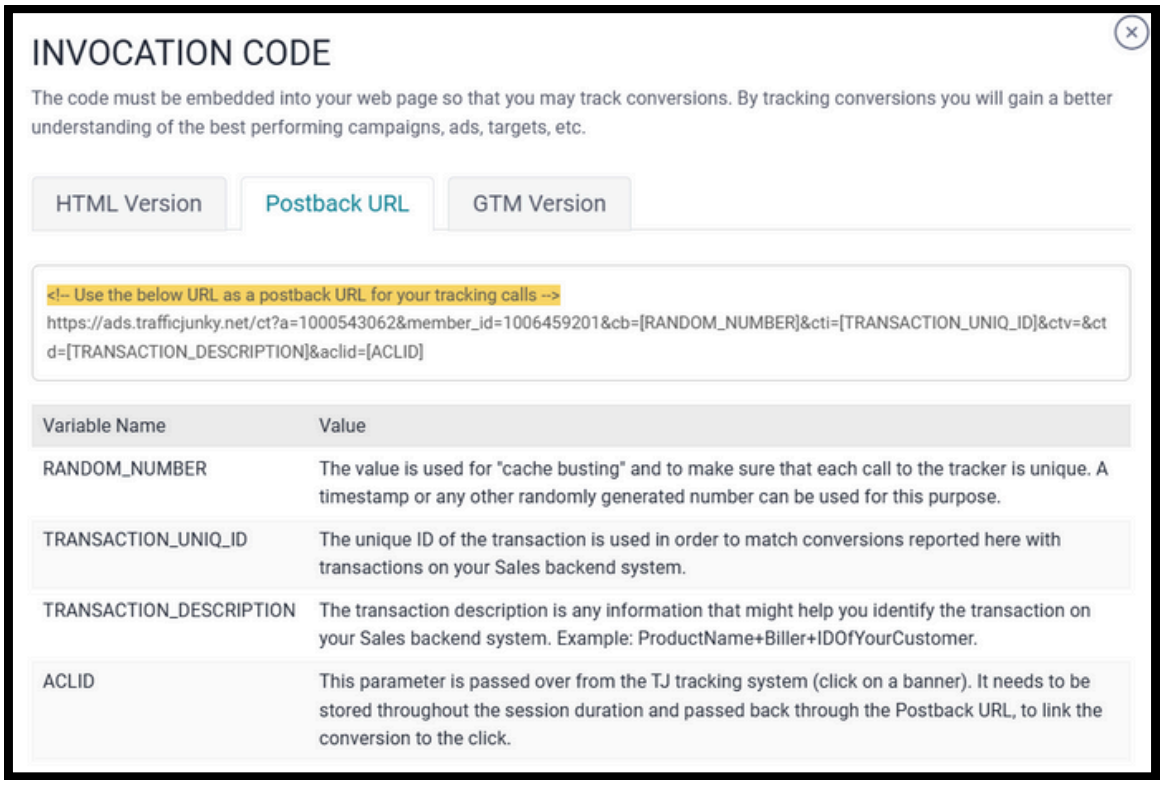


- Give your tracker a **name**.
- Choose the event you want to track (for example, “Purchase/Sale”). If you’re tracking sales, you can add a value.
- Click **Add Tracker**.
- Find your tracker in the list, then click **View** in the Invocation Code column.



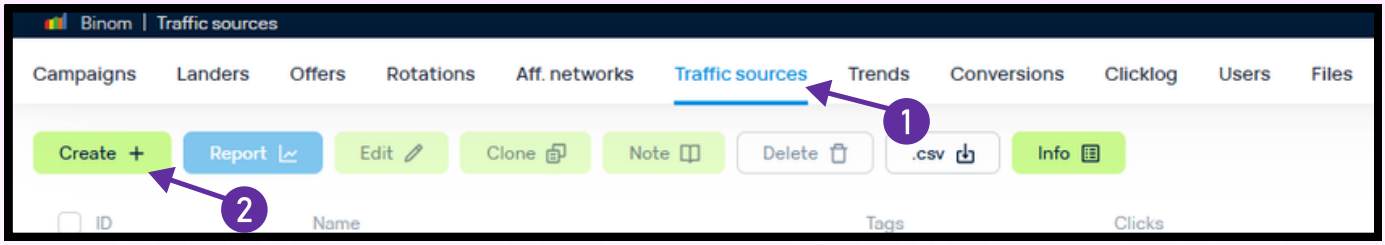
- Select **Postback URL** to generate your code. You will require this code in the next step!

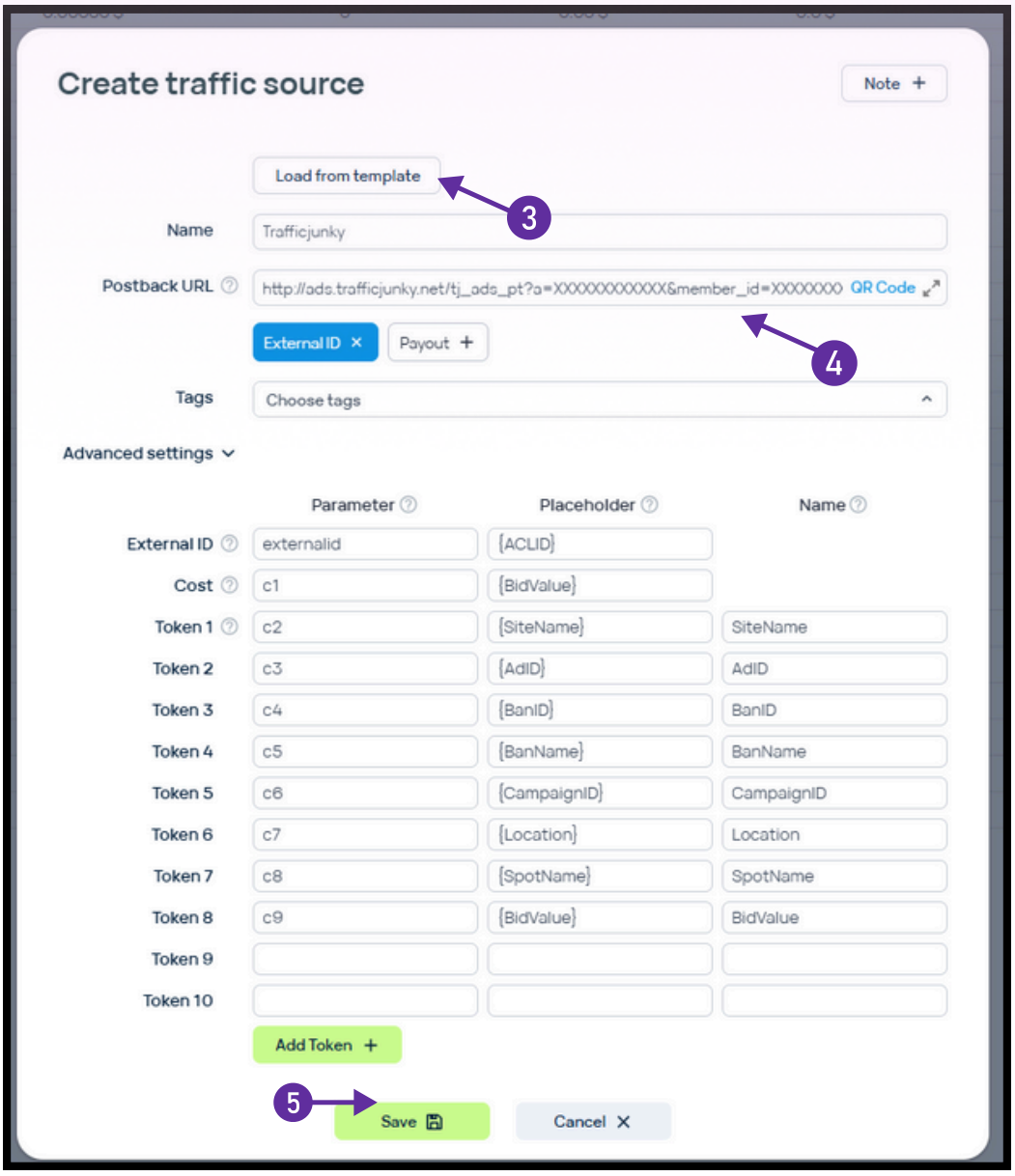
Tip: The *a* and *member_id* values in your code are unique to your tracker. Just copy and paste the generated code as is, no need to change these values.



Step 2: Add TrafficJunky as Traffic Source in Binom

- Log in to your Binom account and go to the Admin Panel.
- Navigate to **Traffic Sources** and click **Create**.
- Click **Load from template** and select the TrafficJunky template.
- In the S2S Postback URL field, paste the **Postback URL** from your TrafficJunky tracker *(generated in the previous step)*.
- All parameters will be automatically filled out.
- Click **Save** to create your traffic source.





Step 3: Create a Campaign in Binom

- On your Binom dashboard, go to **Campaigns →** click **Create.**
- Fill in your campaign's details:
  - Give your campaign a **name** and assign it to a **group** if you wish.
- Select **TrafficJunky** as the **traffic source** for your campaign.
- Change **cost model** to **CPM**, and check the **auto** button.
- Enter your **domain name**.
- On the right, enter your **lander** or **create** a new one.
- Click **Save**. Once saved, your **campaign's unique URL will be generated**.
- **Copy** your **Campaign URL**.
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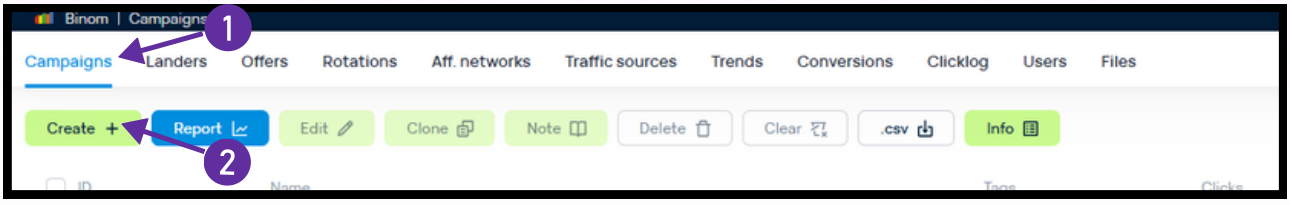
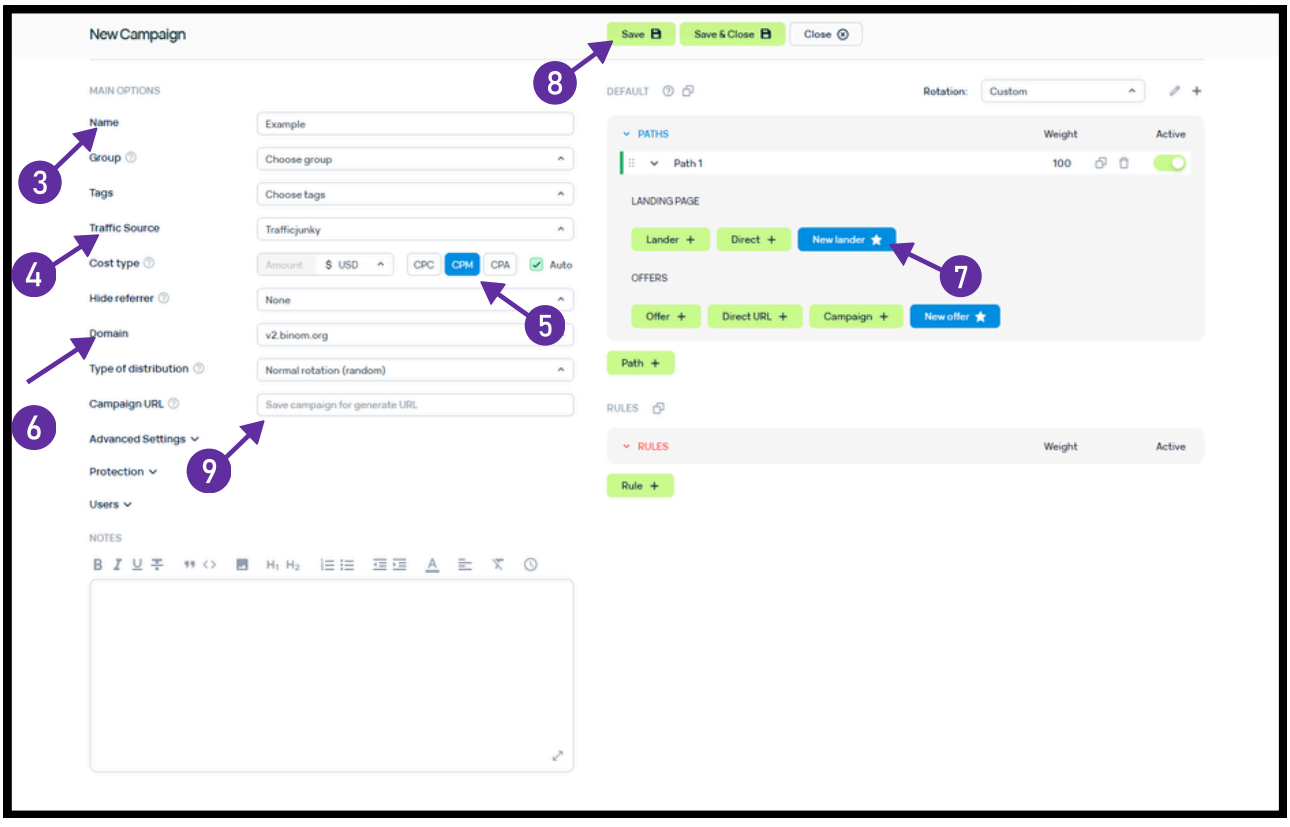
The parameters in this URL are automatically generated based on your traffic source setup. This is your campaign's tracking link and will be used as the Target URL in your TrafficJunky campaign.

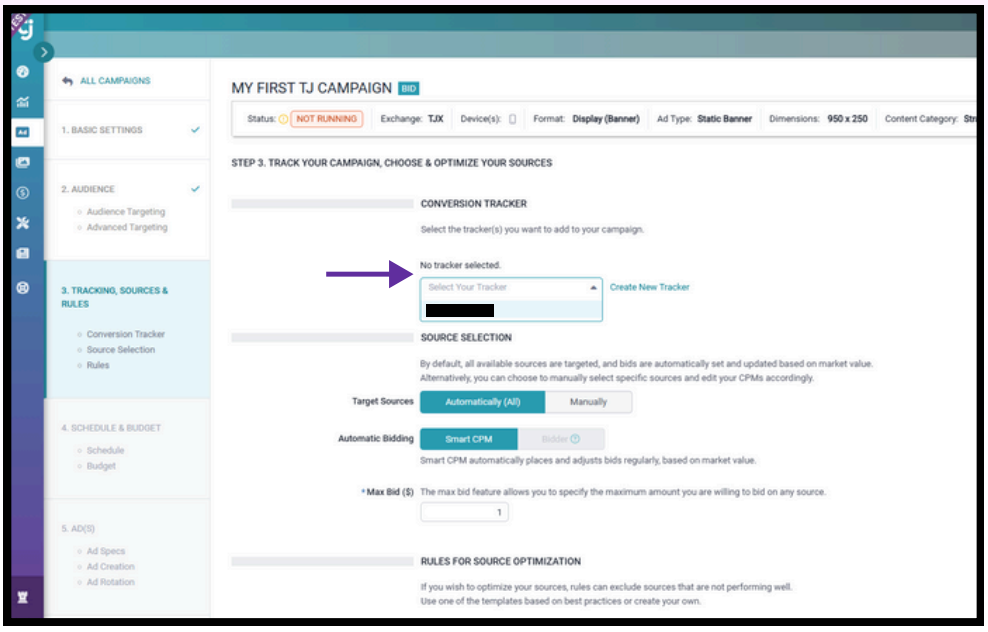




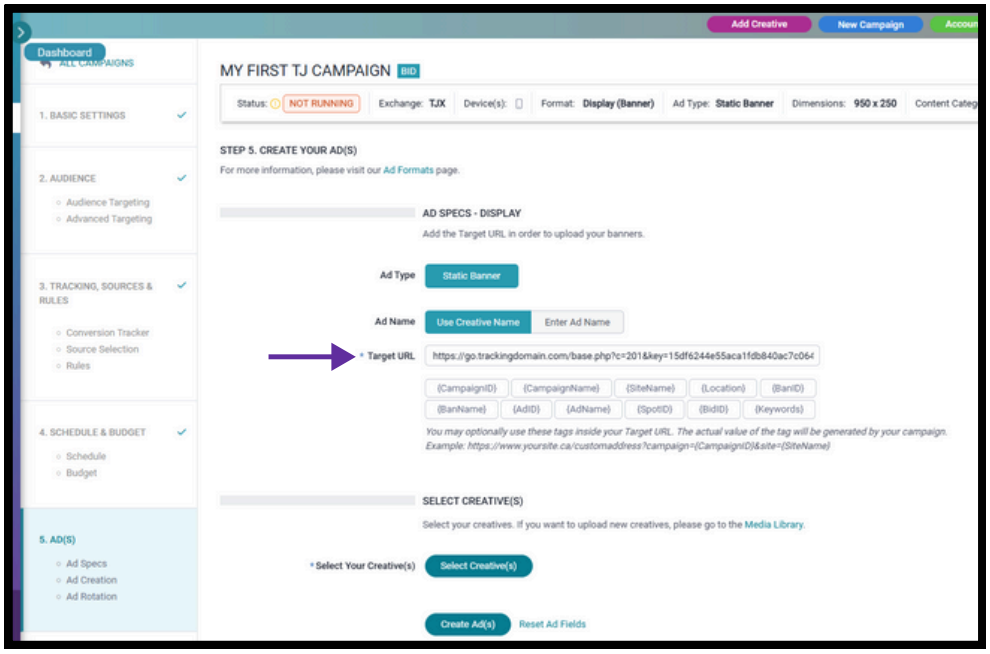
Step 4: Set up your Campaign in TrafficJunky

Now, set up your campaign in TrafficJunky:

- Log in to your TrafficJunky account.
- Click the **Campaigns** tab.
- Select an existing campaign or create a new campaign.
- On **Step 3: Tracking, sources and rules**, select your conversion tracker and click **Next.**



- On **Step 5: AD(s)**, insert the Campaign URL from Binom as your Target URL.
- Complete your campaign setup as usual.



ALL DONE!

You can now track and optimize your TrafficJunky campaigns right from Binom. If you need to make changes, you can always update your traffic source or campaign settings in Binom.

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