

INTRODUCTION

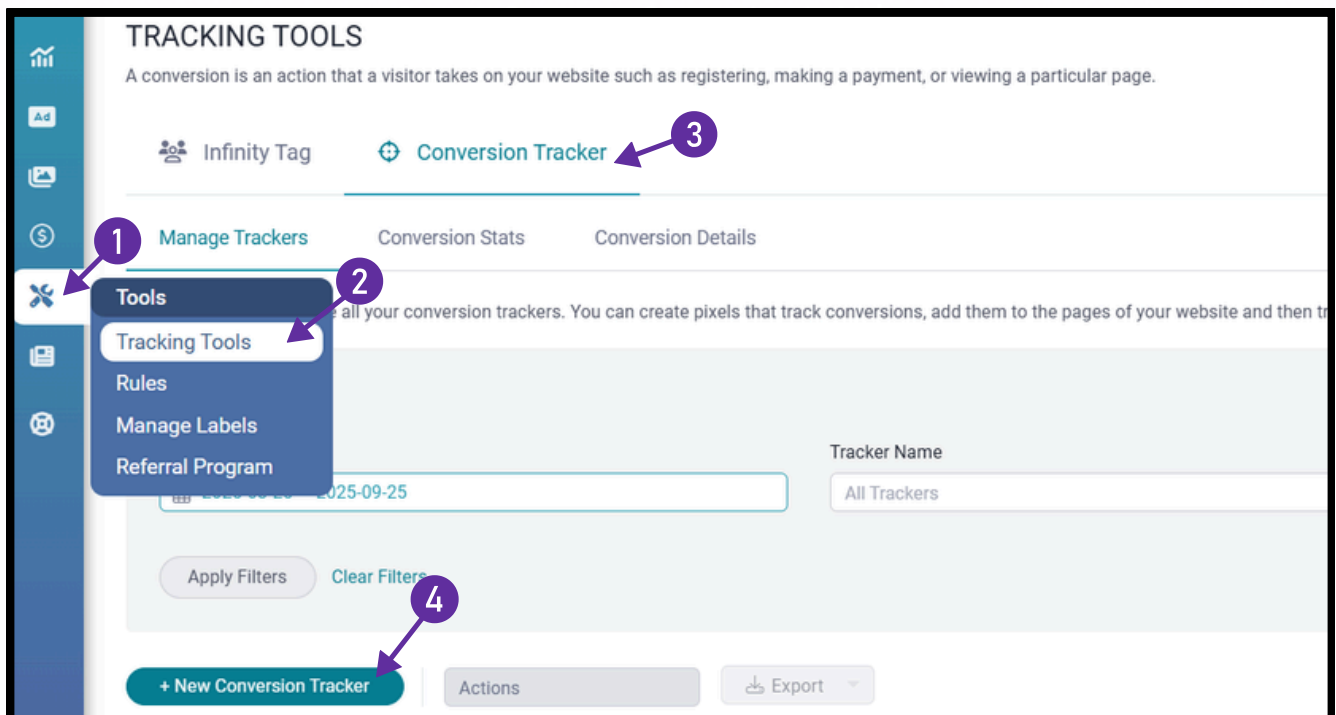
Welcome to the TrafficJunky & Binom Integration Guide!

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.

The screenshot shows the 'CREATE NEW CONVERSION TRACKER' form. It includes fields for 'Tracker Name', 'Tracker Code Location Page', 'Tracker Group', and 'Event'. The 'Event' dropdown is open, showing options like 'Signup', 'Lead', 'Purchase/Sale', and 'View Of a Key Page'. Below the form is a table listing the created tracker. Numbered annotations indicate the steps: 1 points to the 'Tracker Name' field, 2 points to the 'Tracker Group' dropdown, 3 points to the 'Add Tracker' button, and 4 points to the 'View Code' link in the table.

ID	Tracker Name	Location Page	Tracker Group	Event	Value	Invocation Code
1000543062	Re [redacted]			Purchase/Sale	\$0.00	View Code

- 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.

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

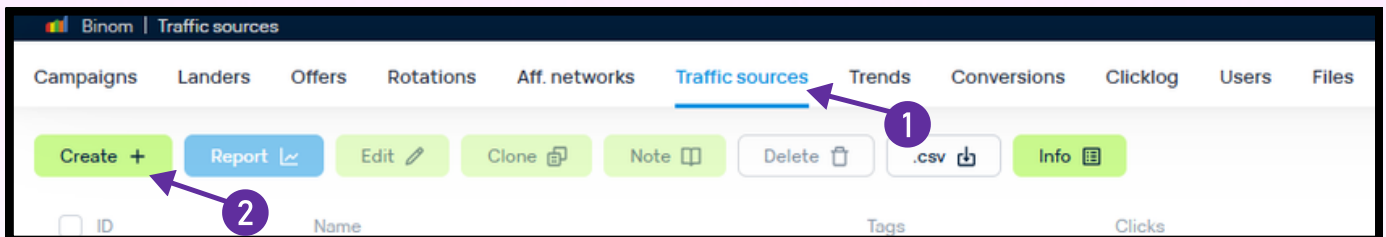
Use the below URL as a postback URL for your tracking calls -->

```
https://ads.trafficjunky.net/ct?a=1000543062&member_id=1006459201&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: 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.



The screenshot shows the 'Create traffic source' form. A purple arrow labeled '3' points to the 'Load from template' button. A purple arrow labeled '4' points to the 'Postback URL' field. A purple arrow labeled '5' points to the 'Save' button.

Create traffic source

Load from template

Name: Trafficjunky

Postback URL: http://ads.trafficjunky.net/tj_ads_pt?a=XXXXXXXXXXXX&member_id=XXXXXXXX [QR Code](#)

External ID × Payout +

Tags: Choose tags

Advanced settings

	Parameter	Placeholder	Name
External ID	externalid	{ACLID}	
Cost	c1	{BidValue}	
Token 1	c2	{SiteName}	SiteName
Token 2	c3	{AdID}	AdID
Token 3	c4	{BanID}	BanID
Token 4	c5	{BanName}	BanName
Token 5	c6	{CampaignID}	CampaignID
Token 6	c7	{Location}	Location
Token 7	c8	{SpotName}	SpotName
Token 8	c9	{BidValue}	BidValue
Token 9			
Token 10			

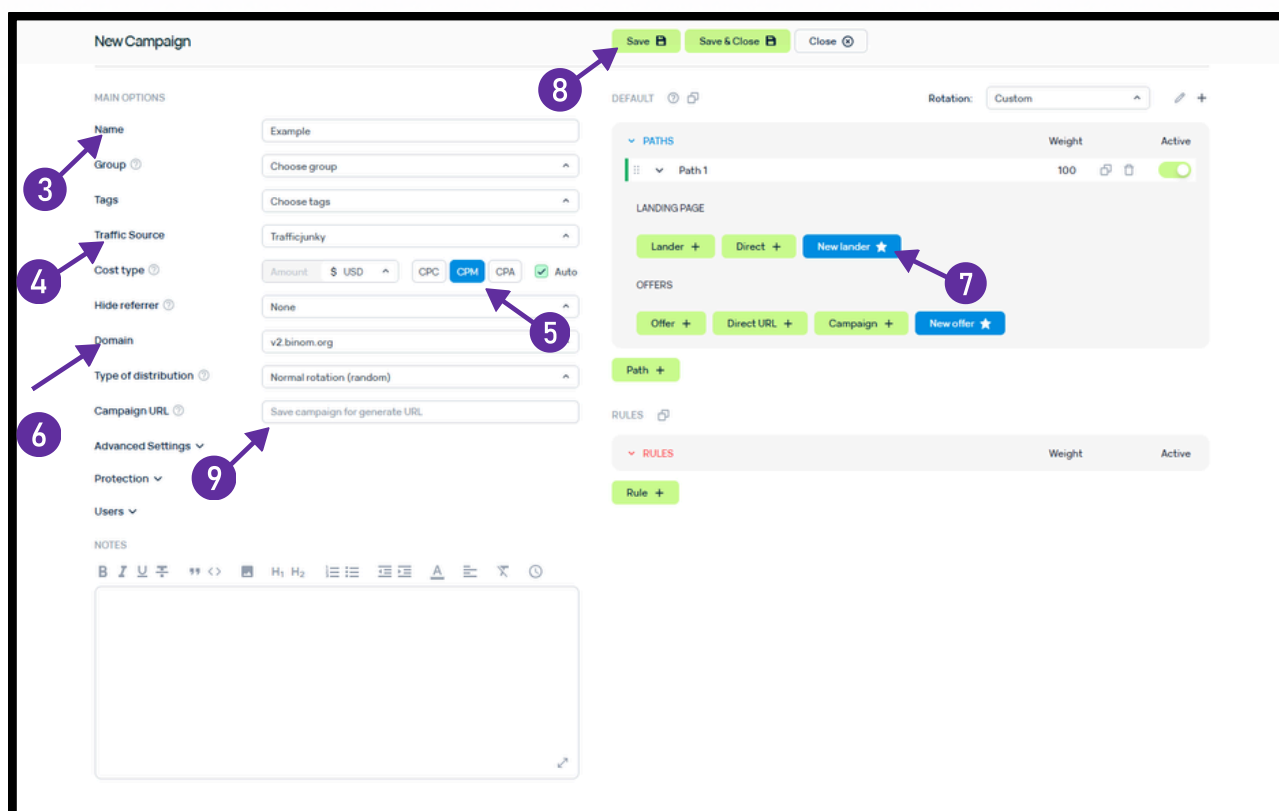
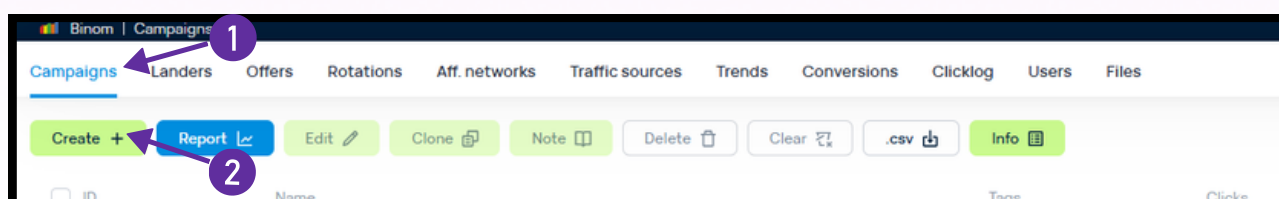
Add Token +

Save Cancel

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**.
-

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**.

The screenshot shows the 'MY FIRST TJ CAMPAIGN' setup page in TrafficJunky. The left sidebar lists five steps: 1. BASIC SETTINGS, 2. AUDIENCE, 3. TRACKING, SOURCES & RULES (highlighted), 4. SCHEDULE & BUDGET, and 5. AD(S). The main content area is titled 'STEP 3. TRACK YOUR CAMPAIGN, CHOOSE & OPTIMIZE YOUR SOURCES'. It includes a 'CONVERSION TRACKER' section with a dropdown menu labeled 'No tracker selected.' and a 'SOURCE SELECTION' section with buttons for 'Automatically (All)' and 'Manually'. A purple arrow points to the 'No tracker selected.' dropdown menu.

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

The screenshot shows the 'MY FIRST TJ CAMPAIGN' setup page in TrafficJunky, specifically Step 5: CREATE YOUR AD(S). The left sidebar lists five steps: 1. BASIC SETTINGS, 2. AUDIENCE, 3. TRACKING, SOURCES & RULES, 4. SCHEDULE & BUDGET, and 5. AD(S) (highlighted). The main content area is titled 'STEP 5. CREATE YOUR AD(S)'. It includes an 'AD SPECS - DISPLAY' section with a 'Target URL' field containing a long URL. A purple arrow points to the 'Target URL' field. Below the 'Target URL' field are several input fields for campaign details, including CampaignID, CampaignName, SiteName, Location, and BidID. The bottom section is titled 'SELECT CREATIVE(S)' and includes a 'Select Creative(s)' button.

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