# INTRODUCTION

Welcome to the TrafficJunky & CPV Lab Integration Guide!

This guide will help you connect your TrafficJunky campaigns with CPV Lab (self-hosted or CPV One cloud) so you can track conversions and campaign performance easily. We'll walk you through each step, from setting up TrafficJunky as a traffic source to launching your campaigns.

Integration Steps: Let's Get Tracking!

<div style="text-align:center">

Step 1: Set Up a Conversion Tracker in TrafficJunky

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- Log in to your TrafficJunky Campaign Manager.
- Go to **Tools > Tracking Tools > Conversion Trackers.**
- Click **+ New Tracker.**
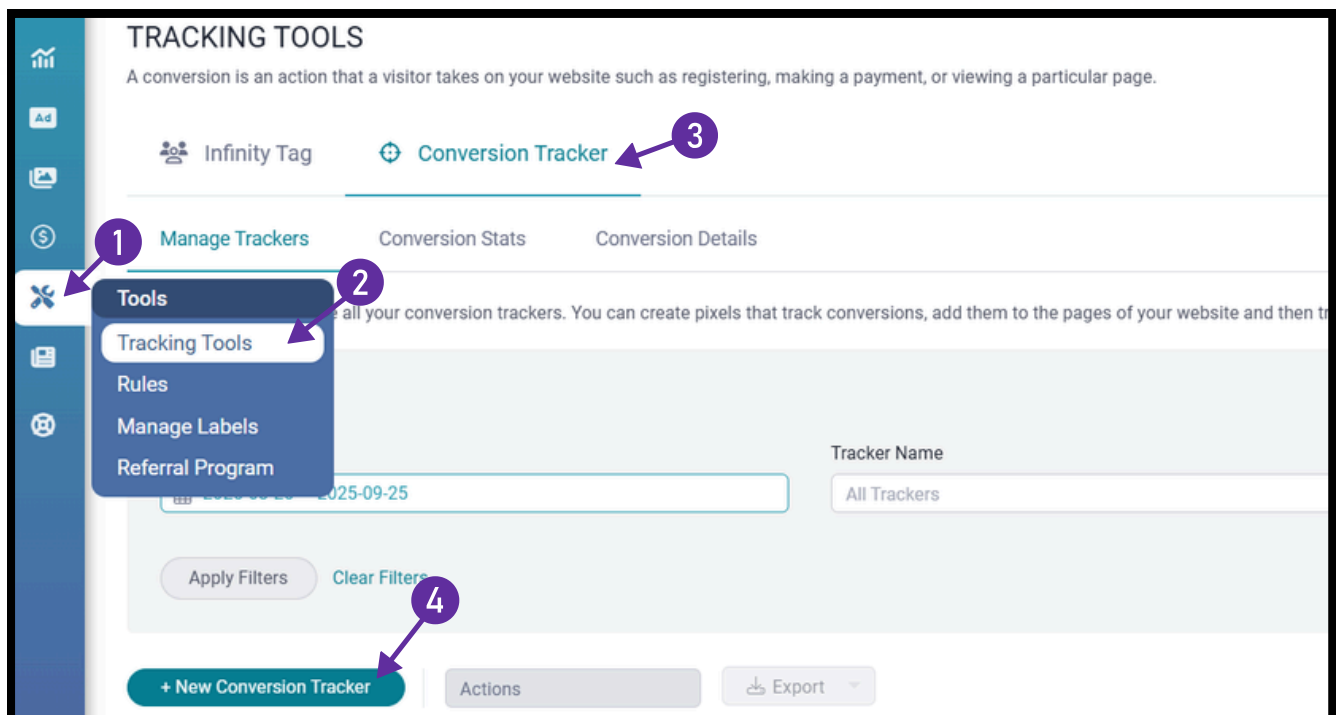
- Give your tracker a **name**.
- Choose the event you want to track (for example, "Purchase/Sale"). If you're tracking sales, you can add a value.
- Click **Add Tracker**.
- Find your tracker in the list, then click **View** in the Invocation Code column.

- 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 CPV Lab

- Log in to your CPV Lab account.
- Go to **Sources → Traffic Sources**.
- Click **Import from Catalog** and select TrafficJunky from the list of predefined templates *(recommended)*.
- In the **Postback URL field**, paste the TrafficJunky conversion tracking code *(generated in the previous step)*.
- **Save** your changes.

Step 3: Create a Campaign in CPV Lab

Before you create a campaign, make sure you've already added your landing pages and offers in CPV Lab. Here's how to do it:

- To add Landing Pages:
  - Go to **LPs & Offers → LPs Management**
  - Click to add a new landing page
  - Enter a name you'll remember and the URL for your landing page
- To add Offers:
  - Go to **LPs & Offers → Offer Management**
  - Click to add a new offer
  - Enter the offer name, choose the source, and paste the offer URL

Once added, create your campaign!

- In CPV Lab or CPV One, go to **Campaigns → Add New Campaign** and select **Quick Setup.**
- Fill in your campaign details:
  - Campaign Name
  - Custom tracking domain
  - Data options you want to track (e.g., engagement rate, etc.)
- Click **Next**.

- Then, under Networks & Pages tab, select the landing pages and offers where the traffic will go.

If you want to split traffic between multiple pages or offers, set the "Share%" for each (the total should be 100%).

Example: If Offer 1 gets 50% of the traffic, set its share to 50.

- Once set up, click **Next**.

- Go to the **Links & Pixels section** and copy the Campaign URL *(your tracking link).*
  - The Campaign URL will include the necessary tokens and the base.php link that accepts the aclid (unique click ID).
  - This is the URL you'll use as your Target URL in TrafficJunky.
  - **Save** your campaign.

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 CPV Lab as your Target URL.
- Complete your campaign setup as usual.

ALL DONE!

You've now connected TrafficJunky with CPV Lab and set up conversion tracking. Your campaign performance and conversions will be tracked 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