

INTRODUCTION

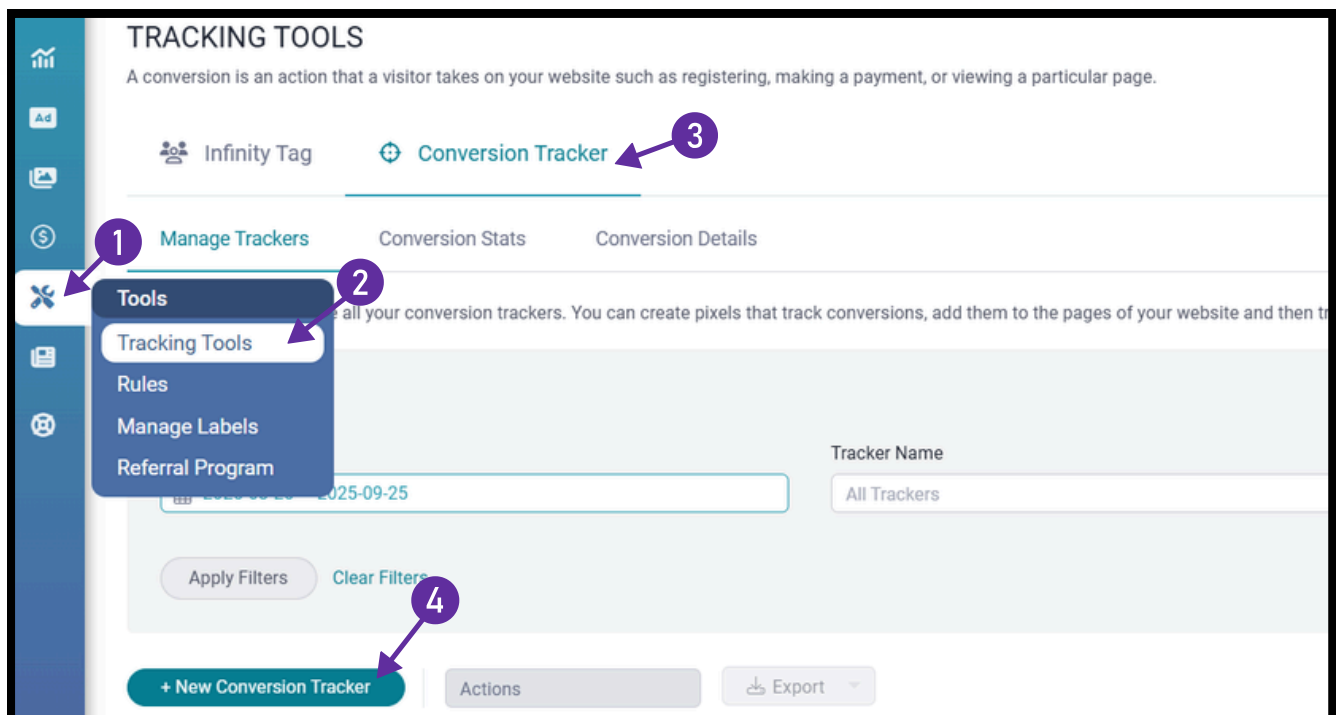
Welcome to the TrafficJunky & CPV Lab Integration Guide!

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!

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: 'Signup', 'Lead', 'Purchase/Sale', and 'View Of a Key Page'. Below the form are 'Add Tracker' and 'Cancel' buttons. At the bottom, a table lists the created tracker with columns: ID, Tracker Name, Location Page, Tracker Group, Event, Value, and Invocation Code. A callout '4' points to the 'View Code' link 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.

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 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.

The screenshot shows the CPV ONE interface for editing a traffic source. The sidebar on the left contains navigation links: Dashboard, Campaigns, Stats, Trends, Sources, API Integrations, Traffic Sources, Offer Sources, LPs & Offers, Profiles, Settings, MV Lab, and Bonuses. The main area is titled 'Traffic Sources' and contains an 'Edit Traffic Source' form and an 'Import Traffic Source' panel.

Edit Traffic Source Form:

- Source Name:** TrafficJunky
- Bidding:** CPV, ☒ CPC, CPM
- TimeZone:** GMT-04:00 America/New_York
- Currency:** United States Dollar (USD - \$)
- Postback URL to pass conversions (optional):** `http://ads.trafficjunky.net/tj_ads_pt?a=XXXXXXXX&member_id=YYYYY&cti=[TRANSACTION_ID]`
- Postback URL to pass subscribers (optional):**

Import Traffic Source Panel:

- Quick import Traffic Source:** [Import from Catalog](#)

Tokens Supported by Traffic Source Table:

	Name	Parameter	Placeholder	URL Append
Keyword Token	Target/Keyword	siten	{SiteName}	&siten={SiteName}
Cost Token	Cost	bid	{BidValue}	&bid={BidValue}
External ID Token	External ID	clid	{ACLID}	&clid={ACLID}
Ad Token	Ad / Creative	adid	{AdID}	&adid={AdID}
Token 1	Campaign ID	campid	{CampaignID}	&campid={CampaignID}
Token 2	Keyword	kw	{Keyword}	&kw={Keyword}
Token 3	Location	loc	{Location}	&loc={Location}
Token 4	Spot Name	spotn	{SpotName}	&spotn={SpotName}
Token 5	Ban ID	banid	{BanID}	&banid={BanID}
Token 6	Ban Name	bannname	{BanName}	&bannname={BanName}
Token 7	Spot ID	spotid	{SpotID}	&spotid={SpotID}
Token 8	Campaign Name	campname	{CampaignName}	&campname={CampaignName}
Token 9	Ad Name	adname	{AdName}	&adname={AdName}
Token 10	Bid ID	bidid	{BidID}	&bidid={BidID}

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

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**.

The screenshot shows the 'Quick Campaign Setup' interface in CPV ONE. The left sidebar contains navigation links: Dashboard, Campaigns, Campaign List, Quick Campaign Setup, Add New Campaign, Stats, Trends, Sources, LPs & Offers, Profiles, Settings, and MV Lab. The main content area is titled 'Quick Campaign Setup' and has three tabs: '1. Campaign Settings', '2. Networks & Pages', and '3. Tracking Links'. The '1. Campaign Settings' tab is active, showing 'Step 1 - Campaign Settings'. The form includes fields for 'Campaign Name' (My First TJ Campaign), 'Campaign ID' (201), 'Tracking Domain' (https://go.mywayoflife.com), 'Data Options' (All Capture Options), and 'Campaign Notes'. There are also checkboxes for 'Active' and 'Campaign Type' (Direct Link, Landing Page, Split). A 'Next' button is at the bottom right. Numbered arrows (1-5) point to specific elements: 1 points to the 'Campaigns' link in the sidebar, 2 points to 'Quick Campaign Setup', 3 points to 'Add New Campaign', 4 points to the 'Campaign Name' field, and 5 points to the 'Next' button.

- 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 acld (unique click ID).
 - This is the URL you'll use as your Target URL in TrafficJunky.
 - **Save** your 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**.

MY FIRST TJ CAMPAIGN **BID**

Status: **NOT RUNNING** Exchange: TJX Device(s): Format: Display (Banner) Ad Type: Static Banner Dimensions: 950 x 250 Content Category: Sports

STEP 3. TRACK YOUR CAMPAIGN, CHOOSE & OPTIMIZE YOUR SOURCES

CONVERSION TRACKER

Select the tracker(s) you want to add to your campaign.

No tracker selected.

Select Your Tracker **CPV Lab** Create New Tracker

SOURCE SELECTION

By default, all available sources are targeted, and bids are automatically set and updated based on market value. Alternatively, you can choose to manually select specific sources and edit your CPMs accordingly.

Target Sources **Automatically (All)** Manually

Automatic Bidding **Smart CPM** Bidder

Smart CPM automatically places and adjusts bids regularly, based on market value.

* Max Bid (\$) The max bid feature allows you to specify the maximum amount you are willing to bid on any source.

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RULES FOR SOURCE OPTIMIZATION

If you wish to optimize your sources, rules can exclude sources that are not performing well. Use one of the templates based on best practices or create your own.

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

MY FIRST TJ CAMPAIGN **BID**

Status: **NOT RUNNING** Exchange: TJX Device(s): Format: Display (Banner) Ad Type: Static Banner Dimensions: 950 x 250 Content Category: Sports

STEP 5. CREATE YOUR AD(S)

For more information, please visit our [Ad Formats](#) page.

AD SPECS - DISPLAY

Add the Target URL in order to upload your banners.

Ad Type **Static Banner**

Ad Name **Use Creative Name** Enter Ad Name

* Target URL <https://go.trackingdomain.com/base.php?c=201&key=15df6244e55aca1f8b840ac7c064>

(CampaignID) (CampaignName) (SiteName) (Location) (BannerID)

(BannerName) (AdID) (AdName) (SpotID) (BidID) (Keywords)

You may optionally use these tags inside your Target URL. The actual value of the tag will be generated by your campaign. Example: <https://www.yoursite.ca/customaddress/campaign=1&site=2>

SELECT CREATIVE(S)

Select your creatives. If you want to upload new creatives, please go to the [Media Library](#).

* Select Your Creative(s) **Select Creative(s)**

Create Ad(s) Reset Ad Fields

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