# INTRODUCTION

Welcome to the TrafficJunky & Keitaro Integration Guide!

This guide will help you connect your TrafficJunky campaigns with Keitaro, 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.**
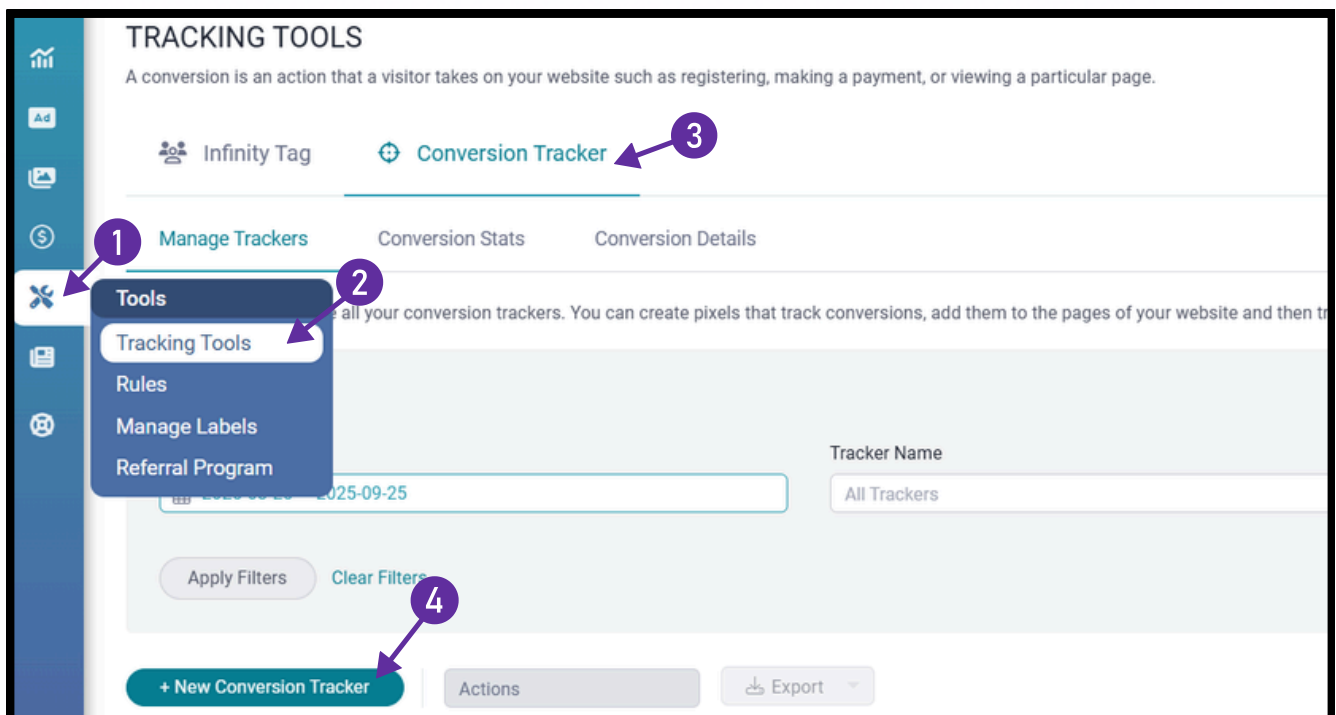
- Give your tracker a **name**.
- Choose the event you want to track (for example, "Purchase/Sale"). If you're tracking sales, you can add a value.
- Click **Add Tracker**.
- Find your tracker in the list, then click **View** in the Invocation Code column.

- 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 Keitaro

- Log in to your Keitaro account.
- Go to **Traffic Sources** and click **Create**.
- Select TrafficJunky template from the dropdown, as the traffic source for your campaign.
- In the **Postback URL field**, paste the TrafficJunky conversion tracking code *(generated in the previous step)*.
- **Check the statuses** you want to send to the traffic source.
- The only required parameter for conversion tracking is the **External ID {aclid}**. All other parameters are optional.
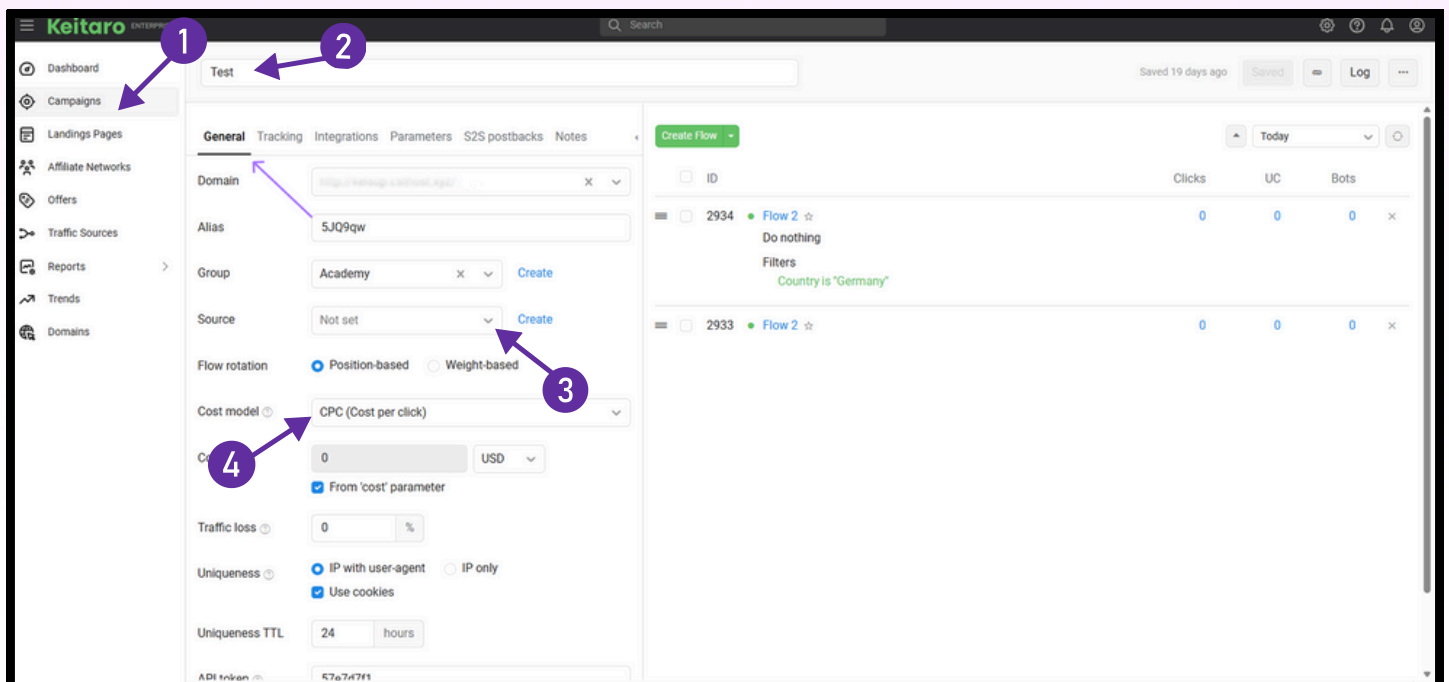- Click **Create**.

- On your Keitaro dashboard, go to **Campaigns** → click **Create.**
- Under **General**, fill in the **campaign name**, then add your **domain** to use for Campaign URL.
- Select **TrafficJunky** as the **traffic source** for your campaign. All the parameters of the source will be applied to the Campaign URL
- Change **cost model** to **CPM**.
- Move to the next tab - **Tracking**.

- Under **Tracking** tab, copy the **Campaign URL** provided.
- This is your campaign's tracking link and will be used as the Target URL in your TrafficJunky campaign.
- The link will include all necessary parameters based on your traffic source configuration.
- Click **Save** when done.
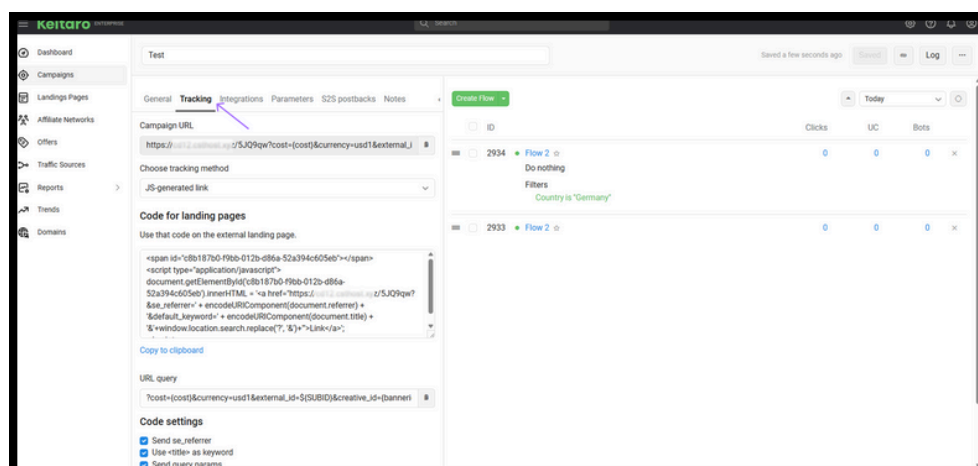
Now, set up your campaign in TrafficJunky:

- 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 Keitaro as your Target URL.
- Complete your campaign setup as usual.

ALL DONE!

Your TrafficJunky and Keitaro integration is now complete. You can track your campaign performance and conversions seamlessly. If you need to make changes, you can always update your traffic source or campaign settings in Keitaro.

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