

# INTRODUCTION

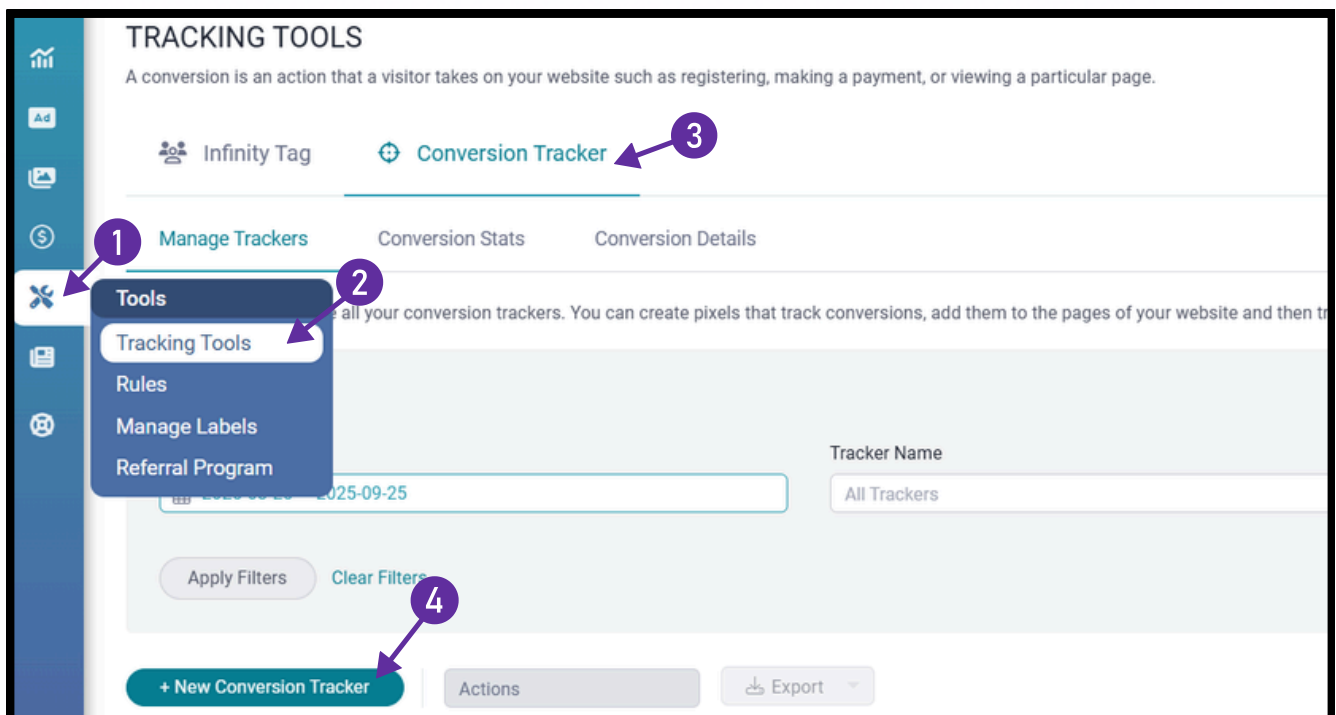
Welcome to the TrafficJunky & Keitaro Integration Guide!

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.

The screenshot shows the 'CREATE NEW CONVERSION TRACKER' form. Annotations are as follows:

- 1**: Points to the 'Tracker Name' input field.
- 2**: Points to the 'Tracker Group' dropdown menu.
- 3**: Points to the 'Add Tracker' button.
- 4**: Points to the 'View Code' link in the 'Invocation Code' column of the tracker list below the form.

The form includes fields for 'Tracker Name', 'Tracker Code Location Page', 'Tracker Group', 'Event' (with a dropdown showing options like Signup, Lead, Purchase/Sale, View Of a Key Page), and 'Value (\$)'. Below the form is a table listing created trackers.

ID	Tracker Name	Location Page	Tracker Group	Event	Value	Invocation Code
1000543062	Re [redacted]			Purchase/Sale	\$0.00	<a href="#">View Code</a>

- 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+Billier+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 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**.

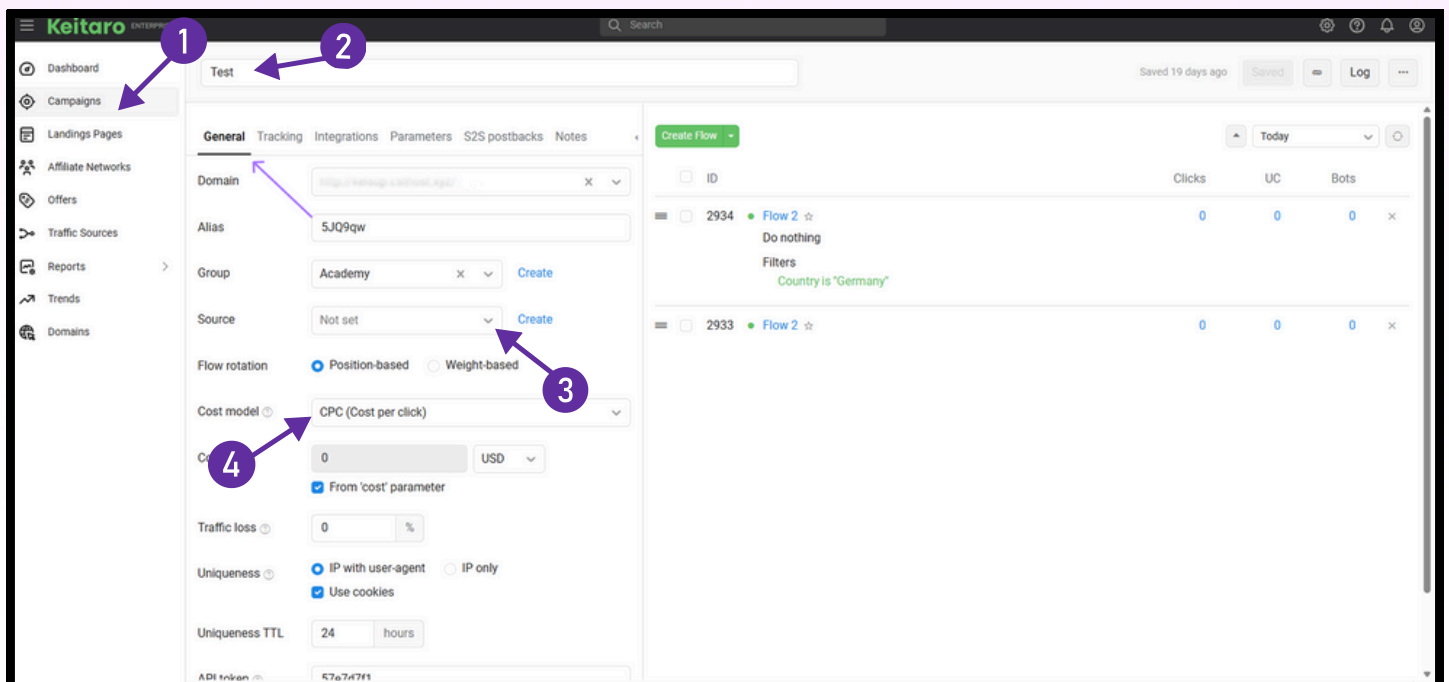
The screenshot shows the Keitaro interface with the 'Create Source' modal open. The modal is titled 'Create Source' and has a 'Documentation' link. The 'From template' dropdown is set to 'TrafficJunky.com'. The 'Name' field is 'TrafficJunky.com'. The 'Traffic loss' field is '0 %'. The 'S2S postback' field contains the URL 'https://ads.trafficjunky.net/ct?a=1000543092&member\_id=1003380241&cb={RANDOM\_NUMB}&id'. Below this, there is a note: 'Set personal postback URL. Use placeholders, like {external\_id}, {sub\_id\_1}, etc.'. The 'Send only statuses' section has checkboxes for 'Sale', 'Lead', 'Rejected', 'Trash', 'Registration', and 'Deposit'. The 'Parameters' section lists various parameters with their corresponding placeholders or values:

Name	Parameter	Placeholder or value
Keyword	keyword	
Cost	cost	
Currency	currency	
External ID	external_id	{ACLID}
Creative ID	creative_id	{BanID}
Ad Campaign ID	ad_campaign_id	{CampaignID}
Site	source	{SiteName}
Sub Id 1	sub_id_1	
Sub Id 2	sub_id_2	
Sub Id 3	sub_id_3	
Sub Id 4	sub_id_4	
Sub Id 5	sub_id_5	
Sub Id 6	sub_id_6	

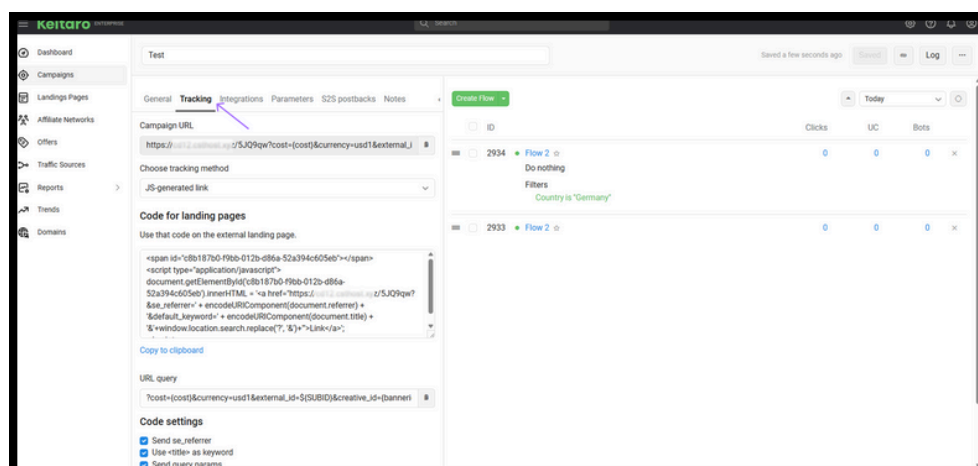
The 'Create' button is at the bottom right of the modal.

### Step 3: Create a Campaign in Keitaro

- 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.





## 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

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

MY FIRST TJ CAMPAIGN

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=15df6244e55aca1f5b840ac7c054>

(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.yourwebsite.com/customaddress/campaign=CampaignID&site=SiteName>

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!

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*