

INTRODUCTION

Welcome to the **TrafficJunky & RedTrack Integration Guide!**

This manual will walk you through connecting your TrafficJunky campaigns with RedTrack, so you can seamlessly track, optimize, and automate your advertising performance. Whether you're an affiliate or an advertiser, this guide will help you set up conversion tracking and make the most of both platforms.

What You Need Before We Start

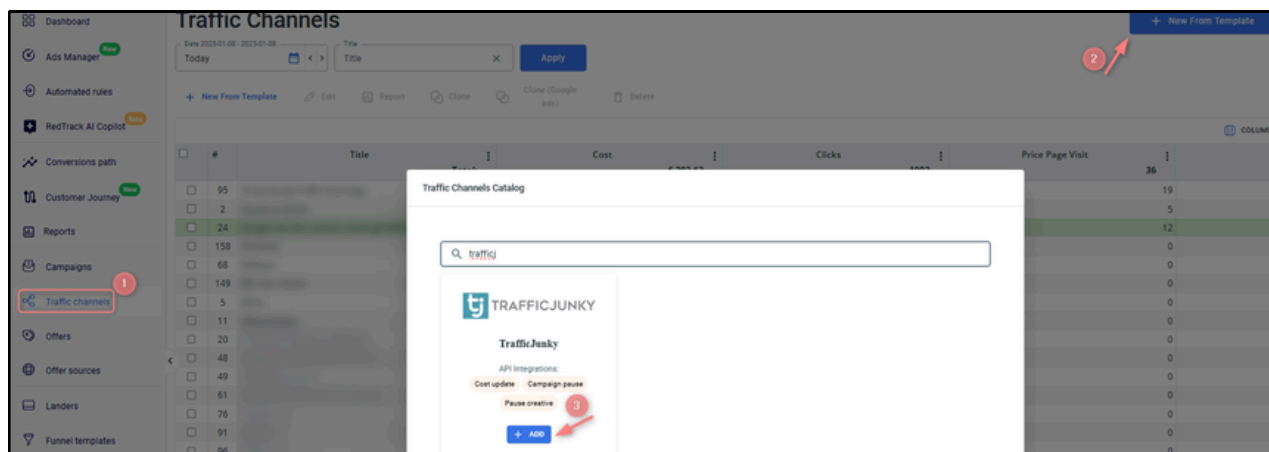
Let's make sure you've got your toolkit ready:

- A **custom tracking domain** set up in RedTrack.
- Your **Offer Source and Offer** (if you're an Affiliate) or **Brand and Website** (if you're an Advertiser) already added in RedTrack.
- Decided on the **conversion type** you want to track (like signups, sales, etc.)

Integration Steps: Let's Get Tracking!

Step 1: Add TrafficJunky as a Traffic Source in RedTrack

- Open RedTrack and head to Traffic Channels.



- Click **New** from Template.
- Find and select TrafficJunky , then hit Add and Save the template.

- Edit your channel, and add {ACLID} and {BidValue} macros as your Click reference and Cost ID respectively.

Edit Channel

Channel name *
TrafficJunky

Alias channel
trafficjunky

Cost update depth:
Campaign level

Please select the cost update depth from the available ones from the drop-down list. The default setting is the maximum depth available for your account plan.

Cost update frequency:
5 minutes

These are the current settings for your account. If you would like to change the frequency of cost updates - please contact support@redtrack.io

Currency
USD

If no currency is selected, the value selected in the profile will be used

S2S Postback URL
`https://ads.trafficjunky.net/tj_ads_pt?a=[tracker_id_from_the_source]&member_id=[your_TJ_account_id]&cti={offer_payout}&ctv=[V.`

Click Ref ID
{ACLID}

Click Cost ID
{BidValue}

External ID

SAVE CHANGES **CLOSE**

Step2: Connect RedTrack to Your TrafficJunky Account

- Log in to TrafficJunky and from the bottom left corner of your Campaign Manager, go to **My Profile**.
- Under **Account**, scroll down to **Connect with TrafficJunky API**.
- Click **Generate New Token**, make sure to **Save Profile**.

My Profile
Log Out

Account

Password
Change the password to your account

Two-factor Authentication
Use your email address as an extra layer of security in order to keep other people from logging into your account.

Login Alerts
Receive an alert by email when someone logs into your account from an unrecognised IP or device.

Connect With TrafficJunky API
Connect to TrafficJunky's API using the following token. Please ensure you are using TLS version 1.2 or higher

Generate New Token

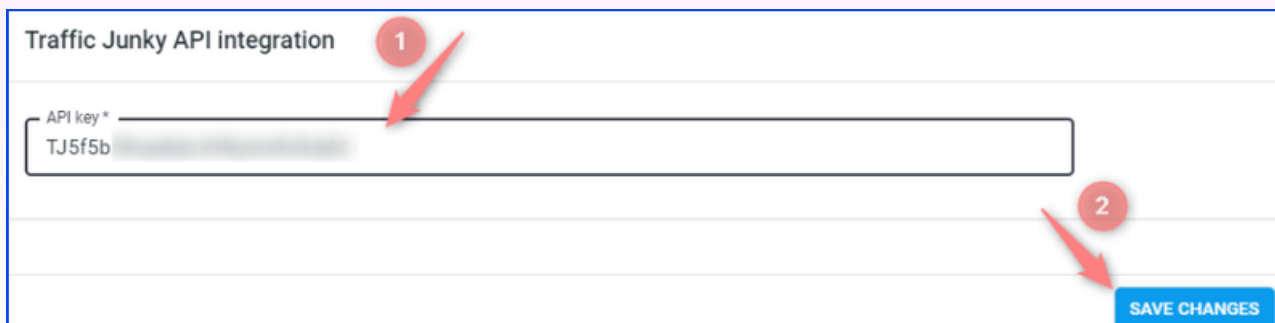
Save Profile

- Copy the **Current API key**.



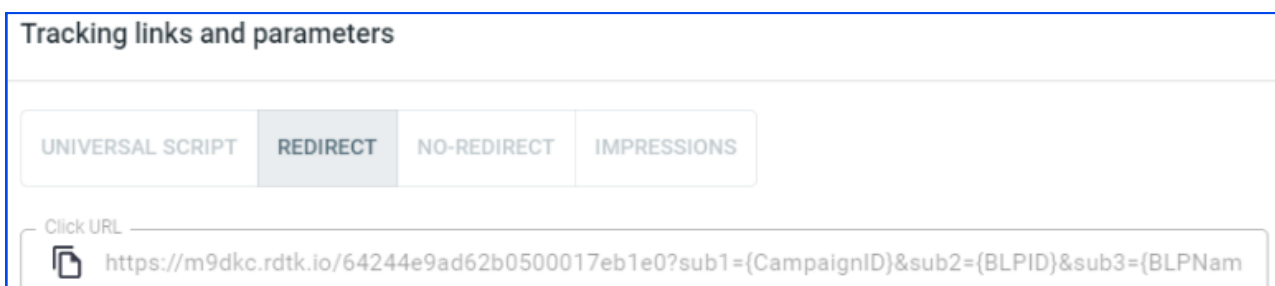
- Jump back to RedTrack, open your TrafficJunky template, and find TrafficJunky API Integration.
- Paste your API key and Save changes.

When you see the Active status, the integration is successful.



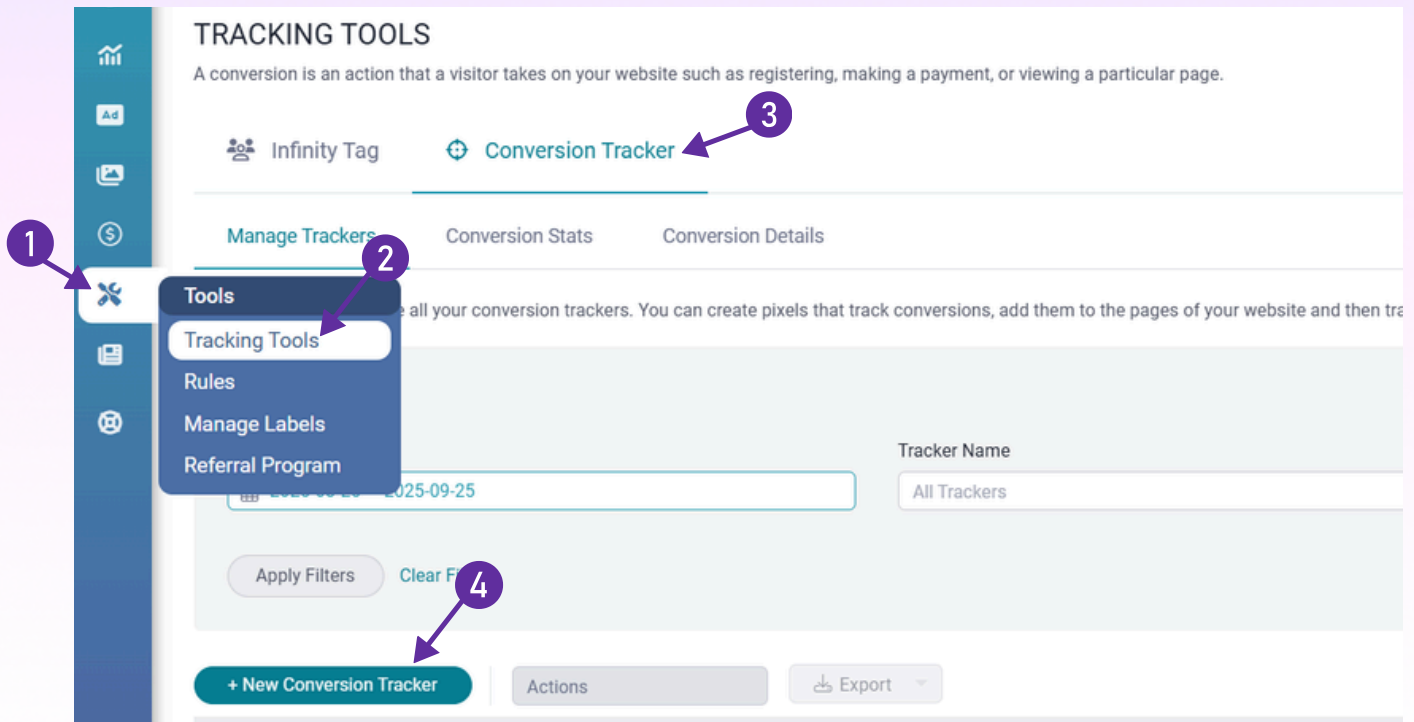
Step 3: Create a Campaign in RedTrack

- In RedTrack, go to **Campaigns**.
- Click **Create New Campaign**.
- Fill in all the details (if you need a hand, check out RedTrack's affiliate guide or advertiser guide).
- Once you save, copy your **Click URL** (you will need this on step 5).

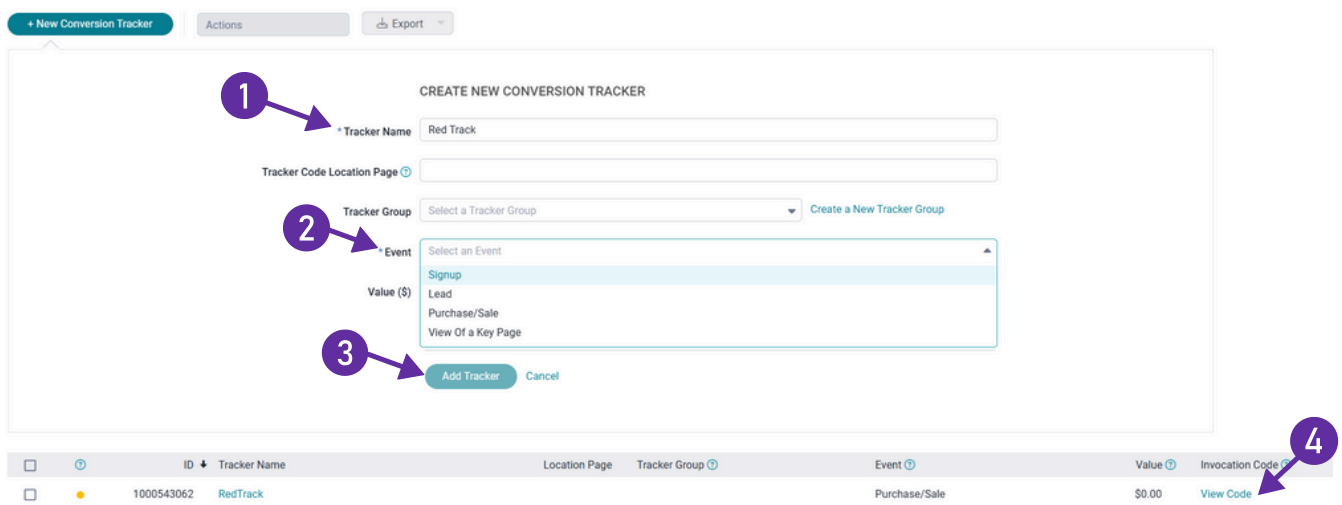


Step 4: Set Up a Conversion Tracker in TrafficJunky

- In TrafficJunky, go to **Tools** → **Conversion Tracker**.
- Click **+ New Conversion Tracker**.



- Give your tracker a **name**.
- Choose what you want to track (signups, sales, etc.) and click **Add Tracker**.
- Find your tracker in the list, then click **View** in the Invocation Code column.



- Select Postback URL to generate your code.
- The a and member_id values in your code will always be unique to your tracker. Simply copy the generated code exactly as is.

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=[REDACTED]&member_id=[REDACTED]&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+BillIDofYourCustomer.
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 5: Set Up Tracking in TrafficJunky

Now, let's bring it all together in your campaign setup:

- In TrafficJunky, click the Campaigns tab.
- Choose an existing campaign or hit New Campaign.
- On **step 3** of campaign creation, add your conversion tracker (the one you just made).
- Continue with the setup.

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

RedTrack

Create New Tracker

SOURCE SELECTION

- On step 5, paste your Target URL (step 3: the Click URL from RedTrack) into the Target URL field.
- Finish up your campaign settings and save.

Tracking links and parameters

UNIVERSAL SCRIPT
REDIRECT
NO-REDIRECT
IMPRESSIONS

Click URL
<https://m9dkc.rdtk.io/64244e9ad62b0500017eb1e07sub1={CampaignID}&sub2={BLPID}&sub3={BLPNam>

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://m9dkc.rdtk.io/64244e9ad62b0500017eb1e07sub1={CampaignID}&sub2={BLPID}&sub3={BanID}

{CampaignID}
{CampaignName}
{SiteName}
{Location}
{BanID}
{BanName}
{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={CampaignID}&site={SiteName>

Step 6: Set Up the Postback URL in RedTrack

S2S Postback for TrafficJunky

+ ADD

S2S Postback for TrafficJunky test

Enter URL (required) *
http://ads.trafficjunky.net/tj_ads_pt?&tracker_id={tracker_id_from_the_source}&member_id={your_TJ_account_id}&cti={off

{ref_id} {prelanderid} {prelandername} {landerid} {landername} {offerid} {offername} {offer_payout}
 {cust_payout} {status} {sub1} {sub2} {sub3} {sub4} {sub5} {sub6} {sub7} {sub8} {sub9}
 {sub10} {sub11} {sub12} {sub13} {sub14} {sub15} {sub16} {sub17} {sub18} {sub19}
 {sub20} {psub1} {psub2} {psub3} {psub4} {psub5} {psub6} {psub7} {psub8} {psub9}
 {psub10} {psub11} {psub12} {psub13} {psub14} {psub15} {psub16} {psub17} {psub18}
 {psub19} {psub20} {ios} {osversion} {brand} {model} {country} {countryname} {region} {city}
 {isp} {browser} {browserver} {connectiontype} {useragent} {ip} {referrerdomain} {clicktime}
 {campaignname} {campaignid} {trafficsourcename} {sourceid} {postbackid} {type} {language}

{timestamp}

Payout sent, %

Postback method

GET
▼

Conditional postback ☐

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Postback URL
GTM Version

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SAVE CHANGES

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