# INTRODUCTION

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

This guide will help you connect TrafficJunky with ThriveTracker so you can easily monitor and optimize your campaign performance. We'll walk you through each step, from setting up trackers 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.**
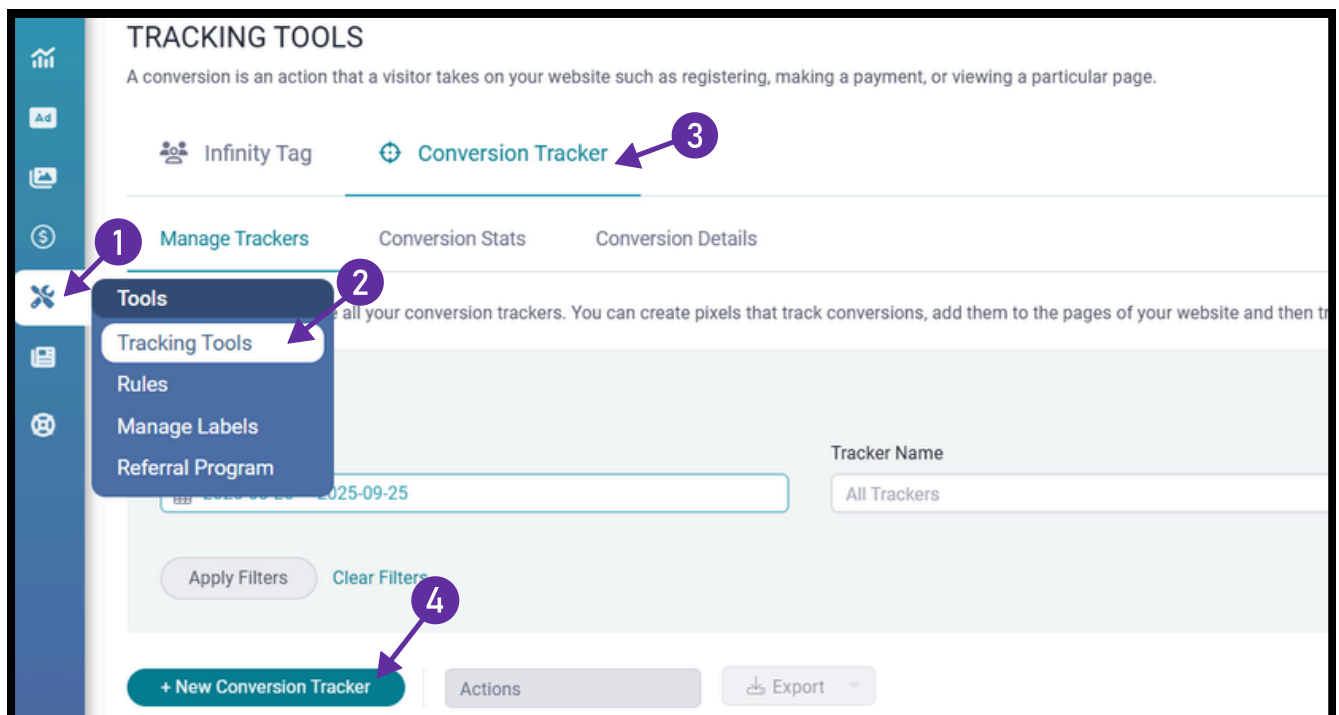
- Give your tracker a **name**.
- Choose what you want to track (signups, sales, etc.) and click **Add Tracker.**
- Find your tracker in the list, then click **View** in the Invocation Code column.

- Select **Postback URL** to generate your code. 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 ThriveTracker

- Log in to your ThriveTracker Admin Panel.
- Go to **Traffic Sources** and click **Add New Traffic Source.**
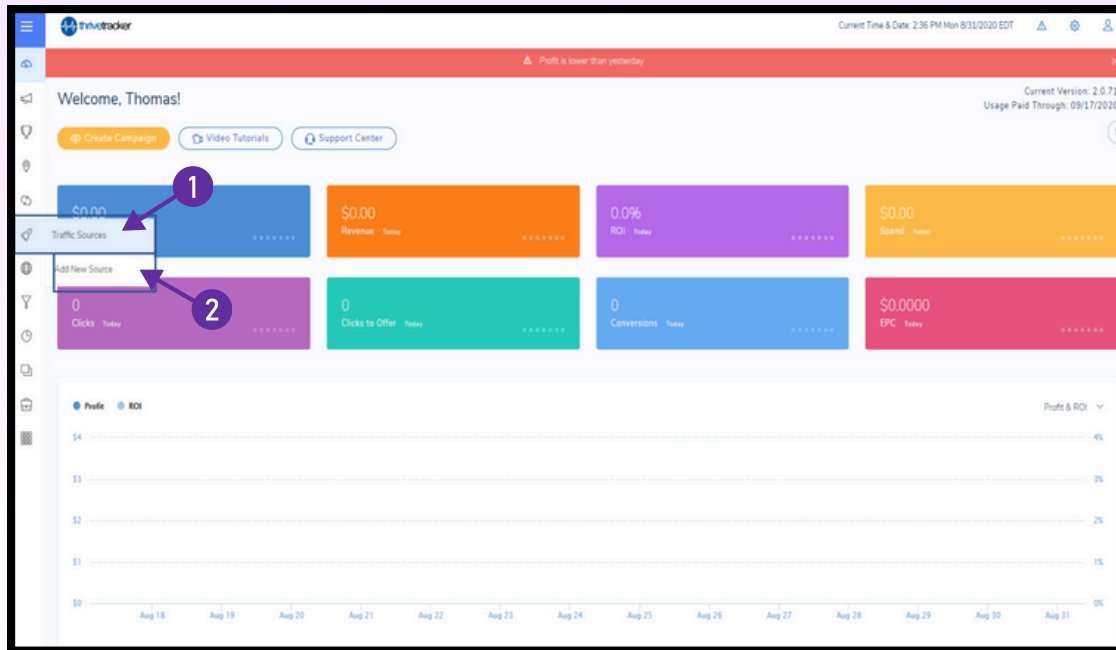

- From the **Pre-Defined Sources** dropdown menu, scroll down and **select TrafficJunky.**
- Give your traffic source a **unique name** (e.g., "TrafficJunkySource").
- In the **Postback URL** field, paste the S2S Postback URL you copied from your TrafficJunky tracker (from step 1).

- The only required parameter to track conversions is the **External ID**, which is to be replaced with **{ACLID}**. Other parameters are optional.
- Click **Add New Source** to confirm changes added to the page.

Step 3: Create a Campaign in ThriveTracker

- Go to the **Campaigns tab** in ThriveTracker and click **Create Campaign**.
- Add your campaign's general information:
  - **Traffic Source:** Select the TrafficJunky source you just created.
  - **Campaign Type:** For example, POPUNDER.
- You can add a Traffic Source directly from the campaign creation page if you haven't already.
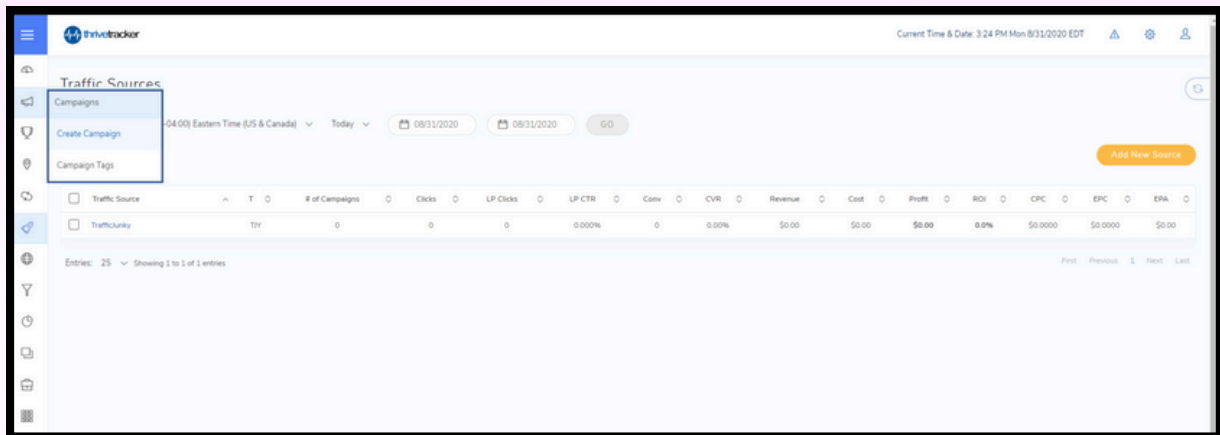
- ThriveTracker will prompt you to create or use **rotations**. It's important to use rotations for your campaign.
- Once you've selected or created your rotations, click **Create** to finish setting up the campaign.
- ThriveTracker will generate a **campaign URL** for you, based on your traffic source configuration. You will need this URL in the next step.

- **Note**:
- ThriveTracker uses PDT as the default time zone. You can change this in the system settings (for self-hosted users), during new installations, or by submitting a support ticket for cloud installations.
- ThriveTracker supports multiple currencies, including USD, EUR, GBP, JPY, CAD, AUD, CNY, and CHF.

Step 4: Set up your Campaign in TrafficJunky

Next, 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 5 of campaign creation, paste the **campaign URL** you obtained from ThriveTracker (from previous step) in the **Target URL field.**
- Complete your campaign setup as usual.

- Save your campaign.
- Note: Your campaign will only run if you have sufficient funds and it passes TrafficJunky's approval process.

ALL DONE!

You can now track the performance of your TrafficJunky campaigns directly in ThriveTracker.

NEED HELP?

If you have any questions or need assistance, please reach out to the <u>TrafficJunky support team</u>. We're here to help you get the most out of your campaigns!

Wishing you smooth tracking and successful campaigns!

The TrafficJunky Team