

INTRODUCTION

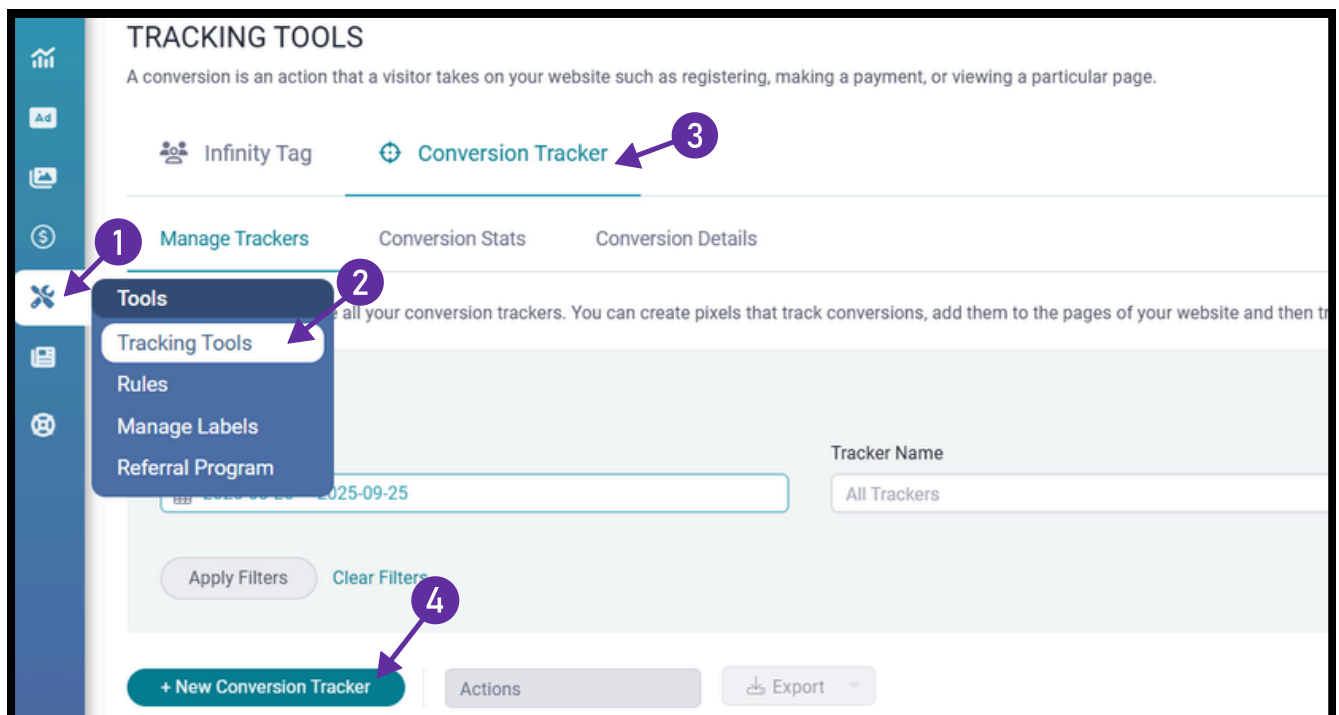
Welcome to the **TrafficJunky & ThriveTracker Integration Guide!**

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.

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 menu 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 'View Code' link is present in the 'Invocation Code' column.

Numbered callouts: 1 points to the 'Tracker Name' field; 2 points to the 'Tracker Group' dropdown; 3 points to the 'Add Tracker' button; 4 points to the 'View Code' link in the table.

- 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

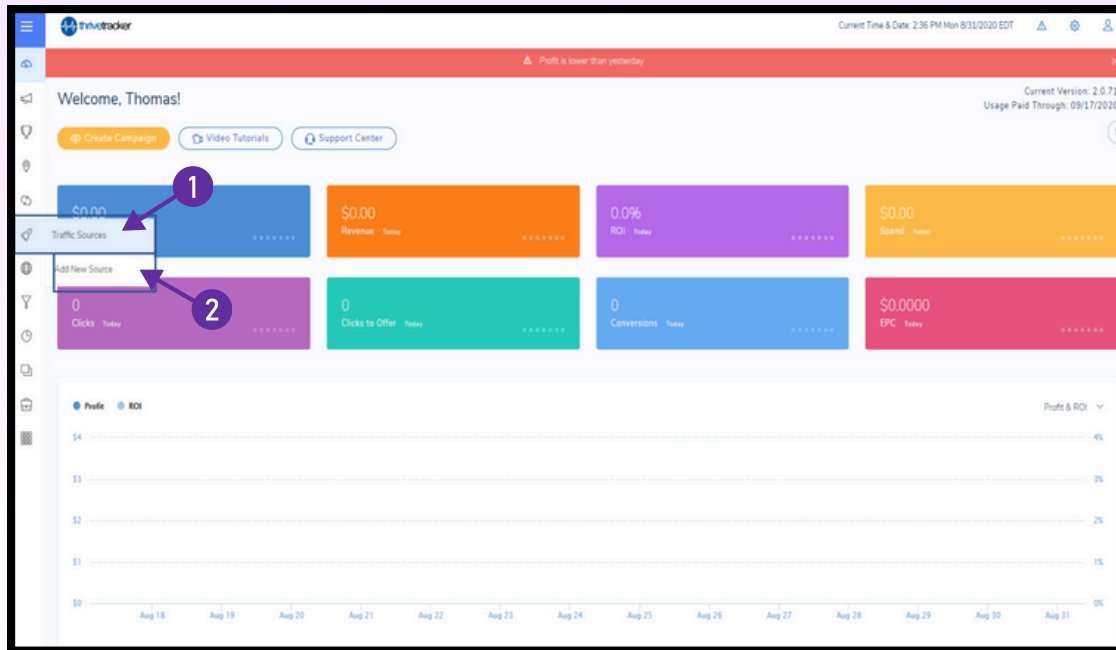
❗ Use the below URL as a postback URL for your tracking calls ❗

```
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 ThriveTracker

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



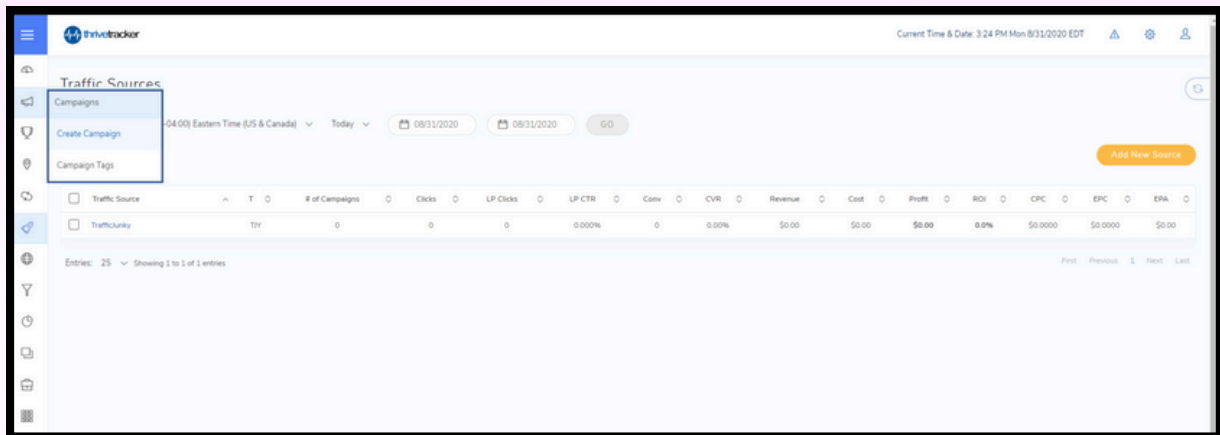
- From the **Pre-Defined Sources** dropdown menu, scroll down and **select TrafficJunky**.
- Give your traffic source a **unique name** (e.g., "TrafficJunkySource").
- In the **Postback URL** field, paste the S2S Postback URL you copied from your TrafficJunky tracker (from step 1).

Parameter	Placeholder	Name
External ID	clickid	{aclid}
Cost	bid	{BidValue}
Custom Variable 1	campid	{CampaignID}
Custom Variable 2	creaid	{BanID}
Custom Variable 3	sitenm	{SiteName}
Custom Variable 4		
Custom Variable 5	locate	{Location}
Custom Variable 6		
Custom Variable 7		

- 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.

Campaigns

General Information & Stats

Offers & Landing Pages

Day-Parting

Other Variables

Drill Down

Filters

Campaign Name: TrafficJunky Campaign

Switch Campaign

General Information

Campaign ID

10001

Status

Active

Tags

(none)

Traffic Source

TrafficJunky

Type

POPUNDER

Default CPC

\$0.0000 (CPC)

Start Date

08/31/2020

Postbacks

0 Post-backs/Pixels

Redirect Method

System Default

URL

<http://thruwxtm.com/click?trvid=10001&clickid={acld}&bid=1>

Campaign Test Counter: 0 Clicks / 0 Conversions

Parallel tracking URL

<http://thruwxtm.com/beacon?trvid=10001&clickid={acld}&bid=1>

LP Pixel

Get the Landing Page Pixel

Custom Token

Campaign Notes

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.

Daily Spending Limit:

Account Balance: \$19.30

Add Creative

New Campaign

Account Funding

ALL CAMPAIGNS

1. BASIC SETTINGS

2. AUDIENCE

3. TRACKING, SOURCES & RULES

4. SCHEDULE & BUDGET

5. AD(S)

TEST CAMPAIGN

Status: NOT RUNNING

Exchange: TJX

Device(s):

Format: Display (Banner)

Ad Type: Static Banner

Dimensions: 950 x 250

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://

.com/8d7b896f-983f-47e7-92cd-07839f89e15e?CampaignID={Can

{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.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

- 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 [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