



TradeTracker

Manual for implementation of the tracking
code via the DirectLinking™ system

Introduction



Welcome to the TradeTracker DirectLinking System. With this advanced DirectLinking System you have the possibility to allow publishers associated with TradeTracker to link directly to your website.

This system offers many advantages over so-called “redirect” linking. For example, search engines will better index the links placed by the publishers using this system, which can increase the link popularity for your website. The DirectLinking System also offers much more extensive reporting options and the tracking is more reliable than with redirect links.

Our goal in preparing this manual was to provide you with a clear, understandable explanation of how the tracking code should be implemented on your website.

If you encounter problems and/or have additional questions, please contact us.

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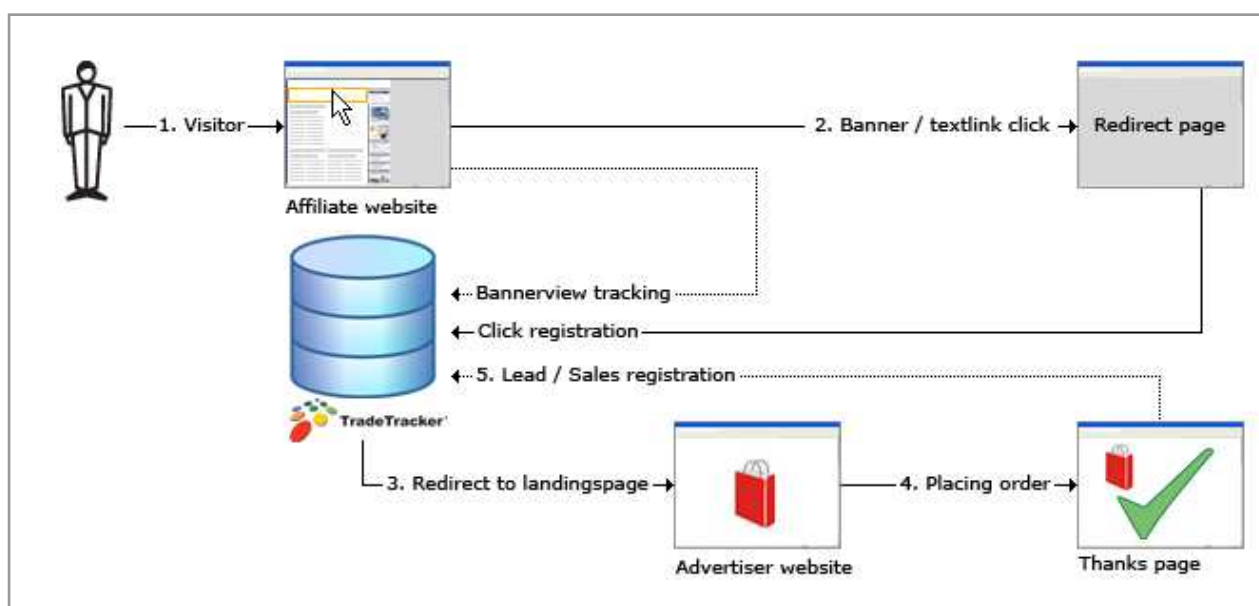
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Technical introduction

The DirectLinking System makes it possible for publishers to link directly to your website. In addition, it offers the possibility to register any conversions (orders, requests, etc.) that may result.

The implementation consists of two steps: placing the redirect page and placing the image tag(s). A visitor sent to your site from a publisher's website always arrives at the redirect page first, where a tracking cookie is created and a tracking session is started to keep track of any resulting conversions. Then the visitor is sent to TradeTracker for registration of the click, and from there he is sent to the final landing page on your website (for example, your home page or a product page).

When visitors then decide to place an order or complete a brochure request form, this will be registered by an image tag (invisible to the user) that is placed on the "thank-you" page.



1. A visitor arrives at the website of one of the publishers associated with TradeTracker;
2. The same visitor sees an interesting banner or text link on the website of the publisher and clicks it;
3. Because the banner or text link links to the redirect page (on the website of the advertiser), a tracking cookie can be placed on the visitor's computer to keep track of any conversions. From the redirect page, the visitor is sent to TradeTracker for registration of the click, and from there he is sent back to the landing page on the website of the advertiser;
4. The visitor places an order on the website of the advertiser and enters all the necessary information on the website;
5. Once the order has been completed, the visitor arrives at a thank-you page. This thank-you page contains a so-called "image tag" from TradeTracker that ensures the conversion is registered by TradeTracker and that the appropriate publisher receives a commission. The visitor is not aware of this step at all.

■ Implementation

■ Redirect page

When a visitor visits a publisher's website and then clicks a text link or banner, he or she will arrive at the redirect page. The tracking cookie is created here and the session is started; these contain data about the origin of the click and the promotion material that was used. Next the visitor will be sent to TradeTracker for registration of the click and from there he is sent back to the ultimate landing page on your website.

Attention: To ensure that the tracking cookie is accepted by Internet Explorer 6 and new browsers, a P3P policy must be available on your website. For more information see: <http://www.w3.org/P3P/>.

Implementation

You can find the redirect page (for example index.php) in the e-mail with the implementation instructions you received from your TradeTracker account manager. It is best to place this file in a special directory on your website. The directory in which this page must be placed is also shown in the e-mail with the implementation instructions (for example: <http://www.yoursite.com/tradetracker>).

Before you upload the redirect page you must fill in a value (domainName) at the top of the file.

```
01 // Set domain name on which the redirect page runs, WITHOUT "www.".
02 $domainName = 'yoursite.com';
```

DomainName is used for creation of the tracking cookie. It is important that this is filled in correctly: just the domain name, without "www" or any other prefix. The standard code ensures that this cookie will be valid throughout the domain and any (sub)domains.

Testing

Once you have placed the redirect page, you can test it immediately. When you enter the URL of the redirect page in your browser, you should arrive at the TradeTracker website.

Your account manager has also included a special test URL in the e-mail containing your implementation instructions. Use this to test whether the redirect to your landing page actually works. This URL will look something like this:

```
http://www.yoursite.com/tradetracker/?tt=x\_x\_x
```

or like this:

```
http://www.yoursite.com/tradetracker/?campaignID=x&materialID=x&affiliateID=x
```

If you do not arrive at the correct page, it may be that the index page is not chosen automatically by your browser. On Apache web servers you can solve this problem by uploading a file with the name ".htaccess" to the special directory where the redirect page is located. This file should contain the following text (replace "index.php" with the name of the redirect page):

```
01 DirectoryIndex index.php
```

If you do arrive at the TradeTracker website but not at your landing page and you have entered the test URL correctly, it may be that the TradeTracker test account is not properly associated with your campaign. In that case you can contact your account manager. He or she will configure the test account, after which the redirect page should function properly.

■ Conversion image tag

In order to register a conversion (order, request for an offer, etc.) and compensate publishers accordingly, it is necessary to place an "image tag" on your website. You can place this image tag on the thank-you page of your website so the order can be registered with TradeTracker upon completion.

This conversion image tag uses a special parameter called "conversionType" which needs to be set to lead or sales, depending on the conversion type. When an actual order has been placed for which the visitor pays (for a product, trip or insurance policy for example), you should use "sales". If the conversion pertains to a request for an offer, a free subscription or a survey, you should use "lead". When you are not sure which value you should use, please contact your account manager.

The image tag not only sends tracking information but also information about the conversion itself, such as an order number, order amount and (limited) client details. This data is necessary to determine the commission amount and to verify the validity of the conversion within the TradeTracker system.

Implementation

To place the conversion image tag on your thank-you page, you need to upload the conversion file (for example conversion.php, which is also attached to the e-mail with the implementation instructions) into the directory where the redirect page is located. You do not need to make any special adjustments to the file.

Once the conversion file is online, you can place the following image tag on your thank-you page(s), making sure that the URL to the conversion file and the parameters are replaced correctly (the { } signs indicate a variable, these signs do not be put in the code):

```
01 
```

{campaignID}	The campaignID is a unique number used by TradeTracker to identify your campaign. You can find your campaignID in the e-mail containing the implementation instructions that you received from TradeTracker.
{productID}	On the basis of the productID, TradeTracker can associate the conversion with a particular product group. Normally you receive a single productID from TradeTracker. This is provided in the e-mail containing the implementation instructions.
{conversionType}	The parameter conversionType decides whether the transaction should be registered as a lead transaction or as a sales transaction. Use "lead" for lead transactions or "sales" for sales transactions.
{https}	This parameter can be "0" or "1", depending on the thank-you page of your website. If the thank-you page is secured via SSL, you will need to use 1. If the thank-you page is not secured via SSL, use 0.
{transactionID}	Based upon the transaction ID you can later approve or reject the conversion. It is therefore important that you assign this a value that will be clear (to you) and, if possible, unique.
{transactionAmount}	This parameter is only required for sales conversions and contains the transaction amount of the completed order (if applicable). It is important that the amount is in the following format: 1234.56 (a point for the decimal separator, no thousands separator).
{email}	Here you enter the e-mail address of the client that has generated the conversion. This parameter is optional and is used for advanced reports.
{descrMerchant}	Additional information that describes the transaction (for example the name of the ordered product, max 255 chars). This will be visible only for the merchant.
{descrAffiliate}	Additional information that describes the transaction (for example the name of the ordered product, max 255 chars). This will be visible for both the merchant and the affiliate.

JavaScript implementation

Note: if you are using the JavaScript example codes, please use an iframe tag instead of an image tag:

```
01 <iframe
src="http://www.yoursite.com/tradetracker/conversion.php?campaignID={campaignID}&pr
oductID={productID}&conversionType={conversionType}&https={https}&transactionID={tr
ansactionID}&transactionAmount={transactionAmount}&email={email}&descrMerchant={des
crMerchant}&descrAffiliate={descrAffiliate}" frameborder="0" scrolling="0"
marginwidth="0" marginheight="0"
width="1" height="1"></iframe>
```

Testing

After you have implemented all codes, **make sure** you follow the test procedure mentioned below.

1. Use the URL provided by your account manager to go to the redirect page. This URL will look something like this: <http://www.yoursite.com/tradetracker/?campaignID=x&materialID=x&affiliateID=x> or like: http://www.yoursite.com/tradetracker/?tt=x_x_x;
2. Check whether the tracking cookie and tracking session are both successfully created. You can test this using the Internet Explorer tool "ieHTTPHeaders" (<http://www.blunck.info/iehttpheaders.html>) or the Firefox tool "LiveHTTPHeaders" (<http://livehttpheaders.mozdev.org/>);
3. Check whether a correct redirect is made to <http://tc.tradetracker.net/?c=x&m=x&a=x> and whether the response is a 301 "permanent redirect". If everything works correctly you will arrive at your own website;
4. Now close and reopen your internet browser. Then go back to your website without the use of a tracking URL;
5. Place a test order on your website. Check whether the image tags appear on the thank-you pages (in the HTML sourcecode) for all the various payment options. For each image tag also check whether at least the parameters "campaignID", "productID", "conversionType", "https", "transactionID" and "transactionAmount" are filled in ("transactionAmount" is only required for sales conversions);
6. Once your implementation meets all the requirements listed above, you need to contact your account manager at TradeTracker. He or she will then perform a final test before your campaign begins.

Problem solving

1. If the tracking cookie on the redirect page is not set, check whether the "domainName" exactly matches the domain name in which the redirect page is located. Make sure the domain name is not preceded by "www.";
2. If you do not arrive at your own site after visiting the redirect page (with parameters), check whether all the parameters are correct and complete. A minor typo can cause the visit to be seen as invalid and will cancel the "click transaction";
3. If the "trackingData" is not entered into the image tag, check whether the redirect page and the thank-you page are both located within the same domain name. If this is not the case, the image tag on the thank-you page must be linked to an intermediate page located in the same domain as the redirect page, which fills in the "trackingData". See the sample code for an example of this;
4. If your generated transaction (or test transaction) is not registered in the TradeTracker system, check whether the "transactionID" is unique. If this is not the case, the transaction may be ignored;
5. If an incorrect commission is calculated during a (sales) transaction, check whether the order amount is sent to TradeTracker in the correct format: "1234.56";
6. If you receive a security warning on the thank-you page, check whether your thank-you page makes use of a secured connection (SSL, secure socket layer). If so, you must replace "http://" in the image tag URL with "https://". You must also make sure the "https" parameter in the conversion image tag is set to "1".

■ Appendix A

Making use of (multiple) product groups

It is possible to give publishers different commissions for each “product group”. For example, you may have three different product groups on your website such as “bus trips”, “flights” and “boat trips”. You can enter the appropriate product ID for each type of order in the associated conversion image tags. This can be handy when the product groups have greatly differing margins and it is not possible to work with a single, generic commission level for the publishers.

If you are interested in the use of multiple productgroups, please contact your account manager at TradeTracker to obtain the necessary “product IDs”.

Orders that consist of one product group

```
01 // Set product ID depending on the order.
02 switch($orderType)
03 {
04     case 'domainname':
05         $productID = '321';
06         break;
07     case 'hosting':
08         $productID = '322';
09         break;
10     default:
11         $productID = '323'; // "general" product ID.
12         break;
13 }
```

Orders that consist of multiple product groups

```
01 $amountsPerProductGroup = array();
02 foreach($orders as $order)
03 {
04     switch($order['orderType'])
05     {
06         case 'domainname':
07             $productID = '321';
08             break;
09         case 'hosting':
10             $productID = '322';
11             break;
12         default:
13             $productID = '323'; // "general" product ID.
14             break;
15     }
16
17     $amountsPerProductGroup[$productID] += $order['orderAmount'];
18 }
19 foreach($amountsPerProductGroup as $productID => $transactionAmount)
20 {
21     // Output image-tag per product ID with total transaction amount.
22 }
```

■ Appendix B

Implementation for osCommerce shops

For osCommerce users we have a ready-made implementation code which consist of two simple steps; uploading the redirect page and placing the conversion image tag on the thank-you page.

Uploading the redirect page

For this step, please follow the instructions on page 5, "Redirect page".

Placing the conversion image tag

To place the conversion image tag on the thank-you page first upload the file "tradetracker.php" in the "includes" folder of your osCommerce installation. Then place the following code after changing the campaignID and productID you received from TradeTracker in the "checkout_success.php" file just above "</body>" at the bottom of the file:

```
01 <!-- tradetracker //-->
02 <?php $campaignID = '123'; $productID = '456'; ?>
03 <?php $imageTag = include './includes/tradetracker.php'; echo $imageTag; ?>
04 <!-- tradetracker_eof //-->
```

Testing

To test if the implementation was successful, please follow the instructions on page 7, "Testing".

Problem solving

It can happen that after testing, the image-tag cannot be found on the order confirmation page. Normally this is due to a different installation of osCommerce. Please consult the documentation from your changed installation to find out where this confirmation page is located. If you're still not sure where this order confirmation page is located, try locating it by placing (a) comment(s) in the source code for example. If the comment returns on the order confirmation page, you've found the correct file and can place the aforementioned TradeTracker code within this page.

■ Appendix C

Implementation for Joomla / Virtuemart shops

For Joomla / Virtuemart users we have a ready-made implementation code which consist of two simple steps; uploading the redirect page and placing the conversion image tag on the order confirmation page.

Uploading the redirect page

For this step, please follow the instructions on page 5, "Redirect page".

Placing the conversion image tag

To place the conversion image tag on the order confirmation page first upload the file "tradetracker.php" in the "includes" folder of your Joomla installation.

In the footer of the checkout.thankyou.tpl.php add the following code and change the \$tt_campaignID and \$tt_productID to the values given by TradeTracker.

```
01 <!-- tradetracker //-->
02 <?php $tt_campaignID = '123'; $tt_productID = '456'; ?>
03 <?php $tt_imageTag = require_once ('./includes/tradetracker.php'); echo $tt_imageTag; ?>
04 <!-- tradetracker_eof //-->
```

Note: There are situations where a template other than the standard is being used. Normally the checkout.thankyou.tpl.php file is located in:

"/components/com_virtuemart/themes/default/templates/pages/checkout.thankyou.tpl.php"

Testing

To test if the implementation was successful, please follow the instructions on page 7, "Testing".

Problem solving

It can happen that after testing, the image-tag cannot be found on the order confirmation page. Normally this is due to a different installation of Joomla and/or the Virtuemart module. Please consult the documentation from your changed installation to find out where this confirmation page is located. If you're still not sure where this order confirmation page is located, try locating it by placing (a) comment(s) in the source code for example. If the comment returns on the order confirmation page, you've found the correct file and can place the aforementioned TradeTracker code within this page.