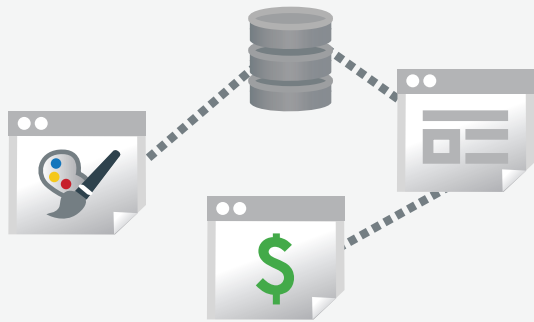


How to *Setup Tracking* if you are an Advertiser



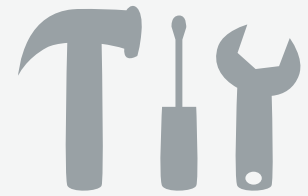
1

Create campaign in HitPath and campaign assets (landing page, creatives) and **add** the campaign **URL** you'll use.



Example:

<http://advertiserslink.com?offerid=1>



You will be using our preferred method of tracking: **cookieless tracking**.

YES



2

"Do you have a **tech team**?"



NO



You will be using our backup method of tracking: **cookies**.

?

Your **tech team** will need to write some code to capture the **hitid** in the **redirect url** upon a user reaching the **landing page**. When a sale occurs, and the pixel is fired they will need to dynamically print the **hitid** in the pixel.



Generate the sale's pixel to be placed on the conversion page.

Example:

<http://advertiserlink.com?offerid=1&token=jjhitijj>

After they have completed the coding, your tech team will need to tell you what **token** to use in the redirect url. You will append this token to the **end of the url** that you added for the campaign in step 3 of campaign settings. Click on the **hitid macros** to add **jjhitijj** and save.

Generate the sales pixel for the campaign and send it to your tech team. They will need to place your pixel on the **conversion page** (or server if you will be tracking via **postback url**).



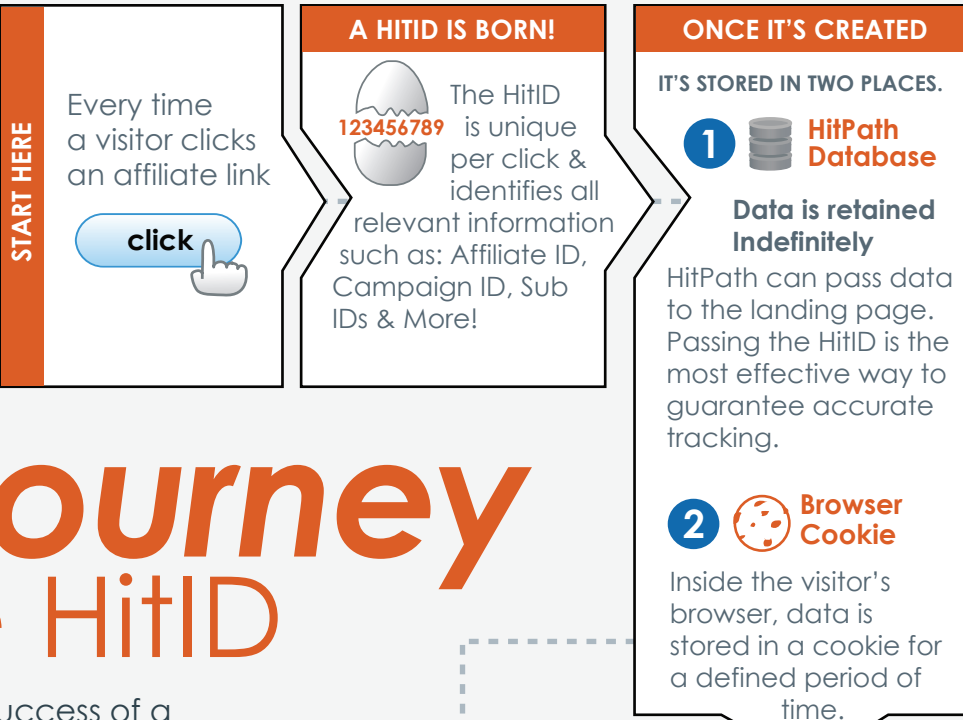
Always send a **unique transaction ID** in the "transid=" portion of your pixel. This information is helpful to have should there be any discrepancies.



The **hitid** will need to be dynamically printed in you pixel in the **hid=** field in order to use our **cookieless tracking**.

You can now send traffic to the campaign and make revenue!





The Journey of the HitID

Understanding the success of a campaign is directly related to how well you are able to track it. HitPath uses both Pixel (database) and Cookie tracking in order to achieve the most accurate and reliable stats.



40%
of COOKIES
GET BLOCKED



Did you know that 3 in 10 users delete their cookies every month and those same users do so on average of four times per month?

80%
of COOKIES
GET PLACED



When cookies are in place, and not blocked or deleted, total visitor counts will remain comparatively low. If a person constantly deletes cookies, they will be counted as a new "unique" visitor with every subsequent visit.



The *Affiliate Link* Breakdown

```
<a href="http://pixel  
rocks.com"></a>
```



red

Known as variable, field, parameter or SubID

blue

Known as the value or SubID. It's a value that changes in every link. the value can be static or dynamic.

sid & pub

The "sid=" or campaign id & "pub=" or publisher id values are always filled in by the system.

Part 2 of the link

This part lets us know how the affiliate that sent traffic and supplemental info they sent with it.

`http://affiliate.yourdomain.net/rd/r.php?sid=[CAMPAIGN_ID]&pub=[AFFILIATE_ID]&c1=[info_sent_by_affiliate]&c2=[more_info]&c3=[more_info]`

Part 1 of the link

The location part lets us know what page to redirect traffic to.



The affiliate must send the info in c1, c2, or c3 for the system to capture it. Then it dynamically returns the SubID to the affiliate in their pixel. Affiliates may need to have that info returned in their pixel in order to track.

c1, c2, & c3 fields

c1, c2, & c3: The affiliate can send you any information they want or information you've asked them to send you (maildrop, SubID, affiliate ID) in these fields. The system reads this info, stores it, and makes it available in reports.

The **URL** Breakdown

1st is the **HitPath Tracking URL**

``



? http://**affiliate.yourdomain.net**/rd/r.php?sid=[**CAMPAIGN_ID**]&pub=[**AFFILIATE_ID**]&c1=&c2=&c3=

YOUR DOMAIN

This will stay the same

AFFILIATE ID

c1, c2, & c3 are extra values that can be passed with affiliate info.

HIT ID

We highly recommend passing the HitID in the "redirect to" of the URL. So that the Advertiser can pass it back in the pixel. This is required for postback pixels.

TRANSACTION ID

The transaction ID is an optional variable except in the case of multisales pixels; which allows a single HitID to track multiple sales provided each pixel fire has a unique transaction ID.

2nd there's the **HitPathPixel URL**

✓ https://**affiliate.yourdomain.net**/rd/[**PIXEL_TYPE**].php?hid=[**HIT_ID**]&sid=[**CAMPAIGN_ID**]&transid=[**OPTIONAL_TRANSACTION_ID**]

PIXEL TYPES

 jpx  ipx  px

jpx.php for javascript
ipx.php for iFrame
px.php for image & postback

CAMPAIGN ID

A number representation of the campaign for easier tracking.

➤ Depending on the types of pixel this will change: