

The **URL** Breakdown

1st is the **HitPath Tracking URL**

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? 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 Hit ID 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 Trans ID is an optional variable except in the case of multisales pixels; which allows a single Hit ID 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



CAMPAIGN ID

A number representation of the campaign for easier tracking.

➤ Depending on the types of pixel this will change:

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

The *Affiliate Link* Breakdown

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.

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`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

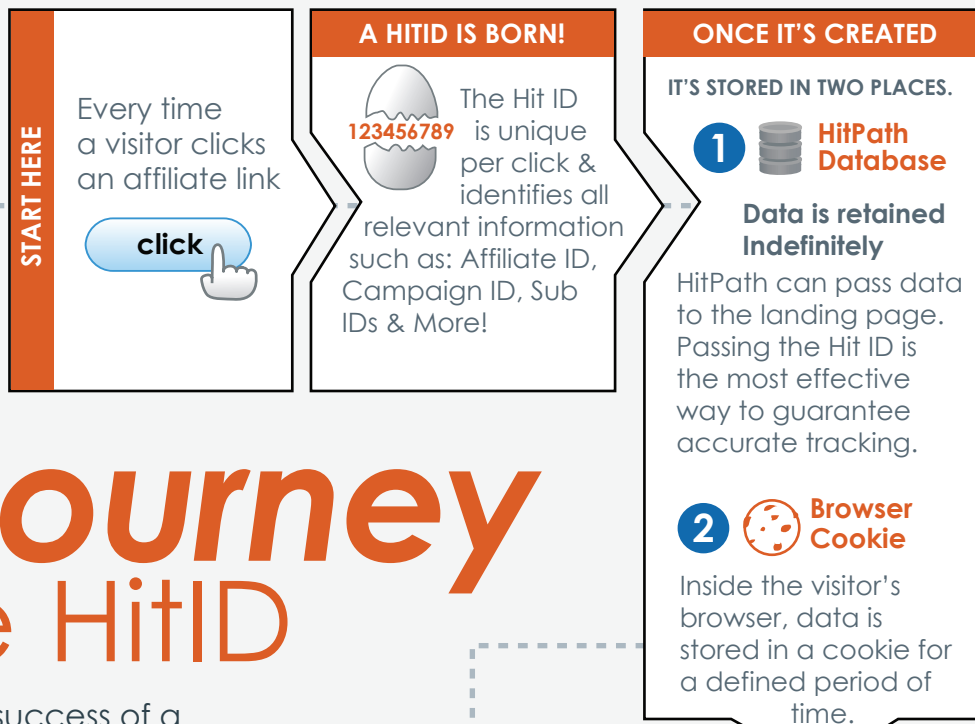
The location part lets us know what page to redirect traffic to.



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.

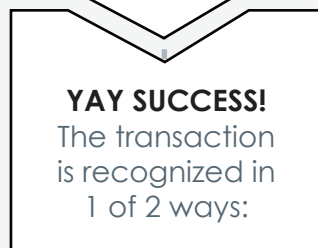
c1, c2, & c3 fields

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 Journey of the HitID

Understanding the success of a campaign and the volume of traffic it is generating is directly related to how well you are able to track it. HitPath uses both Pixel and Cookie tracking in conjunction, in order to achieve the most accurate and reliable stats possible. It is important to understand how this process works so you can make sure you are getting the best results.



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.

