How to integrate ExoClick’s conversion tracking with tracking software AppsFlyer
Introduction

ExoClick gives you access to global traffic sources, targeting features, big data and statistical analytical tools to filter results and optimise your campaigns. This manual explains how to track conversions on the ExoClick network when you are using tracking software AppsFlyer. In order to track your offer, you need AppsFlyer and ExoClick to ‘speak’ to each other, they do this through their APIs. This manual shows you how to set up API (server to server) conversion tracking with AppsFlyer’s platform.
Step 1

Create the code for a tracking ID
STEP 1 – Create the code for a tracking ID

>> Log into your ExoClick Admin Panel.

>> Select under the tab **Campaigns > Conversions Tracking**. This allows you to create the conversions tracking code to be used in order to track the data:
STEP 1 – Create the code for a tracking ID

>> Click in New Tag, type a name into the Name box, let’s write ‘conversor track 1’ and click the Create Goal button, your newly created Goal/Conversion will appear in the Goals box in fig 1.

>> A pop window will appear including your Tracking ID html code. A unique identificator which will be used to integrate the [GOAL_ID] in the Postback URL:

<!-- START ExoClick Goal Tag | conversor track 1 -->
<script type="text/javascript" src="https://ads.exoclick.com/tag_gen.js" data-goal="b4c646c0b4dda97062cfc5a02945c49"></script>
<!-- END ExoClick Goal Tag | conversor track 1 -->

(see example in red)

You can create several trackers if you want to track the different steps of your sales process.

For example:
- Tracker n°1 will be implemented on your landing pages
- Tracker n°2 on your free sign up page
- Tracker n°3 on the payment confirmation page
Step 2

Select a new integrated partner in AppsFlyer
To track conversions on ExoClick you will need to add a dynamic tracker to your campaign URL (conversions_tracking) which identifies each click uniquely.

You must store this tracker on AppsFlyer and get it to notify ExoClick's API each time a user generates a conversion. This is done very simply on AppsFlyer by configuring ExoClick as the integrated partner from the pre-defined template.

To do this:

1. Access the AppsFlyer Admin Panel
2. Go to “Integrated Partners” and search for “ExoClick”
Once you click on the ExoClick template, a new page appears where you will need to set the *goalid* within the **Integration** tab.

To do this, simply add to the goalid field the goalID we generated in STEP 1. This will allow AppsFlyer to generate automatically the Postback S2S URL.

ex. `-http://main.exoclick.com/tag.php?goal=b4c646c0b4dda9706d2cfc5a02945c49&tag={clickid}`

There is the possibility to add more *goalids* in the **In-App Events**. To do this, simply select **SDK Event Name** and add the goalID in the **Parent Event Identifier** field.

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**Note:** General Settings *goalid* is mandatory.

In-App Event's goalids are optional.

Once you have set the goalid you should go to the Tracking Link tab and copy your predefined Click Tracking Link to be used on ExoClick's platform.
Example URL:
https://app.appsflyer.com/idXXXXXX?af_cost_value={actual_cost}&af_ad_id={variation_id}&af_c_id={campaign_id}&af_siteid={site_id}&af_ad_type={format}&af_channel={src_hostname}&pid=exoclick_int&af_click_lookback=7d&clickid={conversions_tracking}&zoneid={zone_id}&catid={category_id}&country={country}

>> After completing the Integrated Partner selection go to the final step (here).

>> Then click “Save”. However, you have some extra elements to add if you like, featured on the next page.
The only mandatory parameter to track conversions is the clickid, all others are optional. You can always find all the available tokens on ExoClick's website: ExoClick Dynamic Tokens

**Note:** Cost parameters

{actual_cost} is defined as the cost for the actual CPM/CPC paid for each impression/click. Therefore, this parameter should be used for Banners CPC and Popunders CPM and Smart CPM.

If you don't want to add any more parameters just copy the url.

**Note:** The cost of a click will be taken from the “{actual_cost}”
1. TimeZone:

By default all app data is reported based on the UTC (GMT) time-zone. The time-zone setting here allows you to change the default time zone to any local time zone, for data alignment easier.

Selecting Time Zone for your App (other than UTC):

When selecting a time zone for your app, the following conditions apply:

1. You can change the time zone for either new or live apps.
2. Time zone change takes effect at midnight UTC time, upon which the dashboard screens, alongside the raw data reports, update to reflect that change.
3. Changing the time zone for an app affects the view of the app owners, as well as for all agencies and partners that have access to the app’s dashboard.

Changing the Time Zone after Initial Selection:

If you decide to make an additional change to the time zone, you MUST follow these instructions:

1. Ensure at least 48 hours have passed since the last time zone selection.
2. Change the time zone to UTC.
3. You must then wait an additional 48 hours before selecting the new time zone.

It is suggested to use United States - New York time zone to match ExoClick’s server time zone.

2. Currency:

The currency of the app is displayed according to how it was set at the time of the new app definition. The default used currency is USD. ExoClick supports USD and EUR.
Step 3

Set up the campaign on ExoClick
STEP 4 - Set up the campaign on ExoClick

>> Paste the campaign URL created on the previous STEP 4 into your ExoClick campaign under the tab Campaigns > Campaigns List > New Campaign > General Details > Add Variations

Sample:
https://app.appsflyer.com/idXXXXXX?af_cost_value={actual_cost}&af_ad_id={variation_id}&af_c_id={campaign_id}&af_siteid={site_id}&af_ad_type={format}&af_channel={src_hostname}&pid=exoclick_int&af_click_lookback=7d&clickid={conversions_tracking}&zoneid={zone_id}&catid={category_id}&country={country}
ExoClick, the innovative ad company, provides two channels for advertisers and publishers: An Ad Exchange and an Ad Network.

Our Ad Network serves 6 billion daily impressions to a global network of 65,000 web/mobile publisher platforms.

Our Ad Exchange enables publishers to monetise their traffic not only with ExoClick’s ad network, but also with other ad networks and DSPs.

Clients can work with us in 3 ways: self service, programmatically with our RTB engine and automation with our platform API.

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For further information please email help@exoclick.com