How to integrate ExoClick’s conversion tracking with tracking software BeMob
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 BeMob. In order to track your offer, you need BeMob 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 BeMob’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:

![Goal Html Tag](image)
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="b4c646c0b4dda9706d2cfc5a02945c49"></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

Create a new traffic source in BeMob
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 BeMob and get it to notify ExoClick’s API each time a user generates a conversion. This is done very simply by configuring ExoClick as the traffic source from the pre-defined template. To do so:

1. Log in to your BeMob account
2. Click the “Traffic sources” tab
3. Press the “New from template” button
4. Select **ExoClick** from traffic source templates
BeMob will pre-populate all the traffic source settings.

The underlined part of S2S Postback URL should be changed to as it is in your ExoClick account. In the Postback URL field replace the goal=REPLACE, with the goal ID we generated in STEP 1.

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

Then click “Save”

Note: Select “Approved” to send the conversions data via postback from the tracker to the traffic source.
The only mandatory parameter to track conversions is the External ID, 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 click “Save”. You can make any changes at any given moment by selecting your traffic source from the list.
Step 3

Create a campaign with ExoClick as a traffic source in BeMob
STEP 3 – Create a campaign with ExoClick as a traffic source in BeMob

1. Click the “Campaigns” tab
2. Press “New” to open the new campaign configuration menu
3. Select “ExoClick” as the traffic source for this campaign and complete any other obligatory fields.

Note: If the “Auto” option is selected, the cost of a click will be taken from the “\{actual\_cost\}” parameter which is defined in fig 1. Otherwise, if your traffic provider doesn’t pass you the parameter click cost, you will have to set the costs manually.
STEP 3 – Create a campaign with ExoClick as a traffic source in BeMob

>> Once you've finished setting-up your campaign’s destination paths click on “Save”.

>> The campaign URL will appear after clicking on “Campaign links”
Copy the link from the field box, this is the campaign URL that you will send your visitors to. The parameters are generated based on the traffic source configuration, then click “Close”.

Example URL:
http://g22gf.bemobtrk.com/go/ce94835e-c74b-4b52-9133-ea0dbb2c91c8?cost={actual_cost}&tag={conversions_tracking}&campid={campaign_id}&varid={variation_id}&source={src_hostname}&siteid={site_id}&zoneid={zone_id}&catid={category_id}&country={country}&format={format}

>> After you have created the campaign go to the final step (here). However you have some extra elements to add if you like, featured on the next page.
STEP 3 – Create a campaign with ExoClick as a traffic source in BeMob

1. **TimeZone:**
   There is an option in BeMob to choose a time zone for reports. It is suggested to use the United States - New York time zone to match ExoClick’s server’s time zone.

2. **Currency:**
   BeMob currently supports multiple currencies and asks you to select one when the account is set. ExoClick supports USD and EUR.
Step 4

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

Sample:

http://g22gf.bemobtrk.com/go/ce94835e-c74b-4b52-9133-ea0dbb2c91c8?cost={actual_cost}&tag={conversions_tracking}&campid={campaign_id}&varid={variation_id}&source={src_hostname}&siteid={site_id}&zoneid={zone_id}&catid={category_id}&country={country}&format={format}

>> 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
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.

For further information please email help@exoclick.com