How to integrate ExoClick’s conversion tracking with tracking software Binom
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 Binom. In order to track your offer, you need Binom 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 Binom’s platform.
Step 1

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

```html
<!-- 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 Binom
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 Binom and get it to notify ExoClick’s API each time a user generates a conversion. This is done very simply on Binom by configuring ExoClick as the traffic source from the pre-defined template.

To do so: access to the Binom Admin Panel. Then go to “Traffic sources” and click “Create”.

STEP 2 – Create a new traffic source in Binom
Once you click on "Create", a new page appears where we will need to load and choose from the selector ExoClick's template.

>> The underlined part of S2S Postback URL should be changed to how it is in your ExoClick account. In the Postback URL field replaces the `goal=[GOAL_ID]`, with the goal ID that you generated in STEP 1.
For example:

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

>> Then click “Save”.
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 Binom
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>> Make sure before you start the campaign configuration that your offer and affiliate network (if required) are set correctly.

1. Click the “Campaigns” tab
2. Press “Create” to open the new campaign configuration menu
3. Select “ExoClick” as the traffic source within the “Main settings” tab and complete the other obligatory fields.
4. Once the main settings are set, and the campaign is saved the campaign URL will appear.
STEP 3 – Create a campaign with ExoClick as a traffic source in Binom

**Note:** If the “Auto” option is selected the cost of a click will be taken from the \{actual_cost\} parameter. Otherwise, if your traffic provider doesn't pass the parameter click cost, you have to set the costs manually.

>> Click on the “Copy” tab and copy the supplied link from the Campaign URL box, this is the campaign URL that you will send your visitors to. The parameters are generated based on the traffic source configuration.

>> Click “Save”.

Example URL: https://demo.binom.org/click.php?key=cam1&tag=\{conversions_tracking\}&cost=\{actual_cost\}

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

2. Currency:
Binom currently supports USD and available currencies are USD, EUR, GBP, RUB and CNY. Exoclick supports USD and EUR.
Step 4

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://demo.binom.org/click.php?key=cam1&tag={conversions_tracking}&cost={actual_cost}&source={src_hostname}&varid={variation_id}&campid={campaign_id}&siteid={site_id}&zoneid={zone_id}&catid={category_id}&country={country}&format={format}
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 more information visit the support section: https://www.exoclick.com/faq/api-server-server-tracking/ or contact Skype binom.support / Email info@binom.org

www.exoclick.com

For further information please email help@exoclick.com