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

![Image of ExoClick Admin Panel showing the Campaigns > Conversions Tracking section with a goal HTML tag example]
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 the “Offer Link”
STEP 2 – Create the “Offer Link”

>> You need to pass a dynamic tracker to your offer URL which identifies each click uniquely. You must store this tracker on CAKE and get it to notify ExoClick’s API each time a user generates a conversion. This is done through setting up a Postback or Callback which is explained in Step 3. To receive this tracker, you must use the dynamic tag \{conversions_tracking\} in the URLs of your campaigns.

For example you may use: http://www.yoursite.com/?lng=FR&exotracker={conversions_tracking}
with \{conversions_tracking\} replaced dynamically with a unique string in your servers’ data.

Note: ExoClick’s \{conversions_tracking\} generates a string of between 140 to 500 characters, so we have to make sure CAKE is able to receive and return the complete string. We will explain in Step 3 how to store long values in CAKE’s platform.

>> Log in to your CAKE account and copy the URL for the affiliate offer you wish to track.

>> As you can see in fig 2 CAKE’s offer URL defaults to SUB ID 1 (s1)
Important: Sub ID instructions, please note that the s1 parameter should only be used to pass NON-UNIQUE SubAffiliate IDs. If you are using UNIQUE Click IDs each time someone clicks on the link, please use another Sub ID field (s2-s5) as instructed by your Account Manager.

>> Copy the link and change the 's1' to 's2' and add the dynamic tag \{conversions\_tracking\} at the end. So you end up with the following example: http://mypage.com/?a=14030&c=64375&s2=\{conversions\_tracking\}

>> Paste this campaign URL into your ExoClick campaign under the tab Advertisers > New Campaign > Marketing Material

>> Click “Save Campaign”

>>Log in to your CAKE account and copy the URL for the affiliate offer you wish to track.
Step 3

Set up the Callback/Postback specifically for CAKE
A Callback or Postback is a conversion string code that you need to enable CAKE to speak back to ExoClick. This works by the Postback URL notifying ExoClick's API each time a tracker generates a conversion. It does this by calling our tracking API:


[GOAL_ID] must be replaced by the GOAL ID provided to you when you created the conversion goal in Step 1 and [TRACKER] must be replaced by the unique string you receive dynamically to your server, the {conversions_tracking} that we set up in Step 2.

**Important:** CAKE's platform offers 5 SUB Ids s1, s2, s3, s4, s5 to store different tracking parameters, however each SUB ID has a limit of 100 characters, ExoClick's conversion tracking string contains between 140 to 500 characters, therefore CAKE cascades the characters in ExoClick's tracking string within CAKE's SUB Ids automatically.

So the Callback url will be configured by CAKE like this:

http://main.exoclick.com/tag.php?goal=[GOAL_ID]&tag=#s2##s3##s4##s5#

Remember that the example Goal ID that was generated in Step 1 was 144b603alae6f2209ae92im2e11c5a71.
So the full cascaded character string s2##s3##s4##s5## will be something like this:

http://main.exoclick.com/tag.php?goal=144b603alae6f2209ae92im2e11c5a71&tag=OTgxNzg0fGxhdXJlbnNibG9nZGhlcnkuY29tVEVUHx8MTE2M2cxODR8fHwxMjEyOTYyfDgwLjE2OS4yNDQuNDNcyfDd8fDQxfDJ8M3wfdB8fDwMHgyNBB8MXwwfDE5MjB4MTA4MHIwNTUxZGQ2jBmYTYyNy44MjiMjkwOTU4MTUwOTg5Nnz0ODRhMAhjMzRmM2RjMjIwMGYyYzU4ZDQyM2QzMDq5NzA0fDB8MnxsYXVyZ2N5zYmxvZ2RpYXJ5LmNvbXxhOWM4ZmEzNzRkODg5MWUyODYyYjBhYTEzMjQwNmEwMw%3D%3D

So your Callback URL will be

http://main.exoclick.com/tag.php?goal=144b603alae6f2209ae92im2e11c5a71&tag=#s2##s3##s4##s5#

You will need this for the next part of the set up.
STEP 3 – Set up the Callback/Postback specifically for CAKE

>> In CAKE you can configure this Callback either per campaign (single offer) or as a Global Callback which you would use to track all of your offers.

>> For tracking a single offer insert the above Callback URL in the Postback URL field under Offer > Testing & Tracking and click “Save”.

![Test Link:](http://example.com/postback.php?goal=1&c=03&ca=02&as=01&ae=02&ei=03&d=04&u=05&price=06&udid=07)

![Postback URL (Server Pixel):](http://example.com/postback.php?goal=1&c=03&ca=02&as=01&ae=02&ei=03&d=04&u=05&price=06&udid=07)
STEP 3 – Set up the Callback/Postback specifically for CAKE

>> For Global tracking the URL will be pasted in the Postback URL box in Global Account Settings and then click “Save”. Ask your CAKE account manager for assistance if you don’t have access to set up Global callback tracking.

>> Now both APIs are speaking to each other and you can track everything through ExoClick that is related to the affiliate offer you are promoting.
For more information visit the support sections: https://support.getcake.com/support/solutions/5000109261 and https://www.exoclick.com/faq/api-server-server-tracking/

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