How to integrate ExoClick’s conversion tracking with tracking software CPV Lab Pro
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 CPV Lab Pro. In order to track your offer, you need CPV Lab Pro 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 CPV Lab Pro’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 identifier 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 CPV Lab Pro
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 CPV Lab Pro and get it to notify ExoClick's API each time a user generates a conversion. This is done very simply on CPV Lab Pro by configuring ExoClick as the traffic source from the pre-defined template. 

CPV Lab Pro comes with the ExoClick Traffic Source pre-configured in the Traffic Sources pages, so in this case, there is no need to configure it and you can skip to Step 3. 

If you have an older install of CPV Lab Pro that doesn't have the pre-configured ExoClick Traffic Source, then you can download the following XML file and import it by uploading within the Traffic Sources page: 

Exoclick Traffic Source file
This will import the ExoClick Traffic Source and you will see it available in the Traffic Sources page from CPV Lab Pro.

The detailed configuration for the ExoClick Traffic Source is as follows:

**STEP 2 – Create a new traffic source in CPV Lab Pro**

**Note:** In order to have matching statistics in CPV Lab Pro and ExoClick, you need to pick EST timezone for this Traffic Source (GMT-4)
The only mandatory parameter to track conversions is the clkid, 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.

You can make any changes at any given moment by selecting your traffic source from the list.

### Additional Tokens Supported by Traffic Source:

<table>
<thead>
<tr>
<th>Name</th>
<th>URL Append</th>
<th>Parameter</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ad Token</td>
<td>Ad</td>
<td>varid</td>
</tr>
<tr>
<td><strong>Token 1:</strong></td>
<td>Campaign ID</td>
<td>cmpgnid</td>
</tr>
<tr>
<td><strong>Token 2:</strong></td>
<td>Category ID</td>
<td>catid</td>
</tr>
<tr>
<td><strong>Token 3:</strong></td>
<td>Country</td>
<td>cc</td>
</tr>
<tr>
<td><strong>Token 4:</strong></td>
<td>Banner Format</td>
<td>form</td>
</tr>
<tr>
<td><strong>Token 5:</strong></td>
<td>Site ID</td>
<td>siteid</td>
</tr>
<tr>
<td><strong>Token 6:</strong></td>
<td>Time</td>
<td>time</td>
</tr>
<tr>
<td><strong>Token 7:</strong></td>
<td>Zone ID</td>
<td>zoneid</td>
</tr>
<tr>
<td><strong>Token 8:</strong></td>
<td>Language</td>
<td>lang</td>
</tr>
<tr>
<td><strong>Token 9:</strong></td>
<td>Pricing Model</td>
<td>prmod</td>
</tr>
<tr>
<td><strong>Token 10:</strong></td>
<td>Tags</td>
<td>tags</td>
</tr>
<tr>
<td><strong>Token 11:</strong></td>
<td>(add)</td>
<td>url</td>
</tr>
<tr>
<td><strong>Token 12:</strong></td>
<td>Url</td>
<td></td>
</tr>
</tbody>
</table>
Step 3

Create a campaign with ExoClick as a traffic source in CPV Lab Pro
STEP 3 – Create a campaign with ExoClick as a traffic source in CPV Lab Pro

>> In your CPV Lab Pro campaign setup page select ExoClick as the Traffic Source and choose the Predefined Extra Tokens that you want to capture.

1. Click the “Campaigns” tab
2. Press “Add Campaign” to open the new campaign configuration menu and select a campaign type
3. Select “ExoClick” as the traffic source and complete the other obligatory fields
STEP 3 – Create a campaign with ExoClick as a traffic source in CPV Lab Pro

Note: 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.
STEP 3 – Create a campaign with ExoClick as a traffic source in CPV Lab Pro

>> Below is the “Links & Pixels” section where the campaign URL appears together with other relevant information. 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.

Example URL:
https://demo.cpvlab.pro/base.php?c=879&key=c9b787a5d5bb2752fc191110258781b1&sdom=src_hostname&clkid=conversions_tracking&cost=actual_cost&varid=variation_id
STEP 3 – Create a campaign with ExoClick as a traffic source in CPV Lab Pro

>> Finally, in the yellow box (below) you need to set up the Postback URL in order to track conversions into the ExoClick platform.

>> The Postback URL should contain the CPV Lab Pro macro {tscode!} (for Unique Click ID).

>> Enter the following Postback URL as the additional pixel in the Campaign Setup page from CPV Lab Pro:

   http://main.exoclick.com/tag.php?goal=b4c646c0b4dda9706d2cfc5a02945c49&tag=!tscode!

>> 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.

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

>> Then click “Save”

>> After you have created the campaign go to the final step (here). However you have some extra elements to add if you like, featured at the bottom of this page.

1. Time Zone:
The timezone is specified for each Traffic Source and for ExoClick it is suggested to use the United States - New York time zone in order to match the ExoClick server’s time zone.

2. Currency:
CPV Lab Pro currently supports USD. 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.cpvlab.pro/base.php?c=879&key=c9b787a5d5bb2752fc191110258781b1&sdom={src_hostname}&clkid={conversions_tracking}

https://demo.cpvlab.pro/base.php?c=879&key=c9b787a5d5bb2752fc191110258781b1&sdom={src_hostname}&clkid={conversions_tracking} &cost={actual_cost} &varid={variation_id}
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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