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

![ExoClick Admin Panel](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:

```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 the “Offer Link”
STEP 2 – Create the “Offer Link”

>> We will pass a dynamic tracker to your offer URL which identifies each click uniquely. You must store this tracker on HasOffers 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.

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

Note: ExoClick’s `{conversions_tracking}` generates a string of between 140 to 500 characters, so you have to make sure HasOffers is able to receive and return the complete string.
STEP 2 – Create the “Offer Link”

>> Copy the offer URL from HasOffer as shown in the previous STEP
http://myoffer.go2cloud.org/aff_c?offer_id=18&aff_id=24222

>> Now add two additional parameters in the above URL to enable the passing of the conversion tracking string and the domain of the conversion.

aff_sub={src_hostname}
source={conversions_tracking}

So you end up with the following example:
http://myoffer.go2cloud.org/aff_c?offer_id=18&aff_id=24222&ff_sub={src_hostname}&source={conversions_tracking}

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

>> Click “Save Campaign”.
Step 3

Set up the Callback/Postback specifically for HasOffers
A Callback or Postback is a conversion string code that you need to enable HasOffers to speak to ExoClick's API. 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, the {conversions_tracking} that we set up in STEP 2 with the name aff_sub. Remember that the example Goal ID that was generated in STEP 1 was 144b603alae6f2209ae921m2e11c5a71

So the Callback URL will be configured by HasOffers like this:

```
http://main.exoclick.com/tag.php?goal=144b603alae6f2209ae921m2e11c5a71&tag=source
```

In HasOffers 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 > Your Pixels / Postbacks > Add New Pixel/Postback. Select Postback URL as code type, paste your postback URL in the code field and click Create.
STEP 3 – Set up the Callback/Postback specifically for HasOffers

For Global tracking postback URL, Navigate though the Dashboard to Tools > Pixels-Postbacks and paste your callback in the CODE/URL field.

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.
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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