How to integrate ExoClick’s conversion tracking with tracking software BeMob
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 Kochava. In order to track your offer, you need Kochava 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 Kochava’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:
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 Kochava set up
After you have created your campaign in Kochava, in order to use ExoClick's traffic and tracking, select Publisher and choose ExoClick. Kochava has predefined all of the Dynamic tokens/tags and conversions tracking supported by ExoClick.
Step 3

Set up the Callback/Postback on Kochava
STEP 3 – Set up the Callback/Postback in Kochava

To create your Postback URL,
1. Go to New Configuration > Network Configuration
2. Select ExoClick
3. Click “Go”
STEP 3 – Set up the Callback/Postback in Kochava

>> Now choose the appropriate event for the Postback:

Next set Status to Active, in App Name type in the name of your App and the GOAL ID generated in STEP 1 and paste into “Goal ID” and then click “Save”.
Step 4

Start the APIs talking to each other
STEP 4 - Start the APIs talking to each other

Sample:

http://myappstoreurl.com?
click_id={conversions_tracking}&cost={cost}&country={country}&device_id=device_id&campaign_id={campaign_id}&format={size}&hostname=
{src_hostname}&pricing_model={pricing_model}&site_id={site_id}&time={time}&variation_id={variation_id}&zone_id={zone_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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