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

<!-- 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 PeerClick
STEP 2 – Create a new traffic source in PeerClick

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

>> To do this: access the PeerClick Admin Panel, go to the “Sources” tab and click “New”.

>> Once you click on “New”, a new page appears with an option to load existing templates. Search for ExoClick and click on “Add”. 
The underlined part of S2S Postback URL should be changed as it is in your ExoClick account. In the Postback URL field replace the goal=[GOAL_ID], with the goal ID we generated in STEP 1.

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

Then click “Save”

Note:
Enable Postback should be selected.
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 PeerClick
STEP 3 – Create a campaign with ExoClick as a traffic source in PeerClick

1. Go to the “Campaigns” tab
2. Click on “New”

Note: If your traffic provider passes the click cost in their tracking variables, you won’t have to set a cost.

If your traffic provider passes the click cost in their tracking variables, the cost of a click will be taken from the “{actual_cost}” parameter which is defined on fig 1. Therefore, you won’t have to set a cost.

Otherwise, if your traffic provider doesn’t pass the click cost, you have to set the costs manually.
On PeerClick, once you have filled out all the required fields the campaign link will appear automatically after saving the campaign.

Copy the link from the field box, this is the campaign URL that you will send your visitors to. The parameters are generated based on the traffic source configuration, then click “Save”.

Example URL:
http://csoku.peerclicktrk.com/1SG07I?campid={campaign_id}&varid={variation_id}&source={src_hostname}&siteid={site_id}&zoneid={zone_id}&catid={category_id}&country={country}&cost={actual_cost}&external_id={conversions_tracking}

>> 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.
Timezone and Currency can be changed within the **Settings** section.

1. **TimeZone:**
   It is suggested to use the United States - New York time zone to match ExoClick's server's time zone.

2. **Currency:**
   Peerlick currently supports many currencies. 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:

http://csoku.peerclicktrk.com/15G07I?campid={campaign_id}&varid={variation_id}&source={src_hostname}&siteid={site_id}&zoneid={zone_id}&catid={category_id}&country={country}&cost={actual_cost}&external_id={conversions_tracking}
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 further information please email help@exoclick.com