How to integrate ExoClick’s conversion tracking with tracking software RedTrack
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 RedTrack. In order to track your offer, you need RedTrack 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 RedTrack’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 identifier 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 a new traffic source in RedTrack
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>> 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 RedTrack and get it to notify ExoClick's API each time a user generates a conversion.

>> To do this, go to the “Sources” Tab of your RedTrack account and click “New”.

Since ExoClick is already included to the RedTrack available sources, just choose it from the suggested list. The data will be filled in automatically.
STEP 2 – Create a new traffic source in RedTrack

Once you click on “New”, a text box appears with the Postback URL and all the predefined params.

The underlined part of S2S Postback URL should be changed as it is in ExoClick account. In the Postback URL field replace the goal=REPLACE, with the goal ID we generated in STEP 1. For example:

http://main.exoclick.com/tag.php?goal=ff62b2ef1d621b7a9c5d9c6f3fcbdd8&tag={ref_id}

Then click “Save”
STEP 2 – Create a new traffic source in RedTrack

The only mandatory parameter to track conversions is the RefID, all others are optional. You can always find all the available tokens on ExoClick's website: ExoClick Dynamic Tokens

Note: Cost ID

{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 RedTrack
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>> Go to “Campaigns” tab, click “New”

Now you can proceed and launch a Campaign on RedTrack. Once you have entered all the Campaign’s details, copy the Campaign URL from the corresponding field.

Note: In order to save the campaign you should have an offer associated to this campaign.

Passing dynamic traffic cost from a traffic source
Cost per click will be taken from the {actual_cost} parameter which is set up on a source set up slide. Otherwise, if no data is available, the cost needs to set it manually.
STEP 3 - Create a campaign with ExoClick as a traffic source in RedTrack

>> This is the Campaign URL that you will send your visitors to. Remember to add the \{ref_id\} in order to properly track the clicks and conversions. For example: http://rdtrck2.com/5a4cede7elee42257b15f8c1?ref_id=\{conversions_tracking\}. You can add more macros if needed.

>> 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.

Postback Settings
The Postback URL will already be populated with the necessary data into the Postback settings tab. You can also manually add your postback URL. Finally, to register a conversion, you need to set up Postback within RedTrack. Navigate the Postback settings tab in the Campaign settings. The Postback URL will already be populated with the necessary data. You can also manually add your postback URL.
STEP 3 – Create a campaign with ExoClick as a traffic source in RedTrack

1. Currency: RedTrack currently supports USD. ExoClick supports USD and EUR.

2. TimeZone: There is an option in RedTrack to choose a time zone for reports. It is suggested to use the United States - New York time zone to match ExoClick's server's time zone.
Step 4

Set up the campaign on ExoClick
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>> 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://rdtrck2.com/5a4cede7e1ee42257b15f8c1?ref_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