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

To do so: access to the ThriveTracker Admin Panel. Then go to “Traffic sources” and click “Add new Traffic Source”
***STEP 2 – Create a new traffic source in ThriveTracker***

>> Once you click on “Create”, a new page appears where we will need to choose from the selector ExoClick’s template.

>> The Postback URL field appears empty and needs to be filled in with the correct S2S Postback URL: **http://main.exoclick.com/tag.php?goal=[GOAL_ID]&tag={external_id}**

>> Then click “Save”.

**Note:** Cost parameters

On the predefined params cost is being set as **{cost}/1000** this should be replaced with the current **{actual_cost}** token available on our dynamic token list.

**{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.
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

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.

Add New Traffic Source

<table>
<thead>
<tr>
<th>Parameter</th>
<th>Placeholder</th>
<th>Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>External ID</td>
<td>exid</td>
<td>{conversions_trackin}</td>
</tr>
<tr>
<td>Cost</td>
<td>cost</td>
<td>{actual_cost}</td>
</tr>
<tr>
<td>Custom Variable 1</td>
<td>campid</td>
<td>{campaign_id}</td>
</tr>
<tr>
<td>Custom Variable 2</td>
<td>creaid</td>
<td>{variation_id}</td>
</tr>
<tr>
<td>Custom Variable 3</td>
<td>sitenm</td>
<td>{src_hostname}</td>
</tr>
<tr>
<td>Custom Variable 4</td>
<td>catemoji</td>
<td>{category_id}</td>
</tr>
<tr>
<td>Custom Variable 5</td>
<td>cttcode</td>
<td>{country}</td>
</tr>
<tr>
<td>Custom Variable 6</td>
<td>zoneid</td>
<td>{zone_id}</td>
</tr>
<tr>
<td>Custom Variable 7</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Custom Variable 8</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Add New Source  Cancel
Step 3

Create a campaign with ExoClick as a traffic source in ThriveTracker
STEP 3 – Create a campaign with ExoClick as a traffic source in ThriveTracker

>> Go to the “Campaigns” tab and click “Create a new Campaign”

>> A new page appears, this is where the Campaign’s General Information needs to be filled out. The only mandatory fields are the Campaign Type and the Traffic Source which should be set as “ExoClick”
STEP 3 – Create a campaign with ExoClick as a traffic source in ThriveTracker

>> Click on “Next”

Note: The Traffic Source can be also set here. The PostBack Pixel is not necessary as long as we have selected ExoClick as the traffic source. The system will ask you to create or use rotations. It’s mandatory to use rotations on the campaign.

>> Once you have created or selected an existing rotation click on “Create”
Once all the information has been set the campaign is created. On ThriveTracker, 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.

Example URL:
http://demo.thrivetracker.com/path/lp.php?trvid=10276&trvx=ccdbdbb&extid={conversions_tracking}&cost={actual_cost}&campid={campaign_id}&creaid={variation_id}&sitenm={src_hostname}&catego={category_id}&ctcode={country}&zoneid={zone_id}

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.
1. TimeZone:
Thrive's TimeZone is using PDT as a default time zone. If you need to change it there are 3 options:

- For self-hosted users, it is possible to do it through the Thrive database directly in the table system_settings.
- New installations, is not a problem, since you won't have much data.
- Cloud installations, please submit a support ticket.

It is suggested to use United States - New York time zone to match ExoClick's server time zone.

2. Currency:
ThriveTracker currently supports USD and available currencies are USD, EUR, GBP, JPY, CAD, AUD, CNY and CHF. 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:
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.

www.exoclick.com

For further information please email help@exoclick.com