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

![Goal Html Tag]

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**STEP 1 – Create the code for a tracking ID**

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fig 1
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

Add ExoClick as the traffic source on AdsBridge and configure the Postback
To track conversions on ExoClick you will need to add a dynamic tracker to your campaign URL which identifies each click uniquely.

You must store this tracker on AdsBridge and get it to notify ExoClick’s API each time a user generates a conversion.

This is done very simply on AdsBridge by configuring ExoClick as the traffic source from the pre-defined template.

1. Log in to your AdsBridge account
2. Click the “Traffic sources” tab
3. Click on the “Create traffic source” button.
4. Click “Choose from templates”
5. Select ExoClick under the “Traffic source” tab

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

Note: The cost parameter for ExoClick is defined as the bid of your campaigns and it is applied equally for all pricing models of the campaign. For AdsBridge the cost is defined as the cost per user/click. Therefore, this parameter should only be used for tracking CPC campaigns.
STEP 2 – Add ExoClick as the traffic source on AdsBridge and configure the Postback

6. Put in the Postback URL field the Goal ID you have previously created in STEP 1, example: `http://main.exoclick.com/tag.php?goal=144b603a7a2a9f9296b523e1c5a71&tag=<tag>`
7. If you don’t want to add or modify any more parameters click “Save”, you can make any changes at any given moment by clicking the “Edit” button after selecting your traffic source from the list.
Step 3

Set up offers on AdsBridge
STEP 3 – Set up offers on AdsBridge

Adding an offer in AdsBridge is easy and it can be done either automatically by connecting your account of your affiliate network or by uploading your offers manually. In both cases, remember to add the `{conversions_tracking}` at the end of your offer URL.

Example URL: `http://mypage.com/?a=14030&c=64375&s1=`

Click the ‘Tracking Token’ box to track conversions. The tracking token with the unique click ID generated on AdsBridge’s system will be added to the end of your offer URL. The default name of the tracking token is `tid`. You can manually change the name of your token from your affiliate network so that it can pass dynamic parameters.

The unique click ID will be passed to your network in this parameter. If your network uses the CAKE platform, place `s2` (`s3`, `s4`, `s5`) in the field. If it uses HasOffers, place `aff_sub2` (`aff_sub3`, `aff_sub4`, `aff_sub5`).

If your network uses a custom platform, ask your account manager for the token.

Example TRACKING TOKEN:
- CAKE: `s2`
- HasOffers: `aff_sub2`
**Note:** that by saving the offer Adsbridge has automatically added the necessary parameters to the tracking token that we defined previously without editing the offer’s URL.
Step 4

Create a campaign on AdsBridge
STEP 4 - Create a campaign on AdsBridge

>> Under the “Create Campaign” tab fill out the mandatory fields, “Campaign name” select ExoClick as the “Traffic source” to fill in your tokens and add the “Domain”. All 3-RD part pixel information will completed automatically based on the Traffic Source configuration, you did in STEP 1.
STEP 4 - Create a campaign on AdsBridge

>> Click “Continue” to go to the next page where you will add your offers.

>> Click “Finish” and you will be provided with the Campaign URL and Postback links.
Step 5

Set up the postback in your affiliate network
STEP 5 - Set up the postback in your affiliate network

>> Copy to the clipboard the S2S postback created in the previous STEP 4 and then paste it into your affiliate network panel. Example of S2S postback:

>> The unique click ID will be passed to your affiliate network in this parameter tid. Replace “YOUR NETWORK TOKEN” with your affiliate network token in order to pass the unique parameters.

>> If your network uses CAKE, your pixel must end with one of these:
- ?tid=#s2#
- ?tid=#s3#
- ?tid=#s4#
- ?tid=#s5#

>> If it uses HasOffers, your pixel must end with one of these:
- ?tid={aff_sub2}
- ?tid={aff_sub3}
- ?tid={aff_sub4}
- ?tid={aff_sub5}

>> If the network uses a custom platform, contact your account manager.

>> The following is what your postback URL would look like:

Example of S2S postback on a CAKE based network:
http://npnmp.adsb4all.com/trackpixel/track??tid=#s2#

Example of S2S postback on a HasOffers based network:
http://npnmp.adsb4all.com/trackpixel/track?tid={aff_sub2}
Step 6

Set up the campaign on ExoClick
STEP 6 - 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://npnmp.adsb4all.com/c/02e6a15d93548d28?tag={conversions_tracking}&campid={campaign_id}&varid={variation_id}&source={src_hostname}&siteid={site_id}&zoneid={zone_id}&catid={category_id}&country={country}
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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