How to integrate ExoClick’s conversion tracking with tracking software Affise
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 Affise. In order to track your offer, you need Affise 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 Affise’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 affiliate in Affise and set up the Callback/Postback URL
To create ExoClick as a new affiliate in Affise you need to go to Affiliates > Affiliate Management and click on “add”.

STEP 2 – Create a new affiliate in Affise and set up the Callback/Postback URL
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A form appears, fill out the fields and set the Postback URL.

In the S2S Postback URL replace the `goal=` param, with the goal ID you generated in STEP 1.

**Note:** goal ID is not a macro.

ex.- `http://main.exoclick.com/tag.php?goal=b4c646c0b4dda9706d2cf5a02945c49&tag={sub1}`

Then click “Save”
The only mandatory parameter to track conversions is the clickId, 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.
Step 3

Create the “Offer Link” in Affise
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To create the offer link you need to go to Offers > New offers

A form appears, fill out the fields with the correct values.
Once all is set you just need to select the Affiliate (Exo) and copy the generated offer link you wish to track: [http://demo.go2affise.com/click?pid=81&offer_id=46](http://demo.go2affise.com/click?pid=81&offer_id=46)

**Fig 8**

**STEP 3 – Create the “Offer Link” in Affise**
Then, ExoClick will pass a dynamic tracker to the offer link which identifies each click uniquely. You must store this tracker on Affise and get it to notify ExoClick’s API each time a user generates a conversion. This is done through setting up a Postback or Callback which is explained in STEP 2.

To receive this tracker, you must use the dynamic tag \{conversions\_tracking\} in the URL.

For example you may use:

```
http://demo.go2affise.com/click?pid=81\&offer\_id=46\&sub1=\{conversions\_tracking\}
```

with \{conversions\_tracking\} replaced dynamically with a unique string in your servers’ data.

**Note:** ExoClick’s \{conversions\_tracking\} generates a string of between 140 to 500 characters, so you have to make sure Affise is able to receive and return the complete string.
1. TimeZone:

There is an option in Affise 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.
2. Currency:
Affise supports a huge number of currencies (default EUR). 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://demo.go2affise.com/click?pid=81&offer_id=46&exotracker={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 more information visit the support sections: [https://affise.com/en/#contact](https://affise.com/en/#contact) and [https://www.exoclick.com/faq/api-server-server-tracking/](https://www.exoclick.com/faq/api-server-server-tracking/)

For further information please email help@exoclick.com