Integration Manual

1. Integrate ExoClick’s conversion tracking
2. ExoClick API Voluum integration
Integrate ExoClick’s conversion tracking
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 Voluum. In order to track your offer, you need Voluum 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 Voluum’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:

![Image of ExoClick Admin Panel](image)

**Goal Html Tag**

```html
<!-- START ExoClick Goal Tag | converor track 1 -->
<script type="text/javascript" src="https://ads.exoclick.com/tag.php?ig=data goal=b4e64e3b48da976b24bf592941ld9v"></script>
<!-- END ExoClick Goal Tag | converor track 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:

<!-- 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 traffic source on Voluum and configure the Postback
STEP 2 – Add ExoClick as traffic source on Voluum and configure the Postback

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 Voluum and get it to notify ExoClick’s API each time a user generates a conversion.

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

1. Log in to your Voluum account
2. Click the “Traffic sources” tab
3. Click on the “New traffic source” button.
4. Select ExoClick

(Once you have selected this pre-defined template for ExoClick, Voluum will pre-populate the traffic source settings on the template).
STEP 2 – Add ExoClick as traffic source on Voluum and configure the Postback

Note: By using the “Automatically update cost for this traffic source” feature, you will be able to obtain cost value through ExoClick API Voluum Integration instead.

5. In the Postback URL field replace the word “REPLACE”, with the goal ID value you generated in STEP 1.

For example:

http://main.exoclick.com/tag.php?
goal=144b603a1ae6f2209ae92im2e11c5a71&tag={externalid}
**Time Zone:** There is an option in Voluum to choose a time zone for reports. It is suggested to use the United States - New York time zone to match ExoClick’s server time zone.

**Currency:** Voluum currently supports multiple currencies. ExoClick supports USD and Euro.
Step 3

Generate the Postback URL on Voluum
STEP 3 – Generate the Postback URL on Voluum

To setup the Postback URL you need to append a click ID. This can be done in two different ways:

1) Append a click ID to the Affiliate Network

This option will automatically add `{clickid}` to the end of the offer URLs associated with that affiliate network. If you manually add `{clickid}` to an offer URL associated with an affiliate network that has this option ticketed, the system will recognize this. It is safe practice to use this option to avoid manual input errors.

Note: The “Append a click ID to the affiliate network option adds only Voluum's click ID token to the offer URL of any offer associated with this network. User still has to add a parameter name that is specific to the affiliate network, followed by “=” character. For instance, the offer URL has to end with, “s2=” and the “Append” option will attach the click ID token at the end.

We recommend using affiliate network templates, which display the correct tracking parameter when adding an offer.

To add an affiliate network, go to the “Affiliate networks“ tab and click the green “New affiliate network” button. Once you have added an affiliate network, you can associate it with your offers.

Copy (clipboard) and then paste the postback URL to your affiliate network panel. Make sure to replace the tokens in REPLACE and OPTIONAL strings with affiliate network specific tokens. If you have added an affiliate network from the template, then these tokens should be replaced automatically.
Just remember to add the \texttt{s2={clickid}} at the end of your offer URL.

Example URL: \texttt{http://mypage.com/?a=14030&c=64375&s2={clickid}}

Note: We recommend using affiliate network templates, which display the correct tracking parameter when adding an offer.

Copy (clipboard) and then paste the postback URL to your affiliate network panel. Make sure to replace the tokens in REPLACE and OPTIONAL strings with affiliate network specific tokens. Again, if you associate this offer with an affiliate network, then these tokens should be replaced automatically.

The following is what your postback URL would look like on a HasOffers based network:
\texttt{https://voluum-domain/postback?cid={aff_sub}&payout={payout}}

2) Append a click ID to the Offer

Adding an offer in Voluum is easy, click on the \textit{“Offers”} tab, Offers and then the \textit{New offer} button.

Just remember to add the \texttt{s2={clickid}} at the end of your offer URL. Example URL: \texttt{http://mypage.com/?a=14030&c=64375&s2={clickid}}

Note: We recommend using affiliate network templates, which display the correct tracking parameter when adding an offer.

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Step 4

Set up the campaign on Voluum
STEP 4 – Set up the campaign on Voluum

On Voluum under the “Campaign” tab click “New Campaign” and fill out the mandatory fields and select ExoClick as the traffic source and add your offers/paths as the destination, then click “Save”.

From the highlighted field copy the Campaign URL, this is the URL that you will send your visitors to. The parameters are generated based on the traffic source configuration.

Example URL:
https://voluum-domain/bc286faf-3176-4e88-a398-428a824c051c?campid={campaign_id}&varid={variation_id}&source={src_hostname}&keyword={keyword}&tags={tags}&siteid={site_id}&zoneid={zone_id}&catid={category_id}&country={country}&format={format}&cost={actual_cost}&tag={conversions_tracking}
Step 5

Set up the campaign on ExoClick
STEP 5 - 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:
https://voluum-domain/bc286faf-3176-4e88-a398-428a824c051c?campid={campaign_id}&varid={variation_id}&source={src_hostname}&keyword={keyword}&tags={tags}&siteid={site_id}&zoneid={zone_id}&catid={category_id}&country={country}&format={format}&cost={actual_cost}&tag={conversions_tracking}
ExoClick API
Voluum integration
Integrating ExoClick and a Voluum account is quick and easy. This integration enables Voluum to periodically ping ExoClick about your campaign.

You can control the following:
- **Campaign status**: Set personalized alerts to react to sudden changes in performance.
- **Cost information on keyword, placements or campaign levels**: Create in-depth reports 30+data points.
- **Pausing and resuming whole campaigns or single placements**: Control therm from one unified dashboard.
- **Bid control on all levels**: Employ Voluum AI to get more conversions.
Prerequisites
Before you can integrate with Voluum, you need to have an active ExoClick account and obtain your API Token.

You can create the API Token in your ExoClick account. Under My Profile menu, select API Tokens.
D. You can integrate multiple ExoClick accounts within one Voluum account. But you cannot integrate one ExoClick account with multiple Voluum accounts.

E. If you try to integrate your Voluum account with an ExoClick account that has already been integrated with another Voluum account, you will receive an unable to integrate error message.

F. If you are using Traffic Source integration and start to use API Integration, the values will be overridden by the API, so for example, the cost value passed via the Traffic Source integration will be updated via the API.

G. The integration is enabled for single campaigns across both platforms. So, you will not be able to toggle targeting or bidding in a Voluum campaign if it has multiple ExoClick campaigns feeding traffic into it.
Integrating accounts
To initiate the integration, here are the simple steps:

1. Sign in to your Voluum account
2. Click the icon and your Settings view will display.
3. Select the ‘Integrations’ tab

<table>
<thead>
<tr>
<th>HOME</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image" alt="Integration" /></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>General settings</th>
<th>Security</th>
<th>Billing &amp; Subscription</th>
<th>Referral program</th>
<th>Domains</th>
<th>Tracking URLs</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image" alt="Conversion upload" /></td>
<td><img src="image" alt="Collaboration tool" /></td>
<td><img src="image" alt="Integration" /></td>
<td><img src="image" alt="IP/UA filtering" /></td>
<td><img src="image" alt="Event log" /></td>
<td><img src="image" alt="Custom conversions" /></td>
</tr>
</tbody>
</table>

4. In the TRAFFIC SOURCE INTEGRATIONS BETA section, click the ‘Add integration’ button.

![Integrations]

No API tokens. Click ‘Add integration’ button to integrate with your affiliate network.

<table>
<thead>
<tr>
<th>MARKETPLACE API TOKENS</th>
<th>Add integration</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image" alt="Integration" /></td>
<td></td>
</tr>
</tbody>
</table>

TRAFFIC SOURCE INTEGRATIONS BETA

You have no integrations yet. Click ‘Add integration’ button to integrate with your traffic source.

5. Click the “Add integration” button under the ExoClick traffic source

![Add traffic source integration]

![ExoClick](image)

ExoClick
- Update campaign costs automatically
- Add more than one ExoClick account

Add integration
6. You will need to introduce your ExoClick API token value and then click Next.

Your account integration will be displayed as ‘Active’ on the toggle button, now select the campaign options: ‘All’ or ‘Only selected’ and finally click Add integration.

7. Now you will be redirected back to Voluum’s Integration tab. Where an integration success message will be displayed.
8. If your ExoClick campaigns point to Voluum Campaign URL, they will be automatically matched within 2 hours, but you can also use the icon to manually match campaigns:
Working with Integrated Campaigns
The integrated campaigns are marked with the icon. To make use of the integration, make sure that you have the following columns visible by clicking the button and ticking the appropriate boxes:

- **Status**
- **Actions**
- **Bids**

### Columns settings

#### Columns visibility

- Column visibility settings will apply globally to all reports.

#### Columns order

- The column order will apply specifically to the report grouped by Campaigns.

<table>
<thead>
<tr>
<th>Campaign</th>
<th>Campaign ID</th>
<th>External campaign ID</th>
<th>Creation date</th>
<th>Total budget</th>
<th>Status</th>
<th>Bid</th>
<th>Actions</th>
<th>Visits</th>
<th>Conversions</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Each change you make in Voluum will have an instantaneous effect in ExoClick. Find out what you can do with integrated campaigns:

> Status

1. Check the status of integrated campaigns:
   
   You can observe the status of your integrated campaign in the Status column.

2. Pause or restore an integrated campaign:
   
   You can pause or restore an entire integrated campaign in the Campaigns view, in the Actions column:
   
a. To pause a running campaign, click the button.
Each change you make in Voluum will have an instantaneous effect in ExoClick. Find out what you can do with integrated campaigns:

> Actions

3. Pause or restore a single custom variable of an integrated campaign:

To pause or restore a single custom variable, create a specific campaign report and group data by a given custom variable. Then you will be able to take actions in the **Actions** column:

a. To pause a running variable, click the [ ] button next in a given table row.

b. To restore a paused campaign, click the [ ] button.
b. To restore a paused variable, click the ⏯️ button next in a given table row.

<table>
<thead>
<tr>
<th>V1</th>
<th>Status</th>
<th>Actions</th>
<th>Bid</th>
<th>Impressions</th>
<th>Visits</th>
<th>Suspicious visits</th>
<th>Clicks</th>
<th>Suspicious clicks</th>
<th>Conversions</th>
<th>goal1</th>
<th>goal1 rev</th>
<th>goal2</th>
<th>goal2 revenue</th>
<th>Revenue</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
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<td></td>
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<td>Default</td>
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<td>20</td>
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<td>Default</td>
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</tbody>
</table>

> Bids

4. Change bids for an integrated campaign:

You can change bids of the whole campaign in the Campaigns view, in the Bids column. Every bid adjustment is automatically saved.
5. Change bid for a single custom variable of an integrated campaign:
To change a bid on a single custom variable level, create a specific campaign report and group data by a given custom variable, then you will be able to change bids in the **Bid** column.

a. To change a bid on a single custom variable level, click the **Default** button and provide a bid value. Every bid adjustment is automatically saved.
b. To change your custom bid back to a default one, click the button.

The full API integration gives you the following benefits:

- Have your cost information automatically synchronized on all levels, from a placement level to the whole campaign.
- Check the status of your campaigns.
- Change bids for a single placement or for the whole campaign straight from Voluum.
- Pause or restore your campaigns from within Voluum.
ExoClick, the innovative ad company, provides two channels for advertisers and publishers: An Ad Exchange and an Ad Network.

Our Ad Network serves 7 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