

Click Quality Tracking

Quality management for click and combination programs

With click programs (PPC) or combination programs (click-lead / click-sale), as advertiser you do not have any control over what the user does on your site after clicking on the advertising material. You can see how many users visit your page but not their subsequent movements. Data are only recorded in the event of a sale or lead.

Has the customer seen product details?
Has he/she put a product in the shopping basket?
Did he/she want to order a catalogue?
Did he/she immediately leave the page?
etc.

In addition to standard tracking, affilinet offers Click Quality Tracking which can answer all these questions. You can use it to closely observe user behaviour on your page.



More sales due to quality measurement of publishers and campaigns



Information on how to optimise campaigns, the website



Greater security and control

affilinet offers you this important instrument for measuring user activity **free of charge** as part of the standard service provisions.

Functions

Setting nodes

To implement this solution, nodes must be set to allow tracking on the advertiser webpages.

A node is a location on the advertiser website which recognises and records data when users directed from affilinet publishers reach this location or retrieve a specific page where a node has been set.

To set a node, a specific code must be inserted in the corresponding place on your website.

You can set as many nodes as you want on your website.

Standard values

The tracking process is based on the use of session variables and cookies. When affilinet advertising material is clicked, a cookie is sent to the user's computer and a session ID produced. The session ID and cookie allow recognition of the user at the nodes and it can be determined whether he/she passed to the node immediately after clicking on the advertising material (*"Immediate"*) or returned later (*"Follow-Up"*).

Statistics

The statistics within your accounts show you the movements of individual users, thereby giving you new information on transfers or also on your website.

For further information on the subject of Click Quality Tracking please contact our affilinet Support -Team:

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