

## **TECHNICAL INFORMATION ABOUT TRACKING**

### ***Tracking of an Affiliate-Program with affilinet***

Tracking is the basis of affiliate marketing. This document outlines how tracking new customers from the publisher to the advertiser website, using a reliable tracking method, must be used by the advertiser and affilinet.

## **TRACKING AT A GLANCE**

### **How the affilinet-tracking works**

1. The publisher places a link to the advertiser's website.
2. Visitors of the Publishers website/email or other activity, click on the link. These clicks are counted and the visitor is referred to the advertiser website. That is where the ID of the placed publisher is recorded and kept until a transaction (lead or sale) takes place. Normally a cookie is used to do so.
3. At the end of a transaction basic data of the transaction is sent to affilinet. The transaction is saved in the affilinet statistics as "earmarked". The advertiser must release the transaction before it is confirmed or the commission can be charged.

The affilinet standard-tracking also gives the advertiser the possibility to refund the publisher even if the sale/lead is not accomplished at the first visit but at any further visit. The time range in which a following visit has to happen can be defined individually. If the publisher just gets the commission when the customer accomplishes the sale at its first visit the attractiveness of the programme lessens because when it comes to purchase decisions many customers are hesitant and rather accomplish the order at a further visit.

### **Additional Tracking through advertiser**

On demand an advertiser can track the publisher with its own tracking system. That requires a detailed exchange with affilinet support in advance especially if a transmitted parameter of the URL influences the affilinet tracking code.

### **Connection to an advertiser's backend-system**

The affilinet system is very flexible. The integration into every order- or merchandise information system is quick and easy. The only precondition is the possibility to change the ordersystem's source code.

## SIX TRACKING METHODS IN DETAIL

**Standard tracking with affilinet-Cookie**

**Hybrid program**

**Programs with variable rates**

**Hybrid program with variable rates**

**Program with Lifetime-provision**

**Standard procedure with transmitted parameter and advertiser cookie**

### A Standard tracking with affilinet - Cookie

When a link is clicked a cookie is set on the internet user's hard drive. The cookie contains the publisher-ID, possibly a sub-ID and information about the link (linktype and identification number). Upon conclusion of a transaction the content of the cookie is readout and the lead or sale is assigned to the particular publisher.

The tracking cookie which is set and read by affilinet is valid 30 days (default value). It is a 3<sup>rd</sup> party cookie which does not contain any personal data.

Tracking via a cookie is by far the easiest, most reliable and especially fairest method to manage affiliate partnerships.

A simple HTML code just needs to be added to the advertiser website.

According to all present enquiries the proportion of internet users which do not accept cookies is less than one percent.

#### Referring the user to the advertisers website

When the user clicks on a publisher link he gets referred via

<http://being.successfultogether.co.uk/click.asp> to the appropriate advertiser's start-URL.

At this step the tracking cookie is set.

The advertiser can assign every link to the corresponding target URL using the affilinet interface (so called deep link). The use of product or article numbers is possible also. You can get details of this on request.

#### Information on transaction to affilinet

In the confirmation or thank-you page of the order system a affilinet-tracking code needs to be integrated.

This code has to be generated dynamically per order.

Basis-Code for Pay-Per-Lead/Sale programs

#### **Allowance = fixed sum**

```
<IMG SRC="http://being.successfultogether.co.uk/registersale.asp?site=XXX&order=TRACKING_NUMBER" WIDTH=1 HEIGHT=1>
```

#### **Allowance = in percent**

```
<IMG SRC="http://being.successfultogether.co.uk/registersale.asp?site=XXX&order=TRACKING_NUMBER&price=ORDERVALUE" WIDTH=1 HEIGHT=1>
```

This adds an invisible 1x1 pixel graphic in the confirmation page; at the same time the transaction data is transferred to affilinet. Affilinet reads out the tracking cookie. If a publisher ID is contained all the transaction data is saved in the affilinet system.

### Explanation of general parameters

- **site=XXX** : this is the program-ID which MUST NOT be changed
- **order=TRACKING\_NUMBER** : that is where dynamically an unique order number has to be added. The text 'TRACKING-NUMBER' has to be replaced, e.g. order=pk4327. This number identifies the order in the affilinet reporting. The string must be unique for every order and is used as a connection between affilinet and the order system. With this tracking number the order will be confirmed or released for commission.

### Additional parameters for Pay-Per-Sale programs with allowance in percent

- **price=ORDERVALUE**: this is where the net value (without VAT) of the order is put in dynamically. It is used to calculate the partner commission. The text 'ORDERVALUE' has to be replaced with the relevant number, e.g. price=199.95. Comma and dot can be used as decimal place. ***In case of a SSL-connection "https://" must be used***

Besides that you can add certain additional parameters to use advanced features, e.g. multiple commission rates or hybrid Lead/sale-programs. You can get further information on request or after your program has launched.

### Release of transactions

Ordered online does not always mean ordered successful. There are invalid orders, returns, attempts of fraud etc. Registered transactions are displayed in the publisher statistics as "earmarked". The commission of a transaction will be paid after the explicit release by the advertiser. The order has to be marked as "confirmed".

The advertiser is able to:

- confirm all the transactions automatically.
- release transactions via the login manually and individually according to its criteria (within 45 days).
- confirm or cancel transactions using a csv-file which is sent to affilinet (details about transmission on request).

## B Hybrid program

To use the tracking in a hybrid program (lead/sale) an extension, depending on the chosen action, has to be added to the tracking code.

The script has to recognize if it is a lead or sale.

This influences the dynamic tracking code generation and a further variable has to be added:

### Example 1: A lead is generated

```
<IMG SRC="http://being.successfultogether.co.uk?site=2153&order=TRACKING_NUMBER&mode=pp1" WIDTH="1" HEIGHT="1">
```

### Example 2: A sale is generated

```
<IMG SRC="http://being.successfultogether.co.uk/registersale.asp?site=2153&order=TRACKING_NUMMER&price=12.5&mode=pps" WIDTH="1" HEIGHT="1">
```

**Please note:** If the user's action generates a lead as well as a sale the tracking code on the finishing site has to be loaded twice. The essential second ordernumber can not be repeated. If necessary a timestamp can be tagged to the ordernumber.

## C Program with variable rates

### Example: Lead-Program

That is the normal tracking code without the extension:

```
<IMG SRC="http://being.successfultogether.co.uk/registersale.asp?site=2153&order=TRACKING_NUMBER" WIDTH="1" HEIGHT="1">
```

If you add the variable „**ltype**=" the script selects the lead-rate which is used to commission the lead. (The = is followed by a number from 1 to 10 depending on the lead-rate)

### Example:

```
<IMG SRC="http://being.successfultogether.co.uk/registersale.asp?site=2153&order=TRACKING_NUMMER&ltype=2"WIDTH="1" HEIGHT="1">
```

This example uses the second lead-rate. The value is stored in the affilinet database.

### Example: Sale-Program

This is the normal tracking code without the extension:

```
<IMG SRC="http://being.successfultogether.co.uk/registersale.asp?site=2153&order=TRACKING_NUMBER&price=Nettopreis " WIDTH="1" HEIGHT="1">
```

By adding the variable

"price=" for the **first** commission rate (**no need to add a number!**)

"price2=" for the **second** commission rate

"price3=" for the **third** commission rate

the script decides which sale-rate to use.

**Example:**

```
<IMG  
SRC="http://being.successfultogether.co.uk/registersale.asp?site=2153&order=  
TRACKING_NUMMER&curr=EUR&price3=Nettopreis" WIDTH="1" HEIGHT="1">
```

**Please notice:** In case of a sale-program with variable rates the order of the rates is **always:**

```
&price= (This price uses the first rate – A Variable „price1“ does not exist)  
&price2= (This price uses the second rate)  
&price3= (and so on)  
&price4=  
&price5=
```

## D Hybrid program with variable rates

If you use a hybrid program with variable rates the tracking code has to be extended by the modus as well as by the particular price or lead variable.

**Example 1:**

The hybrid program creates a **lead**:

```
<IMG  
SRC="http://being.successfultogether.co.uk?site=2153&order=TRACKING_NUMMER&m  
ode=pp1&ltype=2" WIDTH="1" HEIGHT="1">
```

**Example 2:**

The hybrid program creates a **sale**:

```
<IMG  
SRC="http://being.successfultogether.co.uk?site=2153&order=TRACKING_NUMMER&m  
ode=pps&price2=Ordervalue" WIDTH="1" HEIGHT="1">
```

## E Program with Lifetime-provision

**Requirements**

The following requirements are needed to use the tracking of lifetime-commission (reorder of an already communicated customer):

affilinet **transmits the publisherID** via the parameter "ref"

<http://www.advertiser-website.co.uk/?ref=PublisherID> (the parameter name „ref“ possibly be changed by affilinet)

### Execution

If this customer generates a further action at a later date for which the publisher gets another payment the tracking code has to be reloaded out of the database using a "new" order number which is linked to the customer.

This new order number can normally be created with ease by e.g. adding a timestamp or a number behind the already existing order number (see example)

The tracking code has to be extended additionally by the prior transmitted publisherID which was saved by you:

<IMG

```
SRC="http://being.successfultogether.co.uk?site=Programnumber&order=Ordernum  
ber+Time&ref=PublisherID" WIDTH="1" HEIGHT="1">
```

Further commissions will be created in the same way by using a new tracking code.

## F Standard procedure with transmitted parameter and advertiser cookie

### Situation

Instead of transmitting every action to the affilinet database the advertiser just wants to load the tracking code if the customer originally came from affilinet (the program runs on several Affiliate networks).

### Solution

The advertiser sets his **own cookie** which recognises the visitor as arrived via affilinet. The default URL therefore normally contains a parameter which can be defined by the advertiser.

`http://www.advertiser-website.co.uk/?id=affilinet`

The cookie has to be valid for 30 days and must be in accordance with the privacy policy.

### Procedure:

1. Click on the Creative.
2. Parameter gets transferred and readout of the ordersystem.
3. An advertiser cookie as well as an affilinet cookie get set.
4. The visitor comes back after xx days and opens the advertisers page.
5. The advertiser cookie gets readout.
6. On the finishing page the tracking code is loaded because of the existing advertiser cookie.
7. This code reads the affilinet cookie
8. Order is registered.

In case of questions or further information  
Please contact the affilinet support team:

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Tel: +44(0)207 400 0300