



Tracking Plugin - Magento 2 (Reference Manual)

Important information regarding the functionality of the Awin Tracking plugin for the Magento 2 Ecommerce Platform.

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Prepared for:
Awin Advertisers

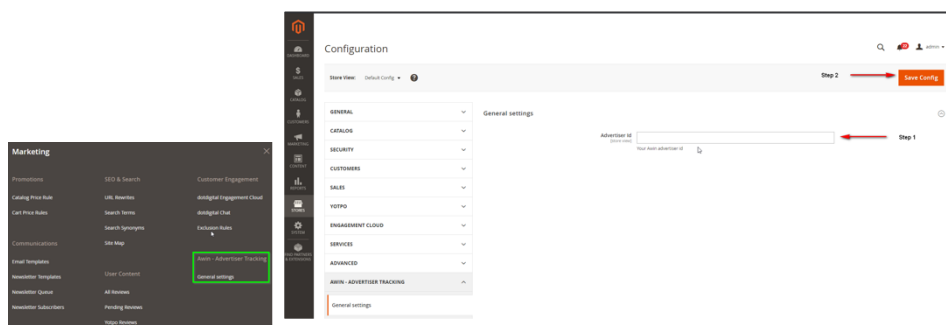
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Plugin Configuration

The configuration of the plugin is very simple and fast. You only need to enter your Awin AdvertiserId.

Navigate to the Marketing section and find "Awin - Advertiser Tracking". You can also find it under Stores / Configuration, as shown in the screenshot below



Enter your Advertiser ID obtained from the Awin platform on the "General Settings" page and save it. If prompted to refresh caches, please do so for the configuration to take effect.

Landing Page Functionality

This plugin appends the Awin MasterTag™ onto landing and product pages on your ecommerce store. This allows the plugin to set a click attribution cookie identifying the publisher driving traffic to your store.

Checkout Page Functionality

When a customer makes a purchase on your Ecommerce store, Awin fires back attributes of the sale and any click cookies in order to attribute the sale to a publisher and award commission.

Checkout information received by Awin includes:

- Basket Order Amount
- Marketing channel responsible for sale
- Order Reference
- Voucher Code

- Checkout Currency
- Basket Product Information

To reward publishers fairly for generated sales and ensure the most accurate conversion measurement, the Awin Tracking plugin sends order information to Awin using the hybrid approach of client-side JavaScript and server-side PHP.