

PIXEL INTEGRATION GUIDE v1.5

Partnerize

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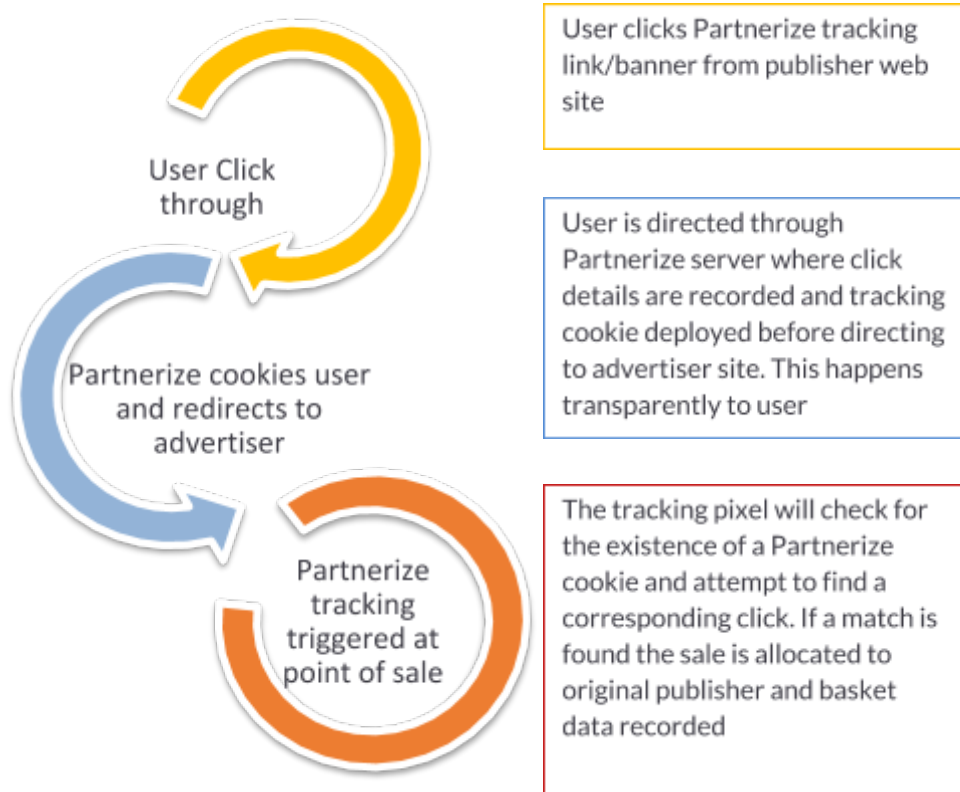
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INTRODUCTION

This guide outlines the implementation of the Partnerize tracking pixel onto the advertiser's site.

OVERVIEW

Pixel tracking is the most common implementation of conversion tracking by advertisers and 3rd party tagging solutions. It matches conversions to clicks via a 3rd party cookie dropped by the Partnerize tracking servers at the point where the user clicks a Partnerize publisher click link. They are initially redirected to the Partnerize tracking API, then passed on to the relevant advertiser destination URL. When the user converts on the advertiser site, a pixel call is rendered on the Web page, which connects the user to the Partnerize tracking API, and attempts to find a matching click if a Partnerize cookie resides within their browser. If a match exists the sale is awarded to the relevant publisher, and all transactional data captured via the tracking pixel is recorded.



Overview of tracking flow

CONVERSION TRACKING TAG

The below HTML code is implemented onto the confirmation page(s) within the <body> tags and triggered after every successful conversion. Highlighted values must be dynamically populated.

```

```

The conversion URI is populated with several parameters to record a valid conversion. These are key-value pairs, using a colon to separate the key-value pair, and a forward slash, to delimit each parameter:

Parameter Name	Description	Example	Required
campaign	unique identifier assigned to the Partnerize campaign Please contact integration.support@partnerize.com if you do not have one	campaign:XXXXXX	Y
conversionref	unique reference generated by advertiser for each conversion. This is used for validation purposes. If no reference can be generated please omit this parameter and Partnerize can automatically create. Please note if Partnerize create a reference, it will be difficult to validate, as this value will be random.	conversionref:138516768	Y

Basket Data Parameters

To record individual items within a conversion, pass the details of each into a specific item container, which is held within square brackets []. The available parameters are listed below. Although not all parameters are required, it is advisable to return as much as possible to increase reporting granularity:

category	the category of the item, which has a percentage or fixed value attributed to it	category:DVD	Y
sku	the item product code	sku:98735c	N
value	the net item value This value is only compulsory if advertiser wishes to award % commission	value:19.99	N

quantity	the quantity of the item This must be a positive number and cannot be negative	quantity: 1	Y
----------	---	--------------------	---

Optional Parameters

These parameters sit outside of the [] item brackets

voucher	the voucher used at point of purchase	voucher: discount10	N
customertype	defines whether customer is first time buyer or returning customer. Possible values 'new' or 'existing' only	customertype:new	N
currency	the currency used for purchase, conforms to the ISO 4217 three letter currency codes	currency: EUR	N

NOTE: No Personal Identifiable Information (PII) that a 3rd party could use to identify the end user should be passed into any of the tracking parameters (i.e. email address, home address, phone number, etc).

Single Item Conversion

Example:

```

```

Multiple Items Conversion

Example:

```

```

Important Note:

- The overall value of the sale is calculated from the value of each individual item
- campaign:XXXXXX is a test campaign ID. Please contact integration.support@partnerize.com for your unique ID
- If you require a secure pixel, simply replace http with https

VOUCHER CODE TRACKING

Voucher codes can be applied to a conversion as a whole, or just an individual item (captured within the item container square brackets). This is to reflect the various types of voucher code, with some allowing a flat discount across all products, whereas some are specific to an item, such as 5% off a camera.

This is captured within the **voucher** parameter in the conversion URL.

Voucher Code at Conversion Level

Example:

```

```

Voucher code at Conversion Item Level

Example:

```

```

Important Note:

- The discount of the voucher must be reflected in the value amount for all items to which it relates.
- This ensures that the commission calculated from the conversion is taken from the fully discounted total, not the pre-voucher amount.
- If this is not technically possible, it can counteracted or complimented by specifying a specific commission rate based on the use of a voucher code via the Partnerize API.
- If no voucher code is used the parameter can simply be left empty.

CUSTOMER TYPE

It is possible to report and allocate specific commission levels, based on the type of customer who was responsible for the conversion. This is achieved via the **customertype** parameter, and is always passed at the conversion level (outside of item container square brackets).

New Customer Example

Example:

```

```

Existing Customer Example

Example:

```

```

Important Note:

- *customertype values can only be 'new' or 'existing'*
- *How a customer is defined as 'new' or 'existing' is based on the advertiser's own business rules*

CURRENCY TRACKING

For advertisers that allow purchases to be made in multiple currencies, it is possible to record the actual currency used during sale. This is achieved via the **currency** parameter.

EUR Currency Example

Example:

```

```

Important Note:

- **currency** conforms to the ISO 4217 three letter currency codes (eg. GBP, USD)
- If this parameter is not supplied the currency will use the campaign default as specified in **Admin** -> **campaign** within the Partnerize console
- Please note the currency parameter is used for reporting purposes **only** and will not be used to apply any real time currency conversions so please ensure the purchase amounts are correct.

META DATA TRACKING

Partnerize offers a flexible and robust pixel, allowing advertisers to record additional sale information outside of the standard predefined tracking parameters. Within the Partnerize conversion tag an advertiser can include as much 'meta' data as possible.

This flexibility provides advertisers a greater insight and granular level of reporting for sale optimisation.

The meta parameter name can be defined by the advertiser but must follow the syntax of `parameter_name:value` delimited by the '/'

Metadata Example

Example:

```

```

Important Note:

- Any meta parameters must be contained within the item blocks []
- Please avoid using the parameter name of 'destination'

TESTING

When the pixel implementation is complete, tests must be conducted to validate the tag syntax and to ensure sales will track in the Partnerize console.

Below outlines the test scenarios:

Test Scenario	Test Instruction	Expected Outcome	Success
Session Simulates an end-user following a publisher link and purchasing within same visit	<ol style="list-style-type: none"> 1. <i>Follow test link and purchase.</i> 2. <i>Save order number along with purchase costs (if applicable)</i> 3. <i>Provide source code from thank you page</i> 	Sale recorded in the Partnerize dashboard	Y/N
		Value recorded in dashboard matches actual purchase amount (eg excludes VAT/ shipping if applicable)	Y/N
		All product information recorded correctly (where applicable)	Y/N
Non Session Simulates a returning customer who originally followed a publisher link but purchased at a later date. Providing the sale is made within the cookie period of the advertiser these transactions should track successfully.	<ol style="list-style-type: none"> 1. <i>Follow test link</i> 2. <i>Let browser load page</i> 3. <i>Once loaded, exit browser</i> 4. <i>Reopen browser and go directly to advertiser site without following test link</i> 5. <i>Purchase multiple items</i> 	Sale recorded in the Partnerize dashboard	Y/N
		Value recorded in dashboard matches actual purchase amount (eg excludes VAT/ shipping if applicable)	Y/N
		All product information recorded correctly (where applicable)	Y/N

	6. <i>Save order number with purchase costs</i>		
	7. <i>Provide source code from thank you page</i>		

Important Note:

- *If only 1 test can be conducted due to payment constraints, please test **Non Session** scenario*
- *Please supply source code from thank you so we can inspect the tracking pixel syntax against test order*
- *Please supply your purchase costs so we can check the right monetary amounts are returned in the pixel (where applicable)*
- *Please ensure the pixel is tested on the LIVE retailer environment prior to launch*
- *To obtain a test link and inform results please contact integration.support@partnerize.com*

QUESTIONS

If you have any technical questions regarding this document please get in touch with our deployment team at integration.support@partnerize.com