

# SourceKnowledge Help Center

## Glossary of Ad Terms

### **What is Spend?**

The total amount of money invested into campaigns within SourceKnowledge. Spend can be viewed on a daily, weekly and monthly basis.

### **What are Impressions?**

The point in which an ad is viewed once by a site visitor or displayed once on a webpage. The number of impressions of an ad is determined by the number of times the page is located and loaded. Impressions can be viewed on a daily, weekly and monthly basis.

### **What are Conversions?**

When the user completes an advertiser's goal. Conversions can range from purchases to form completions and everything in between. Conversions can be viewed on a daily, weekly and monthly basis.

### **What is Conversion Type?**

The different interactions that users have made with the ad that have lead them to a conversion. The conversion types for each campaign is based on specific goals. Some examples are: click-through, view-through, etc.

### **What is CPA?**

Also known as cost per acquisition, the price advertisers pay when users make a conversion.

### **What is CPC?**

Also known as cost per click, the price advertisers pay each time a user clicks on their ad.

### **What is eCPM?**

The effective cost per thousand ad impressions. eCPM is used as a tool by advertisers when they are comparing ad networks or evaluating the success of an ad-based monetization strategy. eCPM is calculated by dividing total earnings by total number of impressions in thousands. It is a great performance measure for your various ad units, so when comparing, we use eCPM to compare your results.

The formula is:  $(\text{Total Spend} \div \text{Impressions}) \times 1000$

### **What is CTR?**

The number of clicks that your ad receives based on the number of times your ad is shown.

A high CTR is a good indication that users find your ads helpful and relevant. Note that a good CTR is relative to what you're advertising and on which networks.

The formula is:  $\text{Clicks} \div \text{Impressions}$

### **What is RoAS?**

Also known as return on ad spend, this metric measures gross revenue generated for every dollar spent on advertising.

It is an advertiser-centric metric that gauges the effectiveness of online advertising campaigns.

The formula is: Revenue From Ad Campaign ÷ Cost Of Ad Campaign

### **What is a Viewthrough Conversion?**

When a user sees your ad and does not click on it, but later visits your website organically or through search within a specified time window.

### **What is a Clickthrough Conversion?**

When a user sees an ad and clicks to perform the specific call to action.

## **My First Campaign**

### **How Do I Set Up My First Campaign?**

Sign up [here](#) and follow the 3 easy steps.

### **How Do I Define My Campaign CPC and Budget?**

Navigate to the Campaign Settings page once you have signed up.

### **How Do I Create a Successful Campaign?**

By setting a realistic ROAS.

By maintaining an up to date catalog.

By managing inventory levels.

By using coupons and discounts to entice customers to make a purchase.

### **Which Sites Will I Appear On?**

SourceKnowledge does not disclose its entire Partner Channel for proprietary reasons. You are able to see what partner ID has generated sales for you.

### **What Regions Does SourceKnowledge Support?**

SourceKnowledge is able to support your sales efforts in all geos across the US and Canada, Australia, New Zealand, Latin America, and Europe.

### **What Metrics Should I Focus On?**

You should focus on your ROAS metric as well as how much revenue your campaign is delivering to your store.

### **Tracking Order IDs for Shopify-Built Stores**

We display the Global Shopify Order ID which is unique across all Shopify stores. Using the ID in our Order ID report, you should be able to enter into your Shopify Orders page and the equivalent order will be returned.

## Conversions

### Why Am I Not Receiving Conversions?

- Check to make sure your campaign is running.
- Increase your CPC bid and check to make sure you have enough monthly budget to keep you account active.

### How Do I View My Conversions in the Dashboard?

Go to your Campaign Summary page.

## Shopping Feeds

### Shopify Clients

For Shopify ecommerce stores, there is a **SourceKnowledge Shopping Ads** app that you can install from the Shopify app store to facilitate exporting your shopping catalog and placing the SourceKnowledge pixel on your website. Here are the steps:

1. Install the app from the Shopify app store. This will export your product catalog and install SourceKnowledge pixels on your store.
2. Create a SourceKnowledge account if you haven't already done so.
3. **Your catalog is now connected to your SourceKnowledge account** and you are ready to start your shopping campaign.

### Shopping Feed Requirements

Field	Description	Information
id	A unique identifier for the item	ID must be unique for each item in your catalog. If you have multiple feeds, IDs of items across different feeds still need to be unique.
title	Title of the item	Use relevant titles that match with what users are searching for with key information first in the title.
description	Item description	No HTML and no promotional text. Do not enclose in quotes. The description from the landing page of your offer must be the same description as indicated in the feed.
link	Direct URL of the item's page on your website	Link should point to the specific product instead of your store's home page or pages with multiple products.

price	Base price, excluding tax and shipping, submitted in local currency	Use two decimal places and no symbols (e.g. \$). The price from the landing page of your offer must be the same price as indicated in the feed.
sale_price	<i>(Optional)</i> Your product's sale price	Meet the requirements for the priceattribute Submit the sale_price in addition to the price attribute with the non-sale price Accurately submit the product's sale price, and match the sale price from your landing page
image_link	URL of an image of the item	Image must be: bmp, gif, exif, jpg, png, tiff. Minimum size: 500px by 500px. Cannot exceed 3.9 MB. Do not include any text within your images, including promotional messaging.
availability	Your product's availability	Supported values <ul style="list-style-type: none"> <li>● in stock</li> <li>● out of stock</li> <li>● preorder</li> </ul>

<p>google _produ ct_cat egory</p>	<p>Required (for Apparel &amp; Accessories (166), Media(783), and Software (2092) categories) Optional for all other products Google-defined product category for your product Example Apparel &amp; Accessories &gt; Clothing &gt; Outerwear &gt; Coats &amp; Jackets</p>	<ul style="list-style-type: none"> <li>● Include only 1 category</li> <li>● Include the most relevant category</li> <li>● Include either the full path of the category or the numerical category ID</li> <li>● Include a specific category for certain products: <ul style="list-style-type: none"> <li>○ Alcoholic beverages must be submitted with one of these categories: <ul style="list-style-type: none"> <li>■ Food, Beverages &amp; Tobacco &gt; Beverages &gt; Alcoholic Beverages(499676), or any of its subcategories</li> <li>■ Arts &amp; Entertainment &gt; Hobbies &amp; Creative Arts &gt; Homebrewing &amp; Winemaking Supplies (3577), or any of its subcategories</li> </ul> </li> <li>○ Mobile devices sold with contract must be submitted as Electronics &gt; Communications &gt; Telephony &gt; Mobile Phones (267) for phones or Electronics &gt; Computers &gt; Tablet Computers (4745) for tablets</li> </ul> </li> </ul>
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		<ul style="list-style-type: none"> <li>○ Gift Cards must be submitted as Arts &amp; Entertainment &gt; Party &amp; Celebration &gt; Gift Giving &gt; Gift Cards &amp; Certificates (53)</li> </ul>
product_type	<p><i>Optional but recommended</i> Product category that you define for your product Example Home &gt; Women &gt; Dresses &gt; Maxi Dresses</p>	<ul style="list-style-type: none"> <li>● Include the full category. For example, include Home &gt; Women &gt; Dresses &gt; Maxi Dresses instead of just Dresses</li> <li>● Only the first product_type value will be used to organize bidding and reporting in Google Ads Shopping campaigns</li> </ul>
<p><i>IMPORTANT: 2 of 3 are required from brand/GTIN/MPN in all feeds.</i></p>		
brand	The brand name of the product	<ul style="list-style-type: none"> <li>● Provide the brand name of the product generally recognized by consumers</li> <li>● Only provide your store name as the brand in case you manufacture the product, or your product falls into a generic brand category. For example, you could submit your store name as the brand if you sell white label products or customized jewelry</li> <li>● If you don't have a brand to provide, don't provide a value. For example, don't use <i>N/A, Generic, No brand, or Does not exist</i></li> <li>● For compatible products: <ul style="list-style-type: none"> <li>○ Submit the GTIN and brand from the manufacturer who actually built the compatible product</li> <li>○ Don't provide the Original Equipment Manufacturer</li> </ul> </li> </ul>

		<p>(OEM) brand to indicate that your product is compatible with or a replica of the OEM brand's product</p>
<p>gtin</p>	<p>Required for all new products with a gtin assigned by the manufacturer  <i>Optional for all other products</i>  Your product's Global Trade Item Number (GTIN)</p>	<ul style="list-style-type: none"> <li>● Exclude dashes and spaces</li> <li>● Submit only valid GTINs as defined in the official GS1 validation guide, which includes these requirements: <ul style="list-style-type: none"> <li>○ The checksum digit is present and correct</li> <li>○ The GTIN is not restricted (GS1 prefix ranges 02, 04, 2)</li> <li>○ The GTIN is not a coupon (GS1 prefix ranges 98 – 99)</li> </ul> </li> <li>● For compatible products: <ul style="list-style-type: none"> <li>○ Submit the GTIN and brand from the manufacturer who actually built the compatible product</li> <li>○ Don't provide the Original Equipment Manufacturer (OEM) brand to indicate that your product is compatible with or a replica of the OEM brand's product</li> </ul> </li> <li>● For multipacks: <ul style="list-style-type: none"> <li>○ Use the product identifiers that relates to the multipack</li> </ul> </li> <li>● For bundles: <ul style="list-style-type: none"> <li>○ Use the product identifiers for the</li> </ul> </li> </ul>

		<p>main product in the bundle</p> <ul style="list-style-type: none"> <li>● If you offer customization, engraving, or other personalization of a product that's been assigned a GTIN by the manufacturer: <ul style="list-style-type: none"> <li>○ Submit the GTIN and use the <code>is_bundle</code> attribute to let us know that the product includes customization</li> </ul> </li> <li>● If your product doesn't have both a GTIN and MPN: <ul style="list-style-type: none"> <li>○ Set <code>identifier_exists</code> to no (FALSE)</li> </ul> </li> </ul>
MPN	<p>Required only if your new product does not have a manufacturer assigned <code>gtin</code></p> <p><i>Optional for all other products</i></p>	<ul style="list-style-type: none"> <li>● Only submit MPNs assigned by a manufacturer</li> <li>● Use the most specific MPN possible. For example, different colors of a product should have different MPNs</li> <li>● If your product doesn't have both a GTIN and MPN: <ul style="list-style-type: none"> <li>○ Set <code>identifier_exists</code> to no (FALSE)</li> </ul> </li> </ul>
condition	<p>Required if your product is used or refurbished</p> <p>Optional for new products</p> <p>The condition of your product at time of sale</p> <p>Supported values</p> <ul style="list-style-type: none"> <li>● new</li> <li>● Brand new, original, unopened packaging</li> <li>● refurbished</li> <li>● Professionally restored to working order, comes with a warranty, may or may not have the original packaging used</li> <li>● Previously used, original packaging opened or missing</li> </ul>	



<p>age_group</p>	<p>Required for all apparel items that are focused on people in Brazil, France, Germany, Japan, the UK, and the US as well as all products with assigned age groups <i>Optional for all other products and countries of sale</i></p> <p>The demographic for which your product is intended</p> <p>Supported values</p> <ul style="list-style-type: none"> <li>● newborn</li> <li>● Up to 3 months old</li> <li>● infant</li> <li>● Between 3-12 months old</li> <li>● toddler</li> <li>● Between 1-5 years old</li> <li>● kids</li> <li>● Between 5-13 years old</li> <li>● adult</li> <li>● Typically teens or older</li> </ul>	
<p>color</p>	<p>Required for all apparel items in feeds that target Brazil, France, Germany, Japan, the UK, and the US as well as all products available in different colors <i>Optional for all other products and countries of sale</i></p> <p>Your product's color(s)</p>	<ul style="list-style-type: none"> <li>● Don't use a number such as 0 2 4 6 8</li> <li>● Don't use characters that aren't alphanumeric such as #fff000</li> <li>● Don't use only 1 letter such as R (For Chinese, Japanese, or Korean languages, you can include a single character such as 紅)</li> <li>● Don't reference the product or image such as "see image"</li> <li>● Don't combine several color names into 1 word, such as RedPinkBlue. Instead, separate them with a /, such as Red/Pink/Blue. Don't use a value that isn't a color, such as multicolor, various, variety, men's, women's, or N/A.</li> <li>● If your product features multiple colors, list the primary color first.</li> <li>● For variants</li> </ul>

		<ul style="list-style-type: none"> <li>○ Include with the same value for item_group_id and different values for color</li> </ul>
gender	<p>Required for all apparel items in feeds that are focused on people in Brazil, France, Germany, Japan, the UK, and the US as well as all gender-specific products</p> <p><i>Optional for all other products and countries of sale</i></p> <p>The gender for which your product is intended</p> <p>Supported values</p> <ul style="list-style-type: none"> <li>● male</li> <li>● female</li> <li>● unisex</li> </ul>	<ul style="list-style-type: none"> <li>● For some Apparel &amp; Accessories (166) categories like Shoelaces (1856), this attribute is recommended instead of required since these categories aren't dependent on gender</li> <li>● For variants <ul style="list-style-type: none"> <li>○ Include with the same value for item_group_id and different values for gender</li> </ul> </li> </ul>
material	<p>Required if relevant for distinguishing different products in a set of variants</p> <p><i>Optional for all other products</i></p> <p>Your product's fabric or material</p>	<ul style="list-style-type: none"> <li>● To indicate multiple materials for a single product (not variants), add a primary material, followed by up to 2 secondary materials, separated by a /. For example, instead of <i>CottonPolyesterElastane</i>, use <i>cotton/polyester/elastane</i></li> <li>● For variants <ul style="list-style-type: none"> <li>○ Include with the same value for item_group_id and different values for material</li> </ul> </li> </ul>
pattern	<p>Required if relevant for distinguishing different products in a set of variants</p> <p><i>Optional for all other products</i></p> <p>Your product's pattern or graphic print</p>	<ul style="list-style-type: none"> <li>● For variants <ul style="list-style-type: none"> <li>○ Include with the same value for item_group_id and different values for pattern</li> </ul> </li> </ul>

<p>size</p>	<p>Required for all apparel items in the Apparel &amp; Accessories &gt; Clothing and Apparel &amp; Accessories &gt; Shoes product categories focused on people in Brazil, France, Germany, Japan, the UK, and the US as well as all products available in different sizes Optional for all other products and countries of sale Your product's size</p>	<ul style="list-style-type: none"> <li>● For variants <ul style="list-style-type: none"> <li>○ Include with the same value for item_group_id and different values for size</li> </ul> </li> <li>● If sizes contain multiple dimensions, condense them into 1 value. For example, "16/34 Tall" for neck size 16 inches, sleeve length 34 inches, and "Tall" fit</li> <li>● If your item is one size fits all or one size fits most, you can use one size, OS, one size fits all, OSFA, one size fits most, or OSFM</li> </ul>
<p>item_group_id</p>	<p>Required for Brazil, France, Germany, Japan, the United Kingdom, and the US if the product is a variant <i>Optional for all other products and countries of sale</i> ID for a group of products that come in different versions (variants)</p>	<ul style="list-style-type: none"> <li>● Use a unique value for each group of variants. Use the parent SKU where possible</li> <li>● Keep the value the same when updating your product data</li> <li>● Use only valid unicode characters</li> <li>● Use an item group ID for a set of products that differ by one or more of these attributes: <ul style="list-style-type: none"> <li>○ color</li> <li>○ size</li> <li>○ pattern</li> <li>○ material</li> <li>○ age group</li> <li>○ gender</li> </ul> </li> <li>● Include the same attributes for each product in the item group. For example, if a product varies by size and color, submit size and color for every product that share the same value for item_group_id</li> <li>● If your products differ by design elements that aren't represented by the</li> </ul>

		attributes above, don't use item_group_id
custom_label_0	<p><i>Optional but recommended</i></p> <p>Label that you assign to a product to help organize bidding and reporting in Shopping campaigns</p> <p>Example</p> <ul style="list-style-type: none"> <li>● seasonal</li> <li>● clearance</li> <li>● holiday</li> <li>● sale</li> <li>● price range</li> </ul>	<ul style="list-style-type: none"> <li>● Use a value that you'll recognize in your Shopping campaign. The value won't be shown to users who see your ads</li> <li>● Submit up to 5 custom labels per product by including this attribute multiple times: <ul style="list-style-type: none"> <li>○ custom_label_0</li> <li>○ custom_label_1</li> <li>○ custom_label_2</li> <li>○ custom_label_3</li> <li>○ custom_label_4</li> </ul> </li> </ul>

## Pixel Setup

### About the SourceKnowledge Pixels

SourceKnowledge's performance technology delivers your ROAS and CPA goals through display ads, search, shopping and social campaigns using intent markers based on how your customers interact with your site. Some indicators we use are the product pages customers have viewed or sales confirmations and cart abandonment.

The SourceKnowledge pixels are JavaScript code snippets that need to be implemented within the header code of your site. They are unique to your advertiser profile. If you manage more than one website, you will need to create an advertiser profile for each website. The pixels load asynchronously so they will not interfere with the page loading time or user experience.

### SourceKnowledge performance technology relies on these key pixel placements:

- **Lead/Home Pixel** – this pixel should be placed on all your pages to collect user browsing intent throughout your website.
- **Cart Page Pixel** – this pixel should be placed on the event when a user adds a product to the cart.
- **Sales Confirmation Pixel** – includes order ID and sales total.

### Integrating SourceKnowledge Pixels Onto Your Website

The pixels will recognize and adapt automatically to the protocol of your site: http or https.

### Upx

This is your SourceKnowledge pixel (upx) ID. If your upx ID is 11111 then the last line of your SourceKnowledge Homepage pixel should look like this:

```
(document,'script','//upx.provenpixel.com/ujs.php?upx=11111' );
```

The implementation of the following pixels are required:

- Lead/Home Pixel
- Cart Pixel
- Sales Confirmation Pixel

**How to activate your Lead/Home Pixel:**

1. Copy your SourceKnowledge Pixel from your dashboard, located in the right rail menu under your username.
2. Paste it in the HTML of your website right above the end `</body>` tag.

If you are running a shopping campaign with us, the Lead/Home Pixel is used to identify visits to particular product pages using a product ID macro. It is important to populate this macro for each product view.

The macro is: `REPLACE_WITH_PRODUCT_ID`

**How to activate your Cart Pixel:**

1. Copy your SourceKnowledge Pixel from your dashboard, located in the right rail menu under your username.
2. Paste it in the HTML of your website right above the end `</body>` tag.

If you are running a shopping campaign with us, the Cart Pixel is used to identify products that have been placed in your users' carts. Use the product ID macro. If there are multiple products within the cart, you may specify by a comma separated list.

The macro is: `REPLACE_WITH_PRODUCT_ID`

**How to activate your Sales Confirmation Pixel:**

1. Copy your SourceKnowledge Pixel from your dashboard, located in the right rail menu under your username.
2. Paste it in the HTML of your website right above the end `</body>` tag.

The Sales Confirmation Pixel must be placed on the Sales Confirmation page to track the item purchased by your users. The Sales Confirmation page is displayed after a completed purchase on your site, always displaying an order ID and a summary of the order. Capturing this information will allow you to measure the CPA from SourceKnowledge.

The Sales Confirmation Pixel on your Sales Confirmation page will have to dynamically pass the order IDs and order amount.

**Mandatory Macros for Sales Confirmation Pixel:**

- Order ID
- Order Amount (total cart value)
- Product ID (if there are multiple products use a comma separated list, for example: `"product_id=1,2,3"`)

**Optional Macros for Sales Confirmation Pixel:**

- CUSTOMER\_TYPE macro should be populated with "0" if a new customer, or with "1" if an existing customer.

## Custom Pixel Integration

### Macro supported currency:

We only support one kind of currency at a time and default to USD.

### Listing multiple values within pixels:

For multiple products at checkout, use a comma separated list and it should look like this: "product\_id=1,2,3".

### Woo Commerce Conversion Tracking:

WooCommerce has a dedicated plugin to set up conversion tracking. Please place our Sales Confirmation Pixel there. The sales confirmation is required to run your campaign. The rest of the pixels are optional and there are plugins that you can get for WooCommerce that help with implementation.

You'll see the following line inside our pixel code:

```
&order_id=ORDER_ID&order_amount=ORDER_AMOUNT&product_id=REPLACE_WITH_PRODUCT_ID
```

It must be replaced to fit the WooCommerce criteria:

```
&order_id=(order_number)&order_amount=(order_subtotal)&product_id=REPLACE_WITH_PRODUCT_ID
```

Ignore the Product\_ID macro, however please populate the Order\_ID, and Order\_Amount macros.

If you use Google Tag Manager to implement tags follow the instructions above, however, simply insert the Google Tag Manager equivalent of "order\_number" and "order\_subtotal".

Additional help is here :

<https://wedevs.com/docs/woocommerce-conversion-tracking/custom-channel-integration/custom>

### Sales Confirmation Pixel:

You'll see the following line inside our pixel:

```
coupon_code=COUPON_CODE&customer_type=CUSTOMER_TYPE
```

-The **COUPON\_CODE** macro should be populated by the discount code used in a transaction.

-The **CUSTOMER\_TYPE** macro should be populated with "0" if a new customer, or with "1" if an existing customer.

### New Customer RoAS

New Customer RoAS calculates the effectiveness in driving new sales from customers. Choosing to optimize for new customers reduces what qualifies as an attributed sale in your campaign. This therefore reduces the maximum allowable RoAS target for new customers.

### New Customer Macro

In order to optimize for new customers, you need to have the new customer macro implemented in your Sales Pixel.

The **CUSTOMER\_TYPE** macro should be populated with “0” if a new customer, or with “1” if an existing customer.

You will find your Sale Pixel under Tools in your Dashboard. If your store is built using an e-commerce platform that has an integration with SourceKnowledge, you do not need to add this macro, as it is already populating automatically. If you have a custom integration, you will need to add this macro manually.

### **Third Party Subscription Checkout - Manual Pixel Placement**

#### **Third Party Subscription Checkout - Manual Pixel Placement**

If you use a third party subscription platform on your checkout page, you will need to manually place our sales tracker on the Subscription Thank You page in order to capture all the sales and RoAS that SourceKnowledge is driving.

Please go to the Tools > Pixels section at the top of your Dashboard to get your pixels.

#### **Recharge Third Party Subscription Checkout – Manual Pixel Placement**

If you are using Recharge as your third party subscription platform on your checkout page, you will need to manually place our sales tracker on the Subscription Thank You page in order to capture all the sales and RoAS that SourceKnowledge is driving.

Support documentation on conversion tracking integration with Recharge here:

<https://support.rechargepayments.com/hc/en-us/articles/360008682954-Customizing-the-ReCharge-checkout>

Please refer to the *Thank You Page and Tracking* section where you may find helpful instructions. Additionally, do note particularly the *First-Time Page Load Tracking* details.

### **Google Tag Manager**

#### **How Google Tag Manager Works:**

Google Tag Manager enables you insert SourceKnowledge tags on your website. You can configure the tag trigger when an event — such as a pageview, click, or form submission — occurs as well as which pages it is used on. When the trigger fires the tag, the tag’s code executes and sends relevant data back to the platform.

#### **How To Install Our Tags:**

<https://tagmanager.google.com/gallery/#/owners/sokno/templates/gtm-template>

### **SourceKnowledge Pixel Troubleshooting**

1. Give it time. It can take up to an hour for your SourceKnowledge Pixel to activate.
2. Make sure your pixel is placed directly before the `</body>` tag. This ensures that the script loads correctly and has minimal effect on rendering your page content.

3. Check your formatting. Altering your SourceKnowledge Pixel, including changing formatting affects the script's ability to fire. Your SourceKnowledge Pixel should be placed on all pages of your site exactly as it was copied.
4. Did you place the wrong pixel? If you have multiple advertiser profiles, make sure the SourceKnowledge Pixel you placed is linked to the corresponding advertiser profile. Check that the tag ID (last line of the JavaScript) matches the ID of your SourceKnowledge Pixel in the source code of the intended domain.

## **Support For Ecommerce Platforms**

### **Shopify, WooCommerce and Magento**

SourceKnowledge has integrated with Shopify, WooCommerce and Magento to make it easier for you to launch your shopping and/or retargeting campaign. Upon install of the plugin/app/extension, SourceKnowledge pixels are placed to track performance of the campaign and your product catalog is pulled from your store. If for any reason you need to access your pixels, you can find them under Tools in your Dashboard.

## **Your Dashboard**

### **Overview**

The SourceKnowledge dashboard allows you to view all conversions and various key metrics in one simple interface. In one login, you are prompted to an at a glance summary of your campaign in real time which includes a spend overview and overall conversions, cost per acquisition (CPA), spend, impressions, effective cost per impression (eCPM), clicks, clickthrough rate (CTR) and their status. You can also view all this information within several different timeframes (today, yesterday, last 7 days, last 30 days, this month, last month, all time as well as custom date ranges). These timelines and metrics will be found throughout the entire reporting dashboard.

**In the SourceKnowledge sidebar, you will be able to toggle from “summary” to more in depth reporting options. Your reporting options that are categorized by:**

- Date
- Domain
- Order ID
- Path to Conversion
- Additional Insights

### **Date**

In this section of the dashboard, you will be able to view day-by-day metrics from as far back as your campaign start. To gain insight on these metrics, you can easily understand which days perform best, as well as seasonality of your campaigns.

### **Order ID and Time to Conversion Report**

In order to get a more in depth view of all your customers' buying journey, the Order ID Report also shows you the time of the first touch with your ads and the time to time to conversion. This



reporting gives you an in depth look on how your customers interact with your brand as well as how long they take to make their buying decision.

### **Visual Insights**

In this portion of the dashboard, you will be able to take a look at several cards with overall stats of your spend, impressions, clicks, conversions and geography. You are able to view the cards in all the available timelines (today, yesterday, last 7 days, last 30 days, this month, last month, all time as well as custom date ranges) and filter the view on a per day, week or month basis.

## **Lookback Window**

### **View-Through LookBack Window in Retargeting Campaign**

The default look back window for attributing view-through sales in a retargeting campaign on the platform is maximum 15 days. Google Analytics does not track view-through conversions and does not have default cross-device tracking. So this means your dashboard in SourceKnowledge will not match up to GA. You may have many vendors participating in the conversion and in order to counter this, you can set a high RoAS in your retargeting campaign. If you require a stricter lookback window, please contact customer support.

## **Coupon Code Attribution**

### **Coupon Code Attribution**

The coupon code attribution model is a 30 day fallback, the same as our click-through conversion. This is also the standard for Google Analytics. If a customer clicks the ad served by the platform with the coupon applied at the click, this will be counted as only a click-through conversion and the coupon will display in the orderID report for display purposes only. The platform will only attribute a coupon code to a sale if a customer finds a custom (to SourceKnowledge) coupon code and enters it manually.

## **Discrepancies**

### **Click Discrepancies in Shopping Campaign - Google Analytics & Other Analytics platforms**

Click discrepancies between analytic platforms are normal and expected. Our attribution model is last click, 30 days. This is also the standard for Google Analytics. The reason for discrepancies is likely due to your vendor (in this case SourceKnowledge) losing last click attribution in your Google Analytics.

The platform tracks all sales from customers that we brought to your website, however, if the last click before they purchased is on a different platform, your analytics system will attribute that click to another vendor, thus the conversion to that platform. If you refer to your assisted conversions in your GA this should be more reflective of our Dashboard.

## **Billing Information**

### **Billing Glossary**

**Threshold:** How much spend your campaign accumulates before a payment occurs.

**Payments Page:** List of all payments made for selected billing period.

**AutoPayment:** A payment triggered automatically once the current spend is greater than or equal to the threshold.

**Current Spend:** Charges your campaign generated since the last payment.

**Billing Statement:** Statement of all transactions that occurred during a given month. This becomes available 7 days after the end of the period.

**Traffic charges:** Charges that your campaign accumulated during a given period.

**Closing balance:** The amount owing at the end of a given month.

**Starting Balance:** The current owing balance carried over from the previous billing period.

**Applicable Tax:** If your company resides in Canada, taxes will be applied.

### **Billing Cycle**

As your campaign spends, we will charge your account at pre-defined spending thresholds during the month. For example, if your account's threshold is \$100, you will be charged each time your campaign spends \$100. Thresholds are automatically set per account and will increase incrementally as your billing history expands.

### **Taxes**

For companies and individuals with a billing address in Canada, sales tax will be added to the amount in accordance with the tax laws for each province.

### **How Do I Reactivate My Account After it's Been Disabled for Billing Issues?**

Please contact the billing department at [billing@sourceknowledge.com](mailto:billing@sourceknowledge.com).

## **Google Analytics**

### **Adding Users & Permissions**

In order for our team to track SourceKnowledge conversions, you will need to provide **view access** of your Google Analytics. To do this, please follow the following steps:

1. [Sign in to Google Analytics.](#)
2. Click **ADMIN**, and navigate to view.
3. In the **VIEW** column, click **User Management**.

4. Under **Add permissions for**, enter the email address our team member's Google Account. Contact your Account Manager for more details.
5. Under **permissions**, choose **Read & Analyze**.
6. Select **Notify this user by email** to send a notification to our team members that you have completed the process.
7. Click **Add**.

## **Creative Guidelines**

### **Display**

#### **Text:**

**Headline 1** – 35 characters max.

**Headline 2** – 35 characters max.

**Description** – 80 characters max.

#### **Image:**

**Required Dimensions** – JPG or GIF: 160x600px, 300x250px, 728x90px, 300x600px, 320x50px.

### **Native**

**Image (Large)** – 1200x627px – JPG, PNG or GIF – 2MB max file.

**Image (Basic)** – 627x627px – JPG or PNG – 2MB max file.

**Image (Thumbnail)** – 180x180px – JPG or PNG – 2MB max file.

**Title** – 50 characters max.

**Description** – 150 characters max.

### **Social**

**Image** – 1200x628px – JPG or GIF – No text in the image.

**Title** – 25 characters max.

**Description** – 90 characters max.

### **Search**

**Headline 1** – 30 characters max.

**Headline 2** – 30 characters max.

**Description** – 80 characters max.

### **Responsive**

#### **Image:**

- **Landscape:** 600x314px.
- **Square:** 300x300px.
- **Logo:** 128x128px or greater. The recommended size for the square logo is 1200x1200px.
- **Avoid text.** Text may cover no more than 20% of the image.

- Note: To fit in some ad spaces, your image may be cropped horizontally—up to 5% on each side.

#### Copy:

- **Short Headline** – 25 characters max.
- **Long Headline** – 90 characters max.
- **Description** – 90 characters max.
- **Business Name**
- **Final URL**
- **Optional: Promotion Text**

#### Dynamic

#### Image:

- **Landscape:** 1200x627px.
- **Square:** 627x627px.
- **Logo:** 128x128px or greater.
- **Avoid too much text.** Text may cover no more than 20% of the image.

#### Additional Guidelines

#### Required:

- Note that SourceKnowledge must have standard click URL with tracking parameters included to run a campaign.

#### Optional:

- Standard banner creative, JavaScript or HTML5 tags.
- Any standard keyword list, including negative lists.