

Basics of Conversion Tracking

What It Is ?

Conversion pixels allow you to track the success of your campaign by reporting back an action that the user has completed on your website/app after arriving through an advertisement. Once conversion pixels are placed, you will be able to see how many conversions are generated from each site, placement, banner, etc. Conversion pixels can be used to track actions such as:

- User makes a purchase.
- User signs up for your site.
- User submits their e-mail address.
- User arrives at your “goal page”.
- Any other event or action on your website/app.

How It Works

A conversion pixel is a short line of code that you will place on your conversion page (“Thank You” page). We generate a unique transaction id value when your ad is clicked by a user. This transaction id value can be passed through to your campaign URL by using [adx_txn_id] macro, We need you to store and send back the information that we called ‘adx_txn_id’.

At a later point in time, when the user arrives at your thank you page and loads the conversion pixel our server uses the transaction id which was passed via your landing page URL and saved at your end and passed to the conversion pixel replacing the macro [adx_txn_id] to record conversion against the impression.

You will then know which placement on which domain generated the conversion, and which specific creative the user clicked on. This information will be available in your campaign statistics.

Setting up Conversion Tracking

To do this:

Enter the landing page link that you use for the ad in the Click URL. Add the parameter for our `adx_txn_id` at the end of the URL.

[`adx_txn_id`] is a required id for us to track the conversion.

Image Ad

- You can select single or multiple images by clicking "Upload Creative" button. All IAB Standard Ad Sizes are accepted. Ad Sizes which are not IAB standard will not be uploaded.
- Maximum Creative File Size permitted is 700 kb.

Creative Size

Auto-Detect Ad Size

Category*

Select

Creative Name

Leave blank to use FileName as Creative Name

Click URL*

http landingpage.com?qs=[adx_txn_id]

Advertiser Domain*

The Click URL setup should look like:

`http://landingpage.com?qs=[adx_txn_id]`

You can define the name of the variables according to your tracking system. For example, define [`adx_txn_id`] as `qs=`, or `subid=` or `v1=`. This depends on your tracking system.

After clicking on one of your ads, users are redirected to your web property and will hopefully move through your funnel to complete a desired action. This action could include making a

purchase, filling out a form, submitting email information, or some other event. In any of these cases, the successful action is referred to as a conversion. Conversion pixels are used to count the number of users that completed an action, and attribute that conversion information back to the campaign.

Place the below pixel on your website's conversion page, before the closing body tag.

```

```

Once you have updated your website with the conversion pixel, users that arrive at this page by clicking your ad in the future will be counted as conversions.

Example of an actual Pixel (transaction id replaced with a unique id)

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