**Tracking Documentation**

**PUBLISHER SIDE**

Example of publisher: http://mirid.sk/bielizen/tovar.php?m=D%C3%A1msky%20komplet%20tri%C4%8Dka%20a%20spodkov%204f

**Example – code Image Ad:**

ClickURL: http://www.astratex.sk/podprsenky/?utm\_source=Dognet&utm\_medium=affiliate&utm\_content=980x200podprsenky&utm\_campaign=podprsenky&amp;a\_aid=55d1e5e96f49d&amp;a\_bid=3a80079f

ViewURL (BannerURL): //login.dognet.sk/accounts/default1/fb27g82d/3a80079f.jpg  
 **Example – Code Text Ad:** http://www.astratex.sk/?utm\_source=Dognet&utm\_medium=affiliate\_link&utm\_content=link\_hp&utm\_campaign=hp&a\_aid=55d1e5e96f49d&a\_bid=cfa13c89

**Example Code Banner Rotation:** <script type="text/javascript" src="http://login.dognet.sk/scripts/fb27g82d?a\_aid=55d1e5e96f49d&amp;a\_bid=83082b07"></script>

**ADVERTISER SIDE**

Example of advertiser: https://www.astratex.sk/damsky-funkcny-komplet-4f-termo-dry-tricko-a-spodky/

**Affiliate click tracking on advertiser side:**

<script type="text/javascript" id="pap\_x2s6df8d" src="https://login.dognet.sk/scripts/fj27g82d"></script>

<script type="text/javascript">

PostAffTracker.setAccountId('97ee0eaa');

try {

var CampaignID='ededd5dc';

PostAffTracker.track();

} catch (err) { }

</script>

**Conversion-Pixel Sale:**

<img src="https://login.dognet.sk/scripts/fs27g82d?AccountId=97ee0eaa&TotalCost=120.50&OrderID=ORD\_12345XYZ&ProductID=test\_product&CampaignID=ededd5dc&Currency=EUR&Coupon=123sale" width="1" height="1" >

**Conversion-JS Sale:**

<script id="pap\_x2s6df8d" src="https://login.dognet.sk/scripts/fj27g82d" type="text/javascript"></script>

<script type="text/javascript">

PostAffTracker.setAccountId('default1');

var sale = PostAffTracker.createSale();

sale.setTotalCost('120.50');

sale.setOrderID('ORD\_12345XYZ');

sale.setProductID('test product');

sale.setCampaignID('ededd5dc');

sale.setCurrency('EUR');

sale.setCoupon('123sale');

PostAffTracker.register();

</script>

**TRACKING**

**Affiliate ContainerTAG:** don’t understand

**Affiliate fingerprint tracking:** don’t understand

**Flash tracking:** don’t understand

Please describe the process:

1. When customer clicks on publisher’s link, he goes to advertiser web site
2. On advertiser website is executed code “**Affiliate click tracking on advertiser side**”. This code is executed with parameters in URL (see **Example – Code Text Ad**)
3. Here is where cookies are made. Cookies name “PAPVisitorID”, expiration is 1 year

Please provide an example for after check-out and closing of order (LEAD/SALE)

1. On “Thank you” page after order is called our SALE tracking (**Conversion-Pixel Sale** or **Conversion-JS Sale**) and send to our administration

**Which calls should be blocked / i.e. deliver advertising (please list, one per line):**

This calls banner from our system: //login.dognet.sk/accounts/default1/fb27g82d*/{anything here}*.jpg|.png|.JPEG|.gif

**The following calls do not deliver advertising, therefore they shouldn’t be blocked (please list, one per line):**

<https://login.dognet.sk/scripts/fj27g82d>

<https://login.dognet.sk/scripts/trackjs.js>