General

To track the success of your **TONIC.** campaigns, we are offering you a <u>completely free</u> conversion tracking, based on server to server technology, a.k.a. postback URL conversion.

A postback URL is a link provided by **TONIC.**, that you can place somewhere into your Affiliate Network. You will find this link in step 2 of the **TONIC.** campaign creation.

After a conversion happens, the affiliate network sends the variable [clickid] to the **TONIC.** servers. With this click ID, we can assign the click and the commission to the conversion.

How to use Conversion Tracking from **TONIC.** with Affiliate Networks:

1. Insert the variable [clickid] into your redirect URL
2. Open the *Optional Advanced Settings* in the campaign creation step 2 in the **TONIC.** UI
3. Choose the payout option:
    - manual (you choose the commission of every conversion) variable: [payout]
    - auto (your affiliate network sends the commission of a conversion) variable: [value]
4. If you choose manual, insert the commission for every conversion
5. Insert the offered postback URL into your affiliate network (please contact your affiliate network if you aren't able to find it)
6. Start your **TONIC.** campaign

How to use TONIC. Conversion Tacking with your webshop or website:

Every time you buy a Zero-Click or POP request on **TONIC.**, our system will create a unique click ID. With this click ID we can match the click to your **TONIC.** campaign for up to 60 days.

If you want to track conversions from your webshop or website, you need to send us this click ID so that we can show the conversions in your **TONIC.** stats.

To receive the click ID you need to access the url parameter clickid, which is part the of target URL to your landing page.

Node.js example

```
/*
 * In this example, the URL of the landing page is
 * "https://mylandingpage.com/index?clickid=015218c1279b8f963c47071d18e8146fa57137d48e.r.1514768404.8601be7d
 * 5c873ca82c95c191f56478d9"
 */


/* You need to require this in order to use the parse function (url.parse) */
const url = require("url");


const address = req.url;
/* address should now be '/index?clickid=015218c1279b8f963c47071d18e8146fa57137d48e.r.1514768404.8601be7d5c
   873ca82c95c191f56478d9' */
const parsed_url = url.parse(address, true);
/* "parsed_url" is an object with all information from the url. */
const clickid = parsed_url.query.clickid;
/* clickid is now
 * '015218c1279b8f963c47071d18e8146fa57137d48e.r.1514768404.8601be7d5c873ca82c95c191f56478d9'
 * You can use it in the postback URL as shown below  (we assume a payout of $42 in this example)
 */
const postback_url = `https://tnccv.com/conversion/postback?payout=42&clickid=${clickid}`;
```

PHP example

```php
<?php
    echo $_GET['clickid'];
?>
```

Track a purchase in a webshop

If you want to track the success of a purchase in your webshop, you should integrate the commission (=[payout]) of every conversion into the request you send to **TONIC.**

In the following example code, the conversion has a payout of $ 8.

Node.js example

```js
const https = require("https");
const address = "https://tnccv.com/conversion/postback?payout=8&clickid=015218c1279b8f963c47071d18e8146f
a57137d48e.r.1514768404.8601be7d5c873ca82c95c191f56478d9";
https.get(address, (response) => {
    let res = "";
    response.on("data", (data) => {
        res += data;
    });
    response.on("end", () => {
        if(response.statusCode !== 200) {
            console.log(`Something didn't work as expected!\nStatus: ${response.statusCode}\nData: ${res}`);
        }
    });
    response.on("error", (err) => {
        console.log(err);
    });
});
```

PHP example

```php
<?php
    $curlObject = curl_init("https://tnccv.com/conversion/postback?payout=8&clickid=015218c1279b8f963
    c47071d18e8146fa57137d48e.r.1514768404.8601be7d5c873ca82c95c191f56478d9");
    curl_setopt($curlObject, CURLOPT_RETURNTRANSFER, true);
    $result = curl_exec($curlObject);
    curl_close($curlObject);
    print_r($result);
?>
```

Track a registration

You can track the success of a campaign if a user hits a "thank you" page after a registration/signup.

Every visitor of this page affects a postback that will be sent to **TONIC.** You can also integrate a [payout] variable as well. The following request shows an example of the **TONIC.** postback without a value.

Node.js example

```
const https = require("https");
const address = "https://tnccv.com/conversion/postback?clickid=015218c1279b8f963c47071d18e8146f
a57137d48e.r.1514768404.8601be7d5c873ca82c95c191f56478d9";
https.get(address, (response) => {
    let res = "";
    response.on("data", (data) => {
        res += data;
    });
    response.on("end", () => {
        if(response.statusCode !== 200) {
            console.log(`Something didn't work as expected!\nStatus: ${response.statusCode}\nData: ${res}`);
        }
    });
    response.on("error", (err) => {
        console.log(err);
    });
});
```

PHP example

```
<?php
    $curlObject = curl_init("https://tnccv.com/conversion/postback?clickid=015218c1279b8f963c47071d18
    e8146fa57137d48e.r.1514768404.8601be7d5c873ca82c95c191f56478d9");
    curl_setopt($curlObject, CURLOPT_RETURNTRANSFER, true);
    $result = curl_exec($curlObject);
    curl_close($curlObject);
    print_r($result);
?>
```

The click ID paramater is mandatory and corresponds to the click ID from the redirect URL.
The [payout] parameter is optional. If you don't set it, we will still count the conversion, but the value will be 0.

Conversion statistics

We offer three different columns to analyse your conversions in your dashboard or campaign details:

1. Conversions (number of conversions)
2. CR (Conversion Rate = Conversion/Clicks)
3. Payout (commission of conversions)

Good to know:

- If our server gets a postback URL with [value] and [payout] variable at the same time, we always use the [value] variable.
- Conversions can take up to two hours to appear in the **TONIC.** stats.
- Conversion data is available for all filtering options except *source IDs.*
  (We are currently working on offering *source ID* data as soon as possible.)
- We can't guarantee the accuracy of the number of conversions and commissions that your Affiliate Network or your own page sends to us. Please contact your affiliate network for any complaints.