

# TRACKING IMPLEMENTATION

Manual for the Tracking Codes Implementation

## INDEX

<b>1.</b>	<b>TRACKING PROCESS – HOW IT WORKS .....</b>	<b>2</b>
1.1	Technical process - Overview .....	2
1.2	Technical process in detail .....	2
1.3	Sales validation .....	3
<b>2.</b>	<b>STEP BY STEP INSTRUCTIONS FOR THE IMPLEMENTATION OF THE TRACKING CODES .....</b>	<b>4</b>
2.1	Setting a cookie by implementing a redirect page .....	4
2.1.1	Example PHP - Redirect Script .....	4
2.2	Implementing the tracking pixel on the confirmation page .....	5
2.2.1	Example PHP - Tracking Pixel Script .....	5
2.2.2	How does a pixel look like - Examples .....	7
2.3	Tracking codes – further script languages .....	7
<b>3.</b>	<b>GLOSSARY .....</b>	<b>8</b>
3.4	Pixel parameters .....	8
3.4.1	Checksum .....	8
3.4.2	Currency .....	8
3.4.3	Event ID .....	8
3.4.4	OrderNumber/LeadNumber .....	8
3.4.5	OrderValue .....	8
3.4.6	Organization ID .....	9
3.4.7	ReportInfo .....	9
3.4.8	TDUID (Tradedoubler UID) .....	9
3.5	General terms .....	9
3.5.1	Click link .....	9
3.5.2	Confirmation Page .....	9

## 1. TRACKING PROCESS – HOW IT WORKS

### 1.1 Technical process - Overview

A MyWorld member is directed to the loyalty merchant's redirect page (=Advertiser) through the "Shop online now!" button on the MyWorld website (=Publisher). In the background, a unique identification number called TDUID (Tradedoubler UID) is generated automatically by the system and set in a cookie. Moreover, the TDUID is automatically set as a parameter in the URL, where the TDUID is picked up and set in a cookie on the loyalty merchant's redirect page. The member is then directed to the loyalty merchant's online shop. After completing the sale and payment, the confirmation page, where the tracking pixel is fired, is shown, returning all necessary information about the sale (including the TDUID) to the MyWorld system.

### 1.2 Technical process in detail

A MyWorld member enters the MyWorld website and logs in successfully. After choosing the desired loyalty merchant, the member clicks on the button "Shop online now!". This button is connected to the **click link** (contains both the program ID and ad ID) in the background. The click link contains all information which is needed to allocate the upcoming sale to MyWorld.

The system in the background automatically generates a unique identification number called **TDUID** (Tradedoubler UID) and drops a persistent cookie (=3<sup>rd</sup> party cookie) called TDUID together with the aforementioned number on the member's computer. The member is then being directed to the advertiser's **redirect page**, while the system includes the TDUID as a parameter in the advertiser redirect page URL (Example: [www.advertiser.com/redirect.php?tduid=1234567](http://www.advertiser.com/redirect.php?tduid=1234567)).

On the advertiser redirect page, the **TDUID** is picked up and set in a persistent **cookie** (=1st party cookie) called "TRADEDOUBLER" on the member's computer. Now the member is redirected to the landing page (typically the homepage, online shop) or a product page.

The process is not visible for the member.

Usually, a **confirmation page** is shown after the user completes his sale and payment. This is where all the details concerning the specific sale are shown (product, value, order number, taxes, payment option, etc.) and have to be returned to the MyWorld system. This is enabled via a tracking **pixel** that has to be

implemented by the advertiser. This pixel is an iframe TAG which returns the relevant values of the purchase via certain parameters within a server request (TDUID, organizationID, eventID, orderNumber, orderValue...) to MyWorld.

The combination of the **click link** information, the initially set **cookie by the advertiser** and the **pixel** parameters guarantees a safe tracking and the detailed recording of each sale in the MyWorld system.

### 1.3 Sales validation

It usually takes about 15 minutes for a sale to be tracked in the MyWorld system. The sale is then visible in the MyWorld advertiser area under <https://onlinepartner.myworld.com> with the received login details from MyWorld.

Once a sale is recorded in the system, the advertiser has a certain number of days called **pending time** to validate each recorded sale. The pending time is agreed upon in the setup sheet and contract by both parties. Valid sales can be “accepted”, other sales can be “changed” or “denied” (e.g. due to cancellations or returns). This can be done manually or with an XML/CSV batch validation if the advertisers have a lot of sales.

After the pending time ends, the sale will be **accepted automatically** and the benefit will then be paid to the member.

For further information about the after sales validation in our online partner interface please read our Aftersales Manual.

## 2. STEP BY STEP INSTRUCTIONS FOR THE IMPLEMENTATION OF THE TRACKING CODES

Here you can find the codes for the tracking implementation as well as further explanations of the parameters through PHP.

### 2.1 Setting a cookie by implementing a redirect page

First of all, the codes for picking up the TDUID from the advertiser redirect page URL (e.g. [www.advertiser.com/redirect.php?tduid=1234567](http://www.advertiser.com/redirect.php?tduid=1234567)) must be implemented.

#### 2.1.1 Example PHP - Redirect Script

e.g. [www.example.com/redirect.php](http://www.example.com/redirect.php)

```
<?php
// Open session for cookie handling.
session_start();
//
// Change URL to the default landing page/homepage.
$defaultUrl = "http://www.example.com/";
//
// The domain under which this script is installed.
$domain = "example.com";
if (!empty($_GET["tduid"]))
{
    $cookieDomain = "." . $domain;
    setcookie("TRADEDOUBLER", $_GET["tduid"], (time() + 3600 * 24 * 365), "/", $cookieDomain);
    //
    // If you do not use the built-in session functionality in PHP, modify
    // the following expression to work with your session handling routines.
    $_SESSION["TRADEDOUBLER"] = $_GET["tduid"];
}
if (empty($_GET["url"]))
    $url = $defaultUrl;
else
    $url = urldecode(substr(strstr($_SERVER["QUERY_STRING"], "url"), 4));
header("Location: " . $url);
?>
```

You have to adapt the variables "**defaultUrl**" and "**domain**". You will find further sample codes in different script languages in the "Sample Codes Manual" document provided by MyWorld.

## 2.2 Implementing the tracking pixel on the confirmation page

Next, the codes for firing the pixel on the confirmation page have to be implemented. The pixel has to contain the following parameters: TDUID, organizationID, eventID, orderNumber, orderValue, currency.

### 2.2.1 Example PHP - Tracking Pixel Script

Please have a look at how the tracking implementation works. You can clearly see which values have to be assigned dynamically out of your database or confirmation page and where you can replace the placeholders with your provided MyWorld IDs.

```
<?php
// Open session for cookie handling.
session_start();
//
// Your organization ID; provided by MyWorld.
$organization = xxxx;
//
// Event ID; provided by MyWorld.
$event = xxxx;
//
// Value of the sale; sale specific value has to be assigned dynamically out of the shop
database. The orderValue is the basis for the commission paid to MyWorld.
$orderValue = "0.00";
//
// Currency of the sale. For example "USD" for US-Dollar, or "EUR" for Euro.
$currency = "EUR";
//
// A unique identifier for the transaction. You should assign your internal shop order number
dynamically out of your shop database. For a sale, this is typically the order number which is
also shown to a customer within the order confirmation.
$orderNumber = "xxxxxxx";
//
// Event type:
// true = Sale
// false = Lead
$isSale = true;
//
// Encrypted connection on this page:
// true = Yes (https)
// false = No (http)
$isSecure = true;
//
// If you do not use the built-in session functionality in PHP, modify
// the following expressions to work with your session handling routines.
$tduid = "";
if (!empty($_SESSION["TRADEDOUBLER"]))
    $tduid = $_SESSION["TRADEDOUBLER"];
//
// OPTIONAL: You may transmit a list of items ordered in the reportInfo parameter. See chapter
reportInfo (3.4.7.) for details.
$reportInfo = "";
$reportInfo = urlencode($reportInfo);
//
/***** IMPORTANT: *****/
/***** In most cases, you should not edit anything below this line. *****/
if (!empty($_COOKIE["TRADEDOUBLER"]))
    $tduid = $_COOKIE["TRADEDOUBLER"];
if ($isSale)
```

```

{
    $domain = "tbs.tradedoubler.com";
    $checkNumberName = "orderNumber";
}
else
{
    $domain = "tbl.tradedoubler.com";
    $checkNumberName = "leadNumber";
    $orderValue = "1";
}
//Create the checksum. Please see chapter checksum (3.4.1.) for more information.
checksum = "v04" . md5($secretcode . $orderNumber . $orderValue);
if ($isSecure)
    $scheme = "https";
else
    $scheme = "http";
$trackBackUrl = $scheme . "://" . $domain . "/report"
    . "?organization=" . $organization
    . "&event=" . $event
    . "&" . $checkNumberName . "=" . $orderNumber
    . "&checksum=" . $checksum
    . "&tduid=" . $tduid
    . "&type=iframe"
    . "&reportInfo=" . $reportInfo;
if ($isSale)
{
    $trackBackUrl
    .= "&orderValue=" . $orderValue
    . "&currency=" . $currency
}
echo "<iframe src=\"" . $trackBackUrl . "\"" frameborder="0" width="1"
height="1"></iframe>";
?>

```

You have to assign/adapt the variables "organization", "event", "orderValue", "currency", "orderNumber", "isSale", "isSecure", "tduid", "reportInfo" and "secretcode".

You will find further sample codes in different script languages in the "Sample Codes Manual" document provided by MyWorld.

### 2.2.2 How does a pixel look like - Examples

All sales TAGs are called on tbs.tradedoubler.com ("s" for sale)

All leads TAGs are called on tbl.tradedoubler.com ("l" for lead)

#### Example of a SALES TAG (Pixel):

```
<iframe src="https://tbs.tradedoubler.com/report?organization=12345&event=12345&orderNumber=12345&orderValue=10.99&currency=EUR&tduid=e0f15774d8d148963fd2df1bf9396d54&type=iframe&checksum=v0444fb650f3d10e030c973f73bcacb9b51&reportInfo=f1%3DProdNr01%26f2%3DProdName1%26f3%3D100.00%26f4%3D2" frameborder="0" width="1" height="1"></iframe>
```

#### Example of a LEAD TAG (Pixel):

```
<iframe src="https://tbl.tradedoubler.com/report?organization=12345&event=12345&leadNumber=12345&tduid=e0f15774d8d148963fd2df1bf9396d54&type=iframe&checksum=v0444fb650f3d10e030c973f73bcacb9b51" frameborder="0" width="1" height="1"></iframe>
```

## 2.3 Tracking codes – further script languages

Further sample codes in different script languages can be found in the "Sample Codes Manual" document provided by MyWorld.



### 3. GLOSSARY

The definitions of the most important elements that ensure a working tracking can be found here.

#### 3.4 Pixel parameters

##### 3.4.1 Checksum

This value is optional. The implementation of the checksum is highly recommended to guarantee high quality tracking. The checksum is an aggregated variable used to ensure unique transactions. It is built as follows: V04 + MD5 (secretcode + orderNumber + orderValue). All parameters between brackets are hashed in the MD5. The secretcode is provided by MyWorld.

Please follow this link to verify that the checksum was built correctly:

[http://tools.tradedoubler-de.de/calc\\_pixel\\_checksum\\_v04.php](http://tools.tradedoubler-de.de/calc_pixel_checksum_v04.php)

Please note: If you are using JavaScript, please avoid inserting the secretcode as such, because it can easily be seen in the browser. By clicking on the link above, please implement the result (last row – “result”) only.

##### 3.4.2 Currency

This parameter is mandatory. It depends on the country in which your program is active. You must send us the currency (Example: "USD" for US-Dollar) in which the sale has been made.

##### 3.4.3 Event ID

This parameter is mandatory. It is a fixed parameter provided by MyWorld. It is linked to your organization. Several events can be used by one advertiser. For example, if you sell DVDs (7% commission) and CDs (8% commission), you can have one event per product type. The events should be linked to your shop categories by firing the respective ID in the pixel.

##### 3.4.4 OrderNumber/LeadNumber

This parameter is mandatory. This value has to be unique for each order. Ideally, you should send us the order number you show to your customers within the order confirmation.

##### 3.4.5 OrderValue

This parameter is mandatory. The orderValue is the basis for the commission invoiced by MyWorld. The value of the transaction – gross/net, with/without delivery – should be sent to us. It is determined in the agreement (contract).

#### 3.4.6 Organization ID

This parameter is mandatory. It is a fixed parameter provided by MyWorld. It is your advertiser ID in our system.

#### 3.4.7 ReportInfo

This parameter is optional. You can use it to send extra information about the sale, e.g. the content of the basket. As this variable contains a character string, it has to be URL encoded and in the UTF-8 encoding format.

Example JavaScript: `var reportInfo = ""; reportInfo = "f1=" + Product1Name + "&f2=" + Product1ID + "&f3=" + NumberOfProduct1 + "&f4=" + Product1Price + "|f1=" + Product2Name + "&f2=" + Product2ID + "&f3=" + NumberOfProduct2 + "&f4=" + Product2Price; reportInfo = escape(reportInfo);`

#### 3.4.8 TDUID (Tradedoubler UID)

This parameter is mandatory. This variable includes the TDUID value that was stored in the permanent cookie called “TRADEDOUBLER” and set by your domain. This unique ID is automatically generated by the system to allocate each sale to a specific User (see 1. Tracking Process – How it works).

### 3.5 General terms

#### 3.5.1 Click link

The click link contains all information to allocate the upcoming sale to MyWorld. When clicking on the button “Shop online now!”, the click link, which links to the chosen loyalty merchant, is activated. The click link is provided by MyWorld and looks like this:  
<https://clk.tradedoubler.com/click?p=123456&a=1234567&g=12345678>

#### 3.5.2 Confirmation Page

After completing the sale and payment, the confirmation page is shown at the end of each purchase. You can find all information about the sale there, e.g. the product, item number, value, order number, taxes, shipping method, shipping address, etc.