

Ad Trackz Gold

www.AdTrackzGold.com

Ad Trackz Gold

Version 5.1

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Quickstart Guide

Read this simple guide to quickly start tracking your ads.

STEP 1: Create A Campaign

Choose the „Add New Campaign“ option under the campaigns menu. Follow the instructions to create your new campaign. When your campaign has been created, you will receive a confirmation message.

You will be supplied with a tracking url, <http://yourdomain.com/go.php?c=adcode> Where adcode is the adcode you filled out when creating your campaign.

You can also shorten your tracking url, and/or protect your affiliate commissions (if you are advertising someone else's product) by using the cloaking feature.

STEP 2: Track Sales and Actions

If you are selling products on your website, you have to insert some HTML code on your sale and/or action confirmation pages.

Your sale/action confirmation page is the page that shows up right after your visitor completes a sale or action.

To track a sale or action, go to „Track Conversions“ in the campaigns menu and follow the instructions.

STEP 3: Advertise

Now that you have your tracking url: <http://yourdomain.com/go.php?c=adcode>, you can place it in your ads and it will track your visitors, sales/actions, cpc, cpa, cps, R.O.I. and other valuable information.

STEP 4: Check how your campaigns are doing.

To see the statistics for any campaign, click on Statistics under the statistics menu.

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Add New Campaign

On this page you can create a new campaign with Adtrackz. A tracking link will be supplied to you which you can publish in your ads. Instead of sending your visitors to <http://yourwebsite.com>, you can send them to your new tracking link. Everytime somebody clicks on your tracking link, Adtrackz will record the hit and send the visitor to <http://yourwebsite.com>, or whatever destination url you want to send them to.

- **Ad Code**

This the label you will use for your tracking link. You can use up to 100 characters but they must be letters, digits, or an underscore character. This label will appear in your tracking link, for example, if you enter campaign1, your tracking link will be <http://www.yourdomain.com/adtrackz/go.php?c=campaign1>

- **Url**

This is where your visitors will be sent after clicking on your tracking link. Please make sure you enter http://, for example, <http://www.yourdomain.com> is valid, <www.yourdomain.com> is invalid.

- **Group**

Select the group you'd like the campaign to belong to. You can use groups to categorize your campaigns which makes it easier to view their statistics.

- **Purpose**

Identify whether the purpose of your campaign is to track clicks, actions or sales, or all three. You may wonder why this is necessary. Let's say you want to track an ad that sends visitors to your website, but at the same time, you are tracking internal clicks on your website itself. Set the outside ad's purpose to „track sales“, and set the internal links to „track clicks“. If you don't do this, when a visitor orders from you, it will say that the last campaign they visited was the internal link you were tracking on your website, and this will not tell you which outside campaign caused the sale. When in doubt, ask yourself „do I want to know if this campaign is the one that leads to the sale, or do I simply want to know how many people are clicking on this link“.

Choose Affiliate Link if you want to track clicks, actions and sales for any affiliate program you might be promoting The affiliate program owner must insert a line of code on their thank you page in order for this to work.

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- **Split Test Stats Only**

Check this box if this campaign will be used in a split test and you don't want it to show up in your main statistics report.

- **Cost**

This is where you can enter the cost of your campaign. It must be in the 0.00 format. 40.00 is acceptable, 40 isn't.

- **Cost Type**

You can specify whether the cost type is pay per click, or recurring over time. A pay per click cost type means that the cost amount will be added to your total cost everytime a unique visitor clicks on your campaign link. Alternatively you can specify a cost that recurs over a period of time. For example, let's say you purchased a banner ad that costs \$50 per month for a year. You can specify a cost amount of 50 recurring over 30 days, repeating 12 times. If it is a one-time cost, do not select any ppc or recurring.

- **Start Date and End Date**

This is the date that your campaign begins and ends. Inactive or pending campaigns will work as usual, the are used only as a filtering mechanism in your statistics report.

- **Description**

Enter a short description of your campaign for your records. You can choose to display this description on the statistics report screen by changing the statistics preferences.

Want to create new campaigns without filling out a form?

Add New Campaign And Cloak

On this page you can add a campaign and create a new cloaked redirect file at the same time.

Manage Single Campaign

This is where you can edit a single campaign. Select the campaign from the pulldown menu and choose edit, reset hits or delete campaign.

If you choose edit, you'll be taken to the campaign edit page in the detailed campaign submenu where you can edit any of the campaigns properties, check the traffic history, and other options.

Manage Multiple Campaigns

On this page you can manage all of your campaigns at once. It was designed to allow you to mass edit all of your campaigns.

To get started, choose a filter and click display campaigns. Some browsers may have trouble displaying more than 50 campaigns, so it is a good idea to select the appropriate filter to minimize the amount of campaigns being displayed at one time.

Each row represents one of your campaigns. If you want to edit any one particular campaign, check in the „action“ column to signify to Adtrackz that you wish to edit this campaign. Make the designated changes and then scroll down and choose „Edit Campaigns“ and click „Make Changes“.

Campaign Groups

Campaign groups help organize your campaigns. You can group campaigns in any way you desire. Perhaps you have a collection of ezine ads, or maybe some banner ads. The purpose of grouping these campaigns is to allow you to create a specific statistics report to display only those campaigns within a group. If you go to the statistics report page you will see that you can select to display the campaigns from your pre-defined groups.

To add a group, fill out one of the forms and press Modify Groups. To delete a group, empty the field of the group you would like to delete and press Modify Groups.

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Track Conversions

This section generates the html code required to track sales or actions on your website. Some examples of an action is a subscription, or a request to download a free version of your product.

On the first page, select whether you want to track an action, or a sale.

On the next page you must enter a product ID or action ID, a name, and a description. The ID field must be numerical. Adtrackz uses this field to distinguish this product or action amongst other products or actions. For example, if you have 2 different products with 2 different thank you pages, use an ID of 01 for the first product, and an ID of 02 for the second product. It does not matter in which order, only that they are different.

If you have multiple products and one thank you page, please see the section below.

The name and description are labels you can assign for your own records.

If you are tracking sales, it will ask you to enter a price. Enter the cost of the product you are selling.

Note: You only need to generate the code once for each confirmation page that you have. It is not necessary to add the conversion code more than once even if you are tracking dozens of campaigns.

You must put the the html code on a non-secure (http, not https) page or it will not track the conversion. This is due to a limitation with cookies.

Tracking Multiple Products With One Thank You Page

If you are selling more than one product, you can also track your conversions for each product with one line of code. Your thank you page simply needs to output the product ID, sale price and other information dynamically, which virtually every shopping cart will do.

For example, for a thank you page written in php, you would need the following snippet of code:

<--Start Adtrackz Conversion Tracking Code-->

```
<img src=http://yourdomain.com/adtrackz/a.php?type=sale&value=<?=\$value?>&id=<?=\$id?>=&name=<?=\$name?>&description=<?=\$description?> width=1 height=1>
```

<--End Adtrackz Conversion Tracking Code-->

Where \$value, \$id, \$name, \$description are variables that hold the price, id, name and description respectively.

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Please do not attempt to do this yourself, this is something that you should hire a programmer to do. You can use a website like scriptlance.com to hire a programmer. Alternatively you can contact us and we will quote a price for you, it will be typically \$50.

Track Keywords

This page will generate a tracking link for each one of your keywords so you can identify which keyword from which engine has generated a sale. The best way to go about doing this is to setup a campaign for each group of keywords that you have. For example, you might have a group of keywords related to selling baby toys, you can create a campaign called baby toys and then use this tool to generate a sub campaign tracking link for each keyword. When you pull up your statistic report, each keyword's activity will be listed in this campaign.

- **Campaigns**

Select a campaign from your list of pay per click campaigns. The subcampaign tracking links will be generated for this campaign

- **Google Tracking Urls**

Click this if you want to generate tracking urls that you can mass import into google. The output will be slightly different then what is described below. It will generate the keywords and tracking links in google format. Once you have the output you can paste it into a microsoft excel file and send it to google.

- **Shorten Url: Root** Use `yourdomain.com/go.php` instead of `yourdomain.com/adtrackz/go.php`. This will only work if you opted to move `go.php` in your root directory during installation.

- **Shorten Url: WWW**

Take out the `www.` in the tracking url to make it shorter. Use this only if your domain works when you access it without the `www.`

- **Enter your keyword list**

This is where you input your list of keywords. You can enter your keywords in 4 different ways. How you enter them and what the output will be is described in the table below.

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You can submit the parameters in the following format:

keyword|bid|url

Each option is separated by a pipe, „|“ character. This table illustrates how to input the data based on what parameters you want to specify.

Desired Parameters	Input	Output
keywords only	keyword1 keyword2 keyword3	http://yourdomain.com/go.php?c=campaign&s=keyword1 http://yourdomain.com/go.php?c=campaign&s=keyword2 http://yourdomain.com/go.php?c=campaign&s=keyword3
keywords and bids for each url	keyword1 34 keyword2 560 keyword3 22	http://yourdomain.com/go.php?c=campaign&s=keyword1&cpc=34 http://yourdomain.com/go.php?c=campaign&s=keyword1&cpc=560 http://yourdomain.com/go.php?c=campaign&s=keyword1&cpc=22
keywords, bids and urls	keyword1 34 http://somewebsite.com keyword2 560 http://yahoo.com keyword3 22 http://google.com	http://yourdomain.com/go.php?c=campaign&s=keyword1&cpc=34&u=http://somewebsite.com http://yourdomain.com/go.php?c=campaign&s=keyword1&cpc=34&u=http://yahoo.com http://yourdomain.com/go.php?c=campaign&s=keyword1&cpc=34&u=http://google.com
keywords and urls*	keyword1 http://somewebsite.com keyword2 http://yahoo.com keyword3 http://google.com	http://yourdomain.com/go.php?c=campaign&s=keyword1&u=http://somewebsite.com http://yourdomain.com/go.php?c=campaign&s=keyword1&u=http://yahoo.com http://yourdomain.com/go.php?c=campaign&s=keyword1&u=http://google.com

*note that: for keywords and urls there are two pipe „|“ characters.
This is because you are specifying nothing as the bid, the pipe character still needs to be there.

Dynamic Campaigns

You can automatically create a campaign without filling out a form. The way it works is that when a tracking url is clicked and the campaign has not been created yet then the campaign is created with whatever values are specified in the tracking url.

There are now 4 parameters you can set to the go.php tracking url. Here is an example of a tracking link with four parameters being set:

<http://yourdomain.com/adtrackz/go.php?c=campaign&s=sub&cpc=55&u=http://somewebsite.com&p=all>

(note: url is all on one line)

- * **cpc** - represents the cost per click in cents. If the cost per click is \$0.25 then you would put cpc=25
- * **c** - represents the campaign name*
- * **s** - represents the subcampaign name
- * **u** - is the final url that you would like to send your visitors, if you specify this value then it over-rides the campaign's destination url.
- * **p** - is the purpose of the campaign, see below

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First Click and Subsequent Clicks

If the dynamic tracking link is being clicked for the first time, then the cpc, c, s and u variables are used as the basis from which to create the campaign. For example, if somebody clicked the link above, the campaign „campaign“ will be created and the sub „sub“ will be created, both with a cpc of 55 cents, a destination url of <http://somewebsite.com> and a purpose of Clicks, Actions and Sales.

Subsequent clicks will not alter the campaign, however, the cpc and url values will be used. For example, if you create a tracking link that looks like this:

```
http://yourdomain.com/adtrackz/go.php?  
c=campaign&s=sub&cpc=33&u=http://someotherwebsite.com&p=all
```

Since „campaign“ already exists as a campaign, then for THIS click, the cpc is 33 cents and the visitor will get redirected to <http://someotherwebsite.com>. The cpc and url values for the campaign is not altered.

Remarks

c is the only value that must be filled out. If url is not specified, then the global default url (which can be set in the system menu) is used to create the campaign.

If s is specified then the subcampaign is created and the clicks are generated under the subcampaign. If s is specified and the campaign is not created, then the campaign and the subcampaign are created.

If cpc is specified then the campaign or subcampaign is created with cost type ppc and the cost value is whatever you specified for cpc. cpc must be a numeric value or the results will be inaccurate.

You can use the p value to specify the purpose of the campaign when it is created. On the first click, the purpose will be set, each subsequent click will not alter the previously set purpose. You can set p according to the following values:

- * p=all - campaign tracks clicks, sales and actions
- * p=clicks - campaign tracks clicks only
- * p=actions - campaign tracks actions only
- * p=sales - campaign tracks sales only
- * p=affiliate - campaign tracks clicks, actions and sales on affiliate websites

Statistics

This is the page where you can generate a summary of the activity of all your campaigns.

The first part of the page is the filter you use to generate the desired list of campaigns. With this filter you can narrow down your report to focus on a particular group of campaigns. This makes it easier to analyze your statistics.

- **purpose**
Select the purpose of the campaigns you would like to see.
- **group**
Select the group of the campaigns you would like to see.
- **status**
Select the status of the campaigns you would like to see.
- **time period vs from to time period**
There are 2 submit buttons, one is called „Build Report“ the other is labelled „Use Custom Time“. If you would like to see a report in a customized time, then fill out the from and to fields and click the „Use Custom Time“ button. If you would like to see the report in a pre-selected time period, then choose the time period from the drop down menu and click „Build Report“.

There is a link on the far right that says „Preferences...“

Once you have chosen your report, the following columns will be displayed. You can choose which columns to display in the preferences section.

- **Campaigns**
This is the list of campaigns and subcampaigns that are in the report you have chosen. The subcampaigns are offset to the right in this column. There is a small image to the right of the campaign name, this indicates the status of the campaign. If you click on the campaign you will be taken to the [detailed campaign](#) management section.

	pending campaign which hasn't started yet
	campaign is in progress
	campaign has ended

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- **raw clicks**
This is the amount of clicks the campaign received regardless of the number of individual people who have clicked on it. For example, if 3 people clicked on the link 3 times each, then the raw clicks is 9.
- **unique clicks**
This is the amount of individual people who have clicked the link. In the example above, if 3 people clicked on the link 3 times each, then the number of clicks is 3.
- **actions**
This is the number of actions generated by the campaign or the subcampaign.
- **sales**
This is the number of sales generated by the campaign or subcampaign.
- **CTA**
Clicks to Actions. This is ratio of clicks to actions that each campaign has generated.
- **CTS**
Clicks to Sales. This is the ratio of clicks to sales that each campaign has generated.
- **avg cpc**
Average cost per click - this total is calculated by taking the total amount of cost from all the clicks divided by the number of clicks.
- **cpa**
Cost per action - how much each action costs
- **cps**
Cost per sale - how much each sale costs
- **cost**
The total cost for this campaign.
- **Revenue**
The total revenue for this campaign. This is the sum of all sales generated for this campaign.
- **Profit**
The total profit for this campaign. This is the total revenue subtracted by the total cost.

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- **R.O.I.**
Return on investment for the campaign. This is the ultimate measuring tool you should use to determine the profitability of your campaigns.
- **Purpose**
The total revenue for this campaign. This is the sum of all sales generated for this campaign.
- **Group**
The total profit for this campaign. This is the total revenue subtracted by the total cost.
- **Description**
Return on investment for the campaign. This is the ultimate measuring tool you should use to determine the profitability of your campaigns.

Detailed Statistics

You can come to this page from two places, either from clicking on Statistics -> Detailed Statistics, or by clicking on a campaign from the statistics report page.

If you come to this page by clicking on it from the menu, choose the campaign you would like to see from the pulldown menu.

This is the summary of activity for this campaign. There is a list of your tracking links for this campaign which is the campaign tracking link followed by all the subcampaign tracking links (if you have subcampaigns for this campaign)

The bottom section is a collection of tables that display a summary of this campaign's activity. There is a pulldown menu where you can select between displaying the campaign summary or the subcampaign summary.

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Export

This page has full instructions so does not need any instructions here.

Preferences

The preference page is where you can customize the look and feel of your statistics report. Most of the feature of this page are explained on the actual page.

- **Section 1**
Select the columns you would like to display for the statistics report
- **Section 2**
Select the starting values that will appear when you first click on your statistics report from the menu.
- **Section 3**
How campaigns should be displayed if they have no hits.

New Split Test

You can compare the effectiveness of different versions of your salesletter by employing a split-test. A split test is when visitors get sent to two versions of your salesletter. Each version of the salesletter is typically on a different page. For example, you might have index1.html and index2.html.

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The first step is to create 2 campaigns like you would create any campaign. The trick is, one campaign will have the destination url index1.html, while the other campaign will have the destination url index2.html. Be sure to check the box that says „Split Test Stats Only“ so that these campaign do not show up in the main statistics report. Also, choose „clicks and sales“ for the campaigns' purpose.

The next step is to fill out the form on the „New Split Test“ page.

- **split test name**

This is the name for your split test. It will show up in your split test link. For example, if you enter mysplit as the name, then the split test link will be <http://yourdomain.com/adtrackz/st.php?s=mysplit>

- **tag visitor**

Keep this on if you want Adtrackz to tag your visitor and only show one version of the salesletter. If you want to use the split test feature as a rotator, you can turn this off and your visitor will always be shown a random campaign within the split test group.

- **add campaigns**

Add the two campaigns you created for the split test. When a visitor clicks on <http://yourdomain.com/adtrackz/st.php?s=mysplit> he or she will be sent to one of these campaigns.

After your split test is created, a link will be provided. Direct your visitors to your split test link. Adtrackz will automatically split visitors between index1.html and index2.html. If your visitor orders, you will know which version of the letter produced the sale.

Note: It is extremely difficult to track which of your outside campaigns caused the sale while running a split test at the same time. Therefore you must either run a split test, or track your ads, you cannot do both. The only way to work around this is to direct some of your traffic to your split test, and the rest to your normal sales process so you can continue to track your ads.

If you are performing a split test on your home page, you can create a cloaked redirect file for the split test and save it as index.html. What will happen is that all visitors that go to <http://yourdomain.com/index.html> will then be redirected to the split test link, which will then redirect them to either index1.html or index2.html. Once this is done, the visitor will be tagged so that when they return to yourdomain.com they will see the same letter they saw on their first visit (either index1.html or index2.html).

Now you'll want to see which version of the letter performed better. Click on Split Test Statistics in the Split Test menu.

Manage Split Test

Here you can manage all of your split tests. There is a table that lists each split test's information, with an action column.

- **Split Test**
The name of the split test.
- **Campaigns**
The campaigns that are currently in the split test.
- **Visitor Tag**
Whether the visitor tag is checked or not. If it is checked, visitors will only see one campaign in the split test (or one version of the salesletter). If it is not checked, everytime a visitor clicks on the split test link, they will be shown a random campaign in the split test.
- **Date Created**
The date the split test was created.
- **Url to Use**
The split test link that you need to send your visitor to.
- **Action**
Choose modify if you wish to make changes to the split test. You can change the name, add or delete campaigns, or change the visitor tag setting. Choose delete if you want to delete the split test.

Split Test Statistics

This is where you can see which version of your salesletter performed the best. Select a split test from the drop down menu. Each campaign within the split test will be displayed. Remember, each campaign represents a different version of your salesletter.

The hits are usually evenly distributed in the long run, but in the short run, you might see a slight discrepancy of about plus or minus 5%. Which means, if you have 200 total visitors to the split test, campaign A might have received 90 and campaign B might have received 110. This will eventually even out. The campaign with the most sales will be your best performing letter.

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New Cloak

A cloak is a file that is created on your website which redirects visitors to your tracking link. It's a way to hide your tracking links and/or hide your affiliate ID from commission thieves and hijackers.

When you fill out this form, Adtrackz creates a file on your server.

- **select campaign or select split test**

You can create a cloak for a campaign or a split test. Check the box to indicate if you want to create a cloak for a campaign, or check the split test box if you want to create a cloak for the split test.

- **subcampaign**

Enter the subcampaign that you would like to track. It must be a subcampaign of the campaign you have chosen, if it is not, a new subcampaign will be created. If you chose split test then this field is ignored.

- **filename**

If you enter somefile.html, then your new tracking url will be `http://yourdomain.com/somefile.html`.

- **directory**

If you enter somedirectory, your tracking url will be `http://yourdomain.com/somedirectory/filename.html`.

- **sticky**

If you are advertising as an affiliate, this option will keep your domain name in the address bar. This provides some protection against people who might otherwise strip your affiliate id from your ad. Enter the browser title you would like your visitor to see.

- **encrypt**

Use this option if you want to completely hide your affiliate id. Enter the affiliate merchant url. For example, the url that visitors will end up *after* clicking your affiliate link. If you are an affiliate for `http://somewebsite.com` and your affiliate url is `http://somewebsite.com?affID=1234`, then you would enter `http://somewebsite.com` here.

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If you select sticky and encrypt, both functions will work simultaneously. Please note that the encrypt function uses embedded objects to tag your visitor with your affiliate ID. Some affiliate programs may object to this practice, if you are in doubt, read their terms of service or contact the affiliate administrator.

note: If you choose encrypt and you are hiding an affiliate commission, when you click on your new cloaked file, you will be taken to the merchant website and no affiliate ID will be present. This is what is supposed to happen. Your affiliate ID is tagged into the visitors cookie behind the scenes. If you continue to the order form, you will see that your affiliate ID should show up. *However, this may not work for ALL affiliate programs*, so make sure that you do see your affiliate ID does actually show up in the order form.

Manage Cloaks

On this page you can manage all of your cloak files.

- **campaign**
This is the campaign or split test that the file was created with.
- **sub**
The subcampaign that was used, if you specified one.
- **filename**
The actual http address to the cloak file.
- **encrypt**
Whether the file is encrypted or not.
- **encrypt**
Whether the file has been created with the sticky option.
- **delete**
Check this and click the „delete selected“ button to delete the cloak file.

note: There is a slight bug with this feature, sometimes a cloaked file will be created and you won't be able to delete it from here. You will have to ftp into your server and delete the file manually. This is due to a server permissions issue. This error does not happen with all servers and does not happen frequently.

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Home Page

Click this menu item will take you to the first page that you see after logging into Adtrackz.

Update Profile

On this page you can make changes to your profile information.

- **adtrackz username and password**
This is the username and password that logs you into adtrackz.
- **email**
This is the email that Adtrackz uses to send you login information in case you forget it.
- **ftp username and password**
This is the ftp information Adtrackz uses to create cloak files. If you are getting invalid username/password errors when creating a cloaked file, you'll have to change your ftp information here.
- **default address**
If there is an error when a visitor clicks on one of your campaigns, they will be sent here. If you do not specify an url when creating dynamic campaigns then this default url will be used.

View Alerts

Check your error messages to see if there are any problems with your campaigns. Upon error, all traffic gets redirected to your default url. You can change your default url in the profile section of the system menu.

Here are explanations of the error messages.

- **no campaign specified in go.php**
Somebody clicked on a tracking link that had no campaign specified. The link would look like this <http://yourdomain.com/go.php?c=> You should check your ads and links.

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- **no campaign specified in go.php**
Somebody clicked on a tracking link that had no campaign specified. The link would look like this `http://yourdomain.com/go.php?c=` You should check your ads and links.
- **invalid type specified in a.php**
You need to enter `type=sale` or `type=action` when calling the `a.php` tracking script. If you use the HTML Generator in the campaigns menu, you shouldn't run into this problem.
- **Adcode not in proper format. Campaign adcodes must contain letters,digits or an underscore character only**
Adtrackz encounters this error when a visitor clicks on a bad link, one that would look like this `http://yourdomain.com/go.php?c=campaign&^#` (it has illegal characters). Make sure your tracking link has the proper adcode.

Virtually ever error will leave a self-descriptive message. In all cases you should double check your link.

Sign Out

Here you can sign out of Adtrackz. If you don't do this, people who use the computer after you can navigate to all of the pages within Adtrackz without having to login. This is because the cookies are still open for the session.

You can also simply close your browser. if you are using mozilla, you must close the entire browser window and not jus the window tab.

Detailed Campaign Menu

This is where you can manage every aspect of a single campaign. You can edit the campaign, view it's statistic summary, manage the sales and actions that the campaign received, and see what urls people clicked on before clicking on the campaign tracking link.

You can also add, edit or manage your subcampaigns.

You can come to this page from a few different areas. You can click on manage single campaign in the campaigns menu. You can click on a campaign in the statistics menu. You can also click on detailed statistics in the statistics menu.

Please go back to the index page of this manual to get an explanation of each page in the detailed campaign menu.

Manage Single Campaign

This is where you can edit a single campaign. Select the campaign from the pulldown menu and choose edit, reset hits or delete campaign.

If you choose edit, you'll be taken to the campaign edit page in the detailed campaign submenu where you can edit any of the campaigns properties, check the traffic history, and other options.

History

Here you can view the number of hits your campaign and subcampaigns for the campaign have received in various time periods. You can choose hourly, daily, monthly or yearly. Depending on which time period you choose, a pull down menu will ask for the month or year.

The clicks for the campaign are presented first, followed by the clicks for the subcampaign.

Sales

On this page all your sales for the campaign are listed. You can choose to display as many sales as you want per page, starting from any sale number by using the control near the top of the page where it says „Show x rows starting from sale number y“.

- **number**
The actual number for the sale. The first sale is 1, the second sale is 2, and so on. This is not the same as your ID.
- **ID**
The product ID for the sale that you entered when creating the conversion tracking code.
- **Date**
The date of the sale.
- **Subcampaign**
The name of the subcampaign that the sale was recorded under, if any.

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- **Revenue**
The total revenue for each sale.
- **Name and Description**
The name and description you entered when creating the conversion tracking code.

If you look at the top right there are two options, „Add More Sales“ and „Modify Sales“.

- **Add More Sales**
Here you can manually enter an individual sale. Enter the product ID, date, subcampaign, revenue, name and description and press „Add Sale“.
- **Modify Sales**
On this page, each sale is listed, one per row just as the sales summary page, however, you can modify one or more sales by checking the action checkmark, making your changes, and clicking „Save Changes“. You can also delete the checked sales by clicking „Delete Selected“.

Actions

On this page all your actions for the campaign are listed. You can choose to display as many actions as you want per page, starting from any action number by using the control near the top of the page where it says „Show x rows starting from action number y“.

- **number**
The actual number for the action. The first action is 1, the second action is 2, and so on. This is not the same as your ID.
- **ID**
The product ID for the action that you entered when creating the conversion tracking code.
- **Date**
The date of the action.
- **Subcampaign**
The name of the subcampaign that the action was recorded under, if any.

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- **Revenue**
The total revenue for each action.
- **Name and Description**
The name and description you entered when creating the conversion tracking code.

If you look at the top right there are two options, „Add More Actions“ and „Modify Actions“.

- **Add More Actions**
Here you can manually enter an individual action. Enter the product ID, date, subcampaign, revenue, name and description and press „Add Action“.
- **Modify Actions**
On this page, each action is listed, one per row just as the actions summary page, however, you can modify one or more actions by checking the action checkmark, making your changes, and clicking „Save Changes“. You can also delete the checked actions by clicking „Delete Selected“.

Referring Urls

On this page you can look at all the websites your visitors were at before they clicked on your tracking link. You can choose to display 10, 20, 50 or more referring urls at the time.

Note: If you are using a cloak for this tracking link then most referring urls will not be available.

Subcampaign Add

On this page you can manually add a subcampaign to your campaign.

- **ad code**
The adcode or label for the subcampaign. If the campaign name is somecampaign, the subcampaign will look like this in your tracking link: `http://yourdomain.com/go.php?c=somecampaign&s=adcode`

- **url**
The final destination that your visitors will end up at after clicking your tracking link for the sub-campaign.
- **group and purpose**
The subcampaign group and purpose are shared by it's parent campaign and cannot be edited.
- **cost and ppc**
The cost of the subcampaign and wheter it is a pay per click campaign.
- **start date and end date**
The start date and end date of the campaign.
- **Description**
Enter a description for your records.

Subcampaign Edit

On this page you can edit an individual subcampaign. Choose the subcampaign from the drop down menu and click edit, reset hits, or delete.

If you choose edit, the edit screen will come up. Make the necessary changes and click „save changes“.

Subcampaign Manage

This is a list of all your subcampaigns in the demo2 campaign. You can edit, delete or reset the hits of some or all these subcampaigns. To make the necessary modifications, click on the action checkmark and make the change, then select the action you would like to perform below and click Save Changes.

All subcampaigns share the same purpose and group as it's parent campaign.

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Subcampaigns

A subcampaign is a way to provide flexibility in the way you track your visitors. Say you have a campaign that redirects visitors to <http://somewebsite.com>. What if you have another traffic source that goes to this destination, and it is very closely related to your campaign? Instead of creating a whole new campaign, you can simply use a subcampaign.

You can either create a subcampaign manually by going to the detailed campaign menu for the campaign and clicking on add subcampaign or you can simply use the url and Adtrackz will automatically create the campaign.

The url to use is <http://yourdomain.com/go.php?c=campaign&s=subcampaign> Where campaign is the name of your campaign, and subcampaign is the name of your subcampaign.

Ex:

<http://yourdomain.com/go.php?c=campaign&s=sub1>

<http://yourdomain.com/go.php?c=campaign&s=signature1>

<http://yourdomain.com/go.php?c=campaign&s=forumpost0402>

etc.

When a sale or action is recorded, it is recorded under the subcampaign in your statistics report.

A subcampaign has it's own adcode, destination url, cost and description that you can edit in the detailed campaign menu section of its parent campaign. You cannot edit the subcampaign's purpose or group as it shares the same purpose and group as it's parent campaign.

The best way to illustrate the power of subcampaigns is to show you several ways that they can be used. Though I must mention that subcampaigns are not limited to these uses, the possibilities are unlimited. I am still amazed at the creative uses that are found by some of my customers for this powerful feature.

Track your pay per click ads with subcampaigns.

What if you have 3 different ads on a webpage that all go to the same website? For example, if you are trying to get your visitors to download a free version of your software, you might have a call to action near the top of your ad copy, in the middle, and one near the end. Perhaps you'd like to know where most visitors make up their mind to click on the link and download the free trial. You can setup 3 different subcampaigns for each link.

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If you post on forums, you may want to use subcampaigns to identify each forum, or even, every post you make. For ex, <http://yourdomain.com/c.php?c=campaign&s=wfpost0204>. This is an abbreviation for the warrior forum, posted on the february 4th. It's makes it easy to organize and track your hits.

There are many other uses for subcampaigns, limited only by your imagination.

Track Open Rates

You can track email open rates, banner impressions and popup impressions by using the invisible 1x1 gif image trick.

For example, say you want to track email open rates, create a campaign called „openrate“ and make the destination url: <http://yourdomain.com/adtrackz/1x1.gif>

So if a visitor clicks on your „openrate“ campaign, they'll be taken to a 1x1 invisible gif image. However, nobody will click on this campaign, as you'll see.

Put this code near the top of the email, after the body tag.

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When somebody opens their email, the html will call your tracking link to display the 1x1 gif image. The image is invisible, so the visitor doesn't see it, and a click has been registered so you know that the visitor opened the email.

You can also use the same principle to track pop up ads and banner impressions.