

# Pixel Tracking in Lavasoft

## V 1.0.1

*Client Support*  
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This document explains the Third Party Pixel Tracking option supported by Lavasoft™. It also explains how to setup a URL to write dynamic Pixels on the Confirmation Page after each successful transaction.

## Table of Contents

- 3 - Overview
- 3 - Specifying Pixel URL
- 7 - Available Tags for Dynamic Pixel Tracking
- 8 - Using Tags for Dynamic Pixel Tracking
- 8 - Important Note

## Overview

Lavasoft™ supports Third Party Pixel Tracking in addition to its own tracking of Clicks, Leads and Sale. Merchants and Affiliates are able to specify a URL for Pixel Tracking in their accounts with or without Tags. Many providers require additional information to be reported in order to maintain sales data.

## Specifying Pixel URL

The following steps can be followed to specify a URL for Pixel Tracking in Lavasoft™:

### Step 1:

Visit <http://affiliates.lavasoft.com> and login using your credentials. Once you are successfully logged in, click on "My Account" located in the top right corner or in the actual body of welcome screen (shown below)

The screenshot displays the Lavasoft Affiliate Network dashboard. At the top, there is a navigation bar with the Lavasoft logo on the left, and links for 'Overview | Browse Products | Reports' and 'My Account | Logout' on the right. The main content area is titled 'Welcome to the Lavasoft Affiliate Network' and is divided into two columns. The left column contains a 'Getting Started' section with three sub-sections: 'Affiliate Profile' (with a 'My Account' link), 'Get Links' (with a 'Browse Products' link), and 'View Sales' (with a 'View Reports' link). The right column is titled 'Account at a Glance' and displays a summary of account metrics: 'Welcome', 'Today's Earnings: \$0.00', 'Numbers of clicks: 0', 'Numbers of sales: 0', and 'Conversion Rate: 0.0%'. Below these metrics is a small bar chart and a 'Launch Report' link. At the bottom right of the dashboard, there is a copyright notice: '2011 © Lavasoft Inc.'

<sup>1</sup>Leads = Leads are the visits to the Checkout Page. This includes paying and non-paying visitors.

**Step 2:**

Once you are in your account settings page, click on "Advanced tracking" link on the left hand side column (shown below in yellow highlight)en (shown below)

The screenshot shows the Lavasoft account settings page. The top navigation bar includes the Lavasoft logo, "Overview | Browse Products | Reports", and "My Account | Logout". The left sidebar, titled "My Account", contains several links: "Public Profile", "Change Password", "Contact Information", "Advanced Tracking" (highlighted in yellow), "Payment Information", "Account Statement", and "Reserves Statement". The main content area is titled "Contact Information" and contains several form fields: "First Name" (filled with "Lavasoft"), "Country" (dropdown menu with "Sweden" selected), "Last Name" (filled with "Affiliate"), "State/Province" (empty dropdown menu), "Business name" (filled with "Lavasoft Demo Account"), "Zip/Postal" (empty), and "Address" (empty). The footer of the page displays "2011 © Lavasoft Inc."

**Step 3:**

Select the checkbox "Display a tracking pixel on confirmation page" and specify your pixel tracking URL in the field (shown below in yellow highlight).

**LAVASOFT** Overview | Browse Products | Reports My Account | Logout

**My Account**  
» [Public Profile](#)  
» [Change Password](#)  
» [Contact Information](#)  
» [Advanced Tracking](#)  
» [Payment Information](#)  
» [Account Statement](#)  
» [Reserves Statement](#)

### Advanced Tracking Settings

Please choose your preferred method(s) of alert whenever a successful sale is made.

Post order defaults to a URL ([click here for setup instructions](#)):

Email me the order details:

Display a tracking pixel on confirmation page ([click here for setup instructions](#)):  
`https://your-domain.com/pixel/[Country!SO]`

Your API Access Code: ([click here for setup instructions](#))  
535553443173426C3437553D  
[Select Access Code](#)

**Save** **Cancel**

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**Step 4:**

Once you are done, click on the "Save" button and wait for the confirmation message like the following:  
*"You have successfully saved your Advanced Settings."*

That's it. You are now done with pixel tracking setup. Please read below to learn more about supported tags and usage of them.

## Available Tags for Dynamic Pixel Tracking

Many Pixel Tracking providers require dynamic information to be appended when the pixel is written on a confirmation page. Lavasoft supports this as well.

<b>Supported Tags</b>	
<i>GlobalOrderID</i>	Order ID of the transaction
<i>CountryISO</i>	Country Name.
<i>cmp</i>	During affiliate link generation if you had specified a Campaign Name, it will be reported in this tag.
<i>keyb</i>	During affiliate link generation if you had specified a Keyword, it will be reported in this tag.
<i>Custom1</i>	During affiliate link generation if you had specified a Custom Parameter 1, it will be reported in this tag.
<i>Custom2</i>	During affiliate link generation if you had specified a Custom Parameter 2, it will be reported in this tag.

## Using Tags for Dynamic Pixel Tracking

Below are the examples of how a Dynamic Pixel could be used.

### Example 1

**Requirement:**

Your provider requires you to write Pixel URL like following:

<http://www.yourpixelprovider.com/Order Number/Country/Campaign Name>

**Solution:**

Specify Tags in [ ] when you specify the Pixel Tracking URL in Lavasoft like the following:

[http://www.yourpixelprovider.com/\[GlobalOrderID\]/\[CountryISO\]/\[cmp\]](http://www.yourpixelprovider.com/[GlobalOrderID]/[CountryISO]/[cmp])

### Example 1

**Requirement:**

Your provider requires you to write Pixel URL like following:

<http://yourpixelprovider.com/page.aspx?ord=OrderID&adtext=Keyword&variable1=YourCustomVariable1&variable2=YourCustomVariable2>

**Solution:**

Specify Tags in [ ] when you specify the Pixel Tracking URL in Lavasoft like the following:

[http://yourpixelprovider.com/page.aspx?ord=\[GlobalOrderID\]&adtext=\[keyb\]&variable1=\[Custom1\]&variable2=\[Custom2\]](http://yourpixelprovider.com/page.aspx?ord=[GlobalOrderID]&adtext=[keyb]&variable1=[Custom1]&variable2=[Custom2])

### Important Note

1. Do not use Space when you specify Pixel Tracking URL
2. If you use tags, they must be closed
3. You can place the dynamic tags at any place in the Pixel URL and in any order
4. All tags are case sensitive
5. Always use https://