

# QUALITYCLICK

## Click-/View-Tracking

**Content:** URL parameters  
Cookies (-parameters)  
Creative ID types

# Click-/View-Tracking

## Standard

### Standard tracking example URL

```
http://partner.qualityclick.com/go.cgi
?pid=1&cpid=2&wmid=3&prid=4&target=TestLinkName
```

TestLinkName is an Alias, the target url will be defined within QualityClick.

## Deeplinks

### Deeplink example URL

```
http://partner.qualityclick.com/go.cgi?pid=1&cpid=2
&wmid=cc&prid=4&target=http://qualityclick.com
/unterkategorie/produkt_x.htm
```

If target is the last parameter, the following url must not be url encoded.

# URL Parameters

Parameter	Description	Type	Example	Max. Length	Default	Placeholder
pid	Partner-ID (Mandatory Field)	Number	1	19 Characters	-	<% pid %>
wmid	Creative File-ID or Targettype	Number or cc, bcc, frame	3	19 Characters	0	<% wmid %>
subid	(See description below)					<% subid %>
cpid	Sub-ID	Freetext	price comparison	255 characters	empty	<% cpid %>
prid	from QualityClick, saved in Cookie					<% prid %>
view	campaign ID	number	2	19 Characters	1	-
target	from QualityClick, saved in Cookie					-
uid	Product-ID	number	4	19 characters	0	<% uid %>
ref	from QualityClick, saved in Cookie					-
var[1-3]	Post-ViewTracking-request	Number (0/1)	1	1 Character	0	<% var[1-3] %>
mc	defines if request is a View-Tracking request					<% mc %>
subid_[0-999]	Linktarget (name or URL)	URL or linktarget	TestLinkName	255+ Characters	empty	<% subid_[0-999] %>*

# Cookies

## Overview of set cookies

Name	Description
qc	read only ,no cookie set
qc_[cpid]	click-Cookie
qcv_[cpid]	contains: uid, pid, wmid, prid, start, valid, subid, ref
pid	(Post)View-Cookie
subid	contains: uid, pid, wmid, prid, start, valid, subid, ref
MC	Partner-ID
qcs_[cpid]_[pid]_subid_[0-999]	Sub-ID

# Cookie parameters

## Overview of saved parameters

Name	Description
uid	Unique ID (16 characters long random number )
start	click or Viewtime (Unix Timestamp)
valid	cookie expiry-date
pid, wmid, prid, subid, ref	(See above URL parameter description)

# Creative-ID types

## Description of ID types

Name	Description
cc	Deeplink
bcc	Ref-Tracking
frame	output of URL as frame (HTML)