



Referer-Tracking

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Description referer tracking

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Using referer-tracking, the referrer of a click which is sent by the browser to the target url at your shop is analyzed and assigned to the partner-id. Therefore it is not necessary to add URL-parameters to the link or route the request through QualityClicks go.cgi.

```
http://your-shop.com/subcategory/product_x.html
```

In order to use referer-tracking a tracking-script has to be implemented on the target-page which analyses the browser-referrer and writes the corresponding partner-ID to the cookie. The script should be copied to the shop-server in order to improve pageloading-speed of your shop pages. You can find the getpid.js script within your QualityClick installation:

```
http://affiliate.your-shop.com/scripts/getpid.js?cpid=[PROGRAMID]
```

getpid.js configuration

Adaption

Within getpid.js various customizations can be made. Before activation of Referer-Tracking we suggest to update the exclusion-domains in order to avoid this tracking for all of your own own domains, or generic traffic sources like google/Bing/Facebook etc. You will find the corresponding code-section if you search for funktion **checkReferrer**. The structure of the code should be self-explaining. Therefore your technician will be able to do the modifications quickly. Anyway - NetSlave technicians will assist you and answer your questions if needed. Additionally further modifications can be done by customizing getpid.js e.g. renaming of parameters, variables or cookies. If you like to do so, please get in contact with Netslave to get your modifications co-ordinated.

Optional URL-parameters

Available parameters

Typically referrer-tracking is used without additional parameters. Nevertheless it is possible to attach additional parameters to the target-url in order to process them in QualityClick. e.g.

```
http://your-shop.com/
subcategory/product_x.html?subid=Trafficsource1
```

Available URL-parameters:

Affiliate-ID	Sub-ID
pid	subid

Remark: If you add pid URL parameter this value will be written instead of the Partner-ID corresponding to the browser referrer. (Direct-Tracking)

Tracking integration

Standard referer-tracking

The two Referrer-Tracking scripts have to be implemented on all possible landing pages of your shop. Therefore we suggest to implement the 2 scripts within your main shop template page.

Please insert the following code directly after the introducing <body>-tag:

```
<script language="JavaScript" src="http://your-shop.com/scripts/getpid.js&cpid=[PROGRAMID]"></script>
```

Please insert the second code at the end in front of the finalizing </body> tag:

```
<script language="JavaScript">if (pid!='')
document.write("<img src='http://affiliate.your-shop.com/go.cgi?cpid=[PROGRAMID]&pid="+pid+"
&subid="+subid+"&wmid=bcc&target="
```

```
" + escape (document.location.href) + "&ref="
+ escape (document.referrer) + "' height='1' width='2'
border='0'>");</script>
```

Remark: Please replace 'escape(document' with 'escape(top.document' if you use framesets.

Asynchronous referrer-tracking

Asynchronous referer-tracking is an alternative to standard referer-tracking and can accelerate page loading time because the browser can execute the script simultaneous with other scripts. Therefore you don't have to wait until the previous script has ended. The following code can be inserted on any position of your page.

```
<script type="text/javascript">
(function() { var qct = document.createElement('script');
qct.type = 'text/javascript'; qct.async = true; qct.src =
(document.location.protocol == 'https:' ? 'https' :
'http') + '://your-
shop.com/scripts/getpid.js?async=1&cpid=[PROGRAMID]';
(document.getElementsByTagName('head')[0] ||
document.body).appendChild(qct); }) ();
</script>
```

Available JavaScript variables

With both methods of referer-tracking it is possible to access the recognized Partner-ID and Sub-ID within the landing page. It is possible to pass this data to other (tracking)-systems.

Available Variables:

Affiliate-ID	Sub-ID
pid	subid

The following code-snippet shows how you can access the IDs and display them on the site for testing purposes.

```
<script type="JavaScript">document.writeln("AffiliateID:
" + pid + " / SubID: " + subid);</script>
```