



Covert Conversion Pro



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Overview and Concept

Covert Conversion Pro (CCP) will track **ALL** of your marketing activities that are generating traffic AND sales, whether these sales are a result of promoting **Affiliate Programs** or from promoting your **Own** products.

These marketing activities can be:

- PPC: Google Adwords, Yahoo Search Marketing, MSN Adcenter
- Organic traffic from search engines
- Other environments: Email, Ezine, Text Link Ad, Partners, Signature, Forums, Videos, Blog Posts, Guestbooks

In the first 2 above, covert conversion pro tracks all of the keywords which generate traffic AND sales, thus letting you know which keywords convert the best. The benefit of this of course is so you can optimize your PPC campaigns for these keywords and your landing pages or sales pages for these keywords. It means that you can eliminate all the non profitable side of your monetizing strategy.

Finally, by allowing you to track all of your other sources of traffic (other environments) you can have a wholistic approach to traffic conversion. All of the traffic not related to a keyword search, but to a link displayed in a given environment. (For example, you write a newsletter and want to track the conversion from this newsletter. This script will create a simple link that will track conversion, whether you're promoting an affiliate program or your own product)

In other words: in this case, you do not track keyword, but the "environment" which generated the traffic and the sale.

This is what Covert Conversion Pro is about : which keyword, which environment are converting the best for your affiliate programs, your own products, AND how you can optimize your whole traffic generation and traffic conversion strategies.

Important Features

Before we enter the core of this user's guide, let's describe some of the important features you should want to use.

Covert Conversion Pro is user friendly and has been developed to simplify things for you:

- Covert Conversion Pro is based on a well known and used promotion structure: **Campaigns & Ads.**
- A Campaign is a set of ads from which you want to measure results.

- A Campaign is usually related to a given project or program you're promoting.
- Ads inside these campaigns will help you better target your promotion.

- Major problems with similar scripts are that

1. you often need to import your keywords from your PPC service (Adwords, Search Marketing, MSN) to then track them from the tracking script...thus missing a lot of potential visitors / traffic sources
2. you need to create your landing pages, upload them, edit them
3. you need to change your PPC ads to incorporate a tracking ID

- Covert Conversion Pro will let you structure your promotions into campaigns & ads so that you can match your current promotion habits

- CCP won't ask you to change anything to your existing ads or listings (if you're sending traffic to a landing page. If you're directing traffic directly to the affiliate page, then you can do it, but you will need to edit the URL within your listing). **Anyway, in 2007, no one should ever send traffic directly to an affiliate page as your CPC will be much higher than if you redirect it even to a basic landing page.**

- To track your conversions from an affiliate program, you will simply select the affiliate network, give the URL of the product you're promoting, and the script will create the landing (redirect) page for you. In this case, all you have to do is redirect your PPC traffic to this URL. **If you are a more advanced marketer and have tons of campaigns and ads to track CCP has a mass import feature (csv file) which will import all of your campaigns and ads at one time and also create all of the redirect or landing pages at the same time. This can save you literally tons of hours!**

- If you are already sending traffic to a landing page (through PPC or other traffic sources) then the script will give you a code snippet to include in your page to track everything (this way, you don't change your PPC listing)

- To get the final conversion of keywords, you will then import your sales data from the affiliate network (from CB, CJ, Linkshare) and the script will show you the converting keywords. **(CCP will parse the sales data files searching for "keyword", "search", "query", "kw", "keyw", "kword" so as to be compatible with most any affiliate network files)**

- To track conversion from one of your own products (difference is that when this is your own product, you do have access to the thank you page as it is yours), script will provide the code for both landing page and thank you page and will track everything on its own.

- Pages automatically created by the system can be fully edited with the build-in HTML editor.
- **The script can create landing page either locally** (where you installed the script) **or on any other server you have access to** (which is really convenient when you want to raise your quality score)
- You can configure as many affiliate networks as you want and script will automatically and instantly learn to track them. All you will need is to upload the CSV file from your sales data from this affiliate network. (CCP will parse the sales data files searching for "keyword", "search", "query", "kw", "keyw", "kword" so as to be compatible with most any affiliate network files)
- Reports are created for each campaign / ad

How Do I Install Covert Conversion Pro

Step 1: Create a MySQL database.

Step 2: Upload all files and folders to the hosting account.

Step 3: CHMOD/Set Permissions

- a) temp_data folder - 757 or 777
- b) trackingpages folder - 757 or 777
- c) config folder - 757 or 777

Step 4: Call up the install.step1.php file in browser.

Use your browser and go to this url:

<http://yourdomain.com/foldername/install.step1.php>

Replace "yourdomain.com" above with your own domain name where the script is installed. Replace "foldername" above with the name of the folder you installed the script into.

Step 5: Fill out the form with the appropriate information and then click the button to continue.

Step 6: Fill in your contact email, username and password you wish to use for admin center. Click the button to complete the install.

Step 7: Make sure to delete the files mentioned on the last page of install procedure. Then click the link to access the admin center login page.

How Do I Start Using Covert Conversion Pro

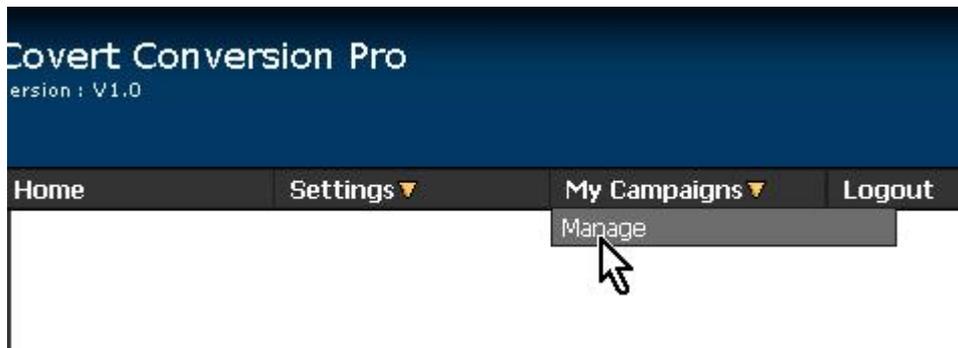
Here is the process we recommend. First locate the scenario that best fits your current needs.

SCENARIO 1
YOUR'RE PLANNING A PPC CAMPAIGN TO PROMOTE AN AFFILIATE PROGRAM

What you will be able to do: create your campaign, your ad for this affiliate program, create the tracking page and start redirecting traffic to this page

Once the script is installed and you're logged in:

Step By Step: Go to "My Campaigns", then select "Manage".



Next select "Create New Campaign" link from the menu:



Select the affiliate network in the first drop down menu (say Clickbank)

Help

New Campaign

Affiliate Network: <-- Select Network -->

Campaign Name: <-- Select Network -->

Ad Name: Commission Junction

Merchant Link: LinkShare

Environment: Clickbank

MaxBounty

Clickbooth

CPA Empire

h engine, PPC)

ads, newsletter)

Save

Select "New Campaign" in the "<--Select Campaign-->" drop down menu

Help

New Campaign

Affiliate Network: Clickbank

Campaign Name: <-- Select Campaign -->

Ad Name: <-- Select Campaign -->

Merchant Link: New Campaign

Environment: Keyword related (search engine, PPC)

Contextual (email, solo ads, newsletter)

Save

Next insert a name for the campaign (Example: Campaign One)

New Campaign

Affiliate Network: Clickbank

Campaign Name: New Campaign Campaign One

Ad Name:

Merchant Link:

Environment: Keyword related (search engine, PPC)
 Contextual (email, solo ads, newsletter)

Save

Choose a name for your ad: (Example: Ad One)

New Campaign

Affiliate Network: Clickbank

Campaign Name: New Campaign Campaign One

Ad Name: Ad One

Merchant Link:

Environment: Keyword related (search engine, PPC)
 Contextual (email, solo ads, newsletter)

Save

Enter your affiliate link (without any tracking code : just the affiliate link provided by the affiliate network – if CB, it is for example : <http://affiliate.publisher.hop.clickbank.net>)

New Campaign

Affiliate Network: Clickbank

Campaign Name: New Campaign Campaign One

Ad Name: Ad One

Merchant Link: affiliate.publisher.hop.clickbank.net

Environment: Keyword related (search engine, PPC)
 Contextual (email, solo ads, newsletter)

Save

Environment: it should be "Keyword related" by default. Do not change this setting.

Click on the "Save" button.

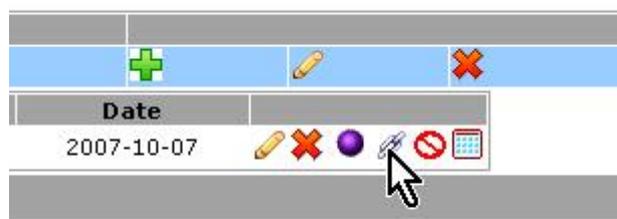
Once redirected in to the "Manage Campaign" section, you will see you campaign listed and a "1" in the "No of ads" column.



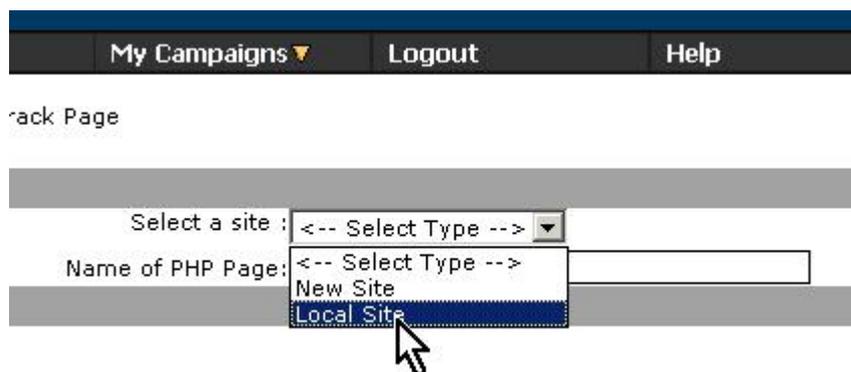
Click on the "1" to expand the listing and display the ad you just created.



On the new row, click on the chain ("Create tracking page" will appear when you leave your mouse over the icon)



Select the "Local Site" option in the drop down menu (landing page will be created locally)



Name your page (do not forget the .php extension). For example : golfswingtips.php

ck Page

New Tracking Page

Select a site : Local Site ▾

Name of PHP Page:

Save

Click the **“Save”** button.

This will create your tracking page and save it inside of the **“trackingpages”** folder.

Logout Help

Tracking page trackingpages/golfswingtips.php has ben created

[Create new campaign](#) | [Manage Affiliates](#) | [Networks](#) | [Sales Data](#) | [Remote File Editor](#)

Total 1 campaign(s) found. Showing 10 campaign(s) per page

Pages: 1

You can now create your PPC campaign and direct traffic to your newly created page. An example URL would be:

<http://yourdomain.com/ccp/trackingpages/golfswingtips.php>

In the url above **“yourdomain.com”** will be the domain you have Covert Conversion Pro installed on. **“ccp”** would be the folder you named your Covert Conversion Pro installation.

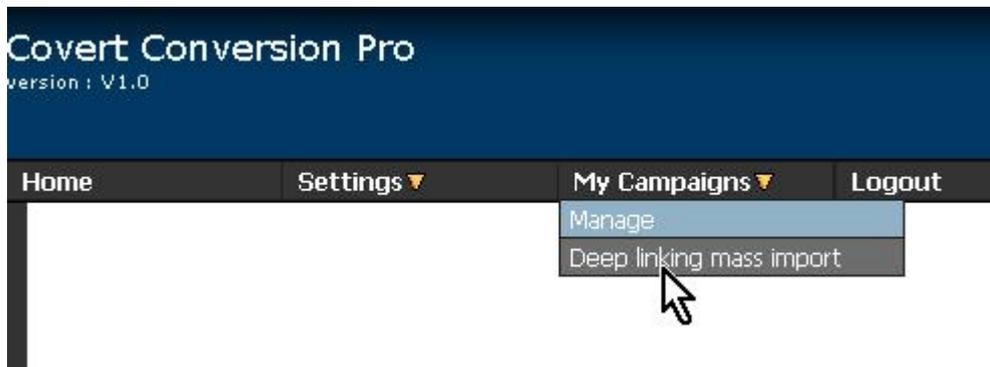
SPECIAL FEATURE: DEEP LINKING MASS IMPORT

Are you doing more full time marketing efforts and you have tons of campaigns and ads to track? Then we have a special feature you are going to just love!

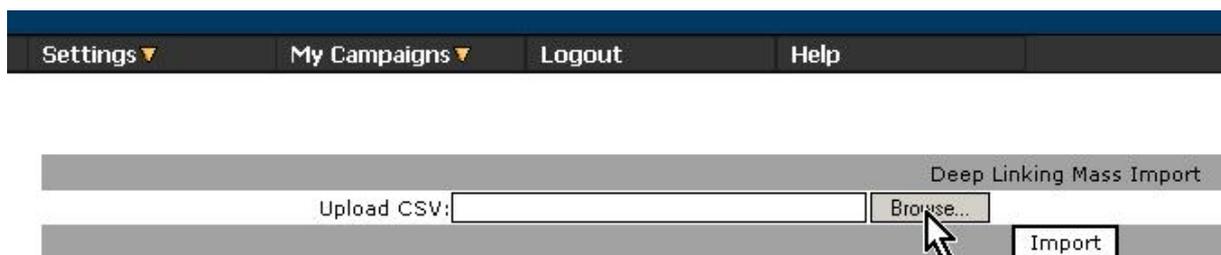
You can create a CSV file (comma delimited text file) of all your campaigns and corresponding ads and mass import all of them into CCP at once. While CCP is importing all of your campaigns and ads it will also automatically create all of your redirect/landing pages at the same time! This one feature alone can save you literally hundreds of hours over time!

TO USE THIS FEATURE:

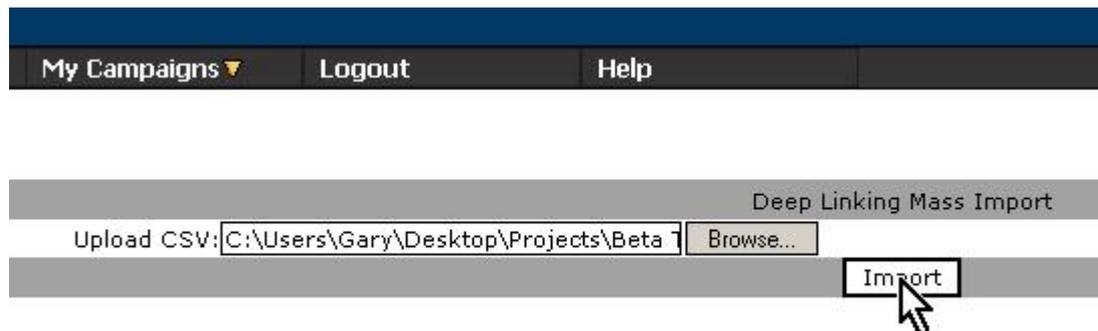
Go to "My Campaigns", then select from the menu "Deep linking mass import".



Then click on the "Browse" button which will open a new window where you can select the .csv file from your computer.



Then you only need to click on the "Import" button to import the file and the system will import all the records, setup each campaign along with its corresponding ads, and finally the system will create each redirect/landing page as it is importing the file records.



NOTE: The .csv file (comma delimited text file) will need to have the following labels for columns and be in this format to function properly:

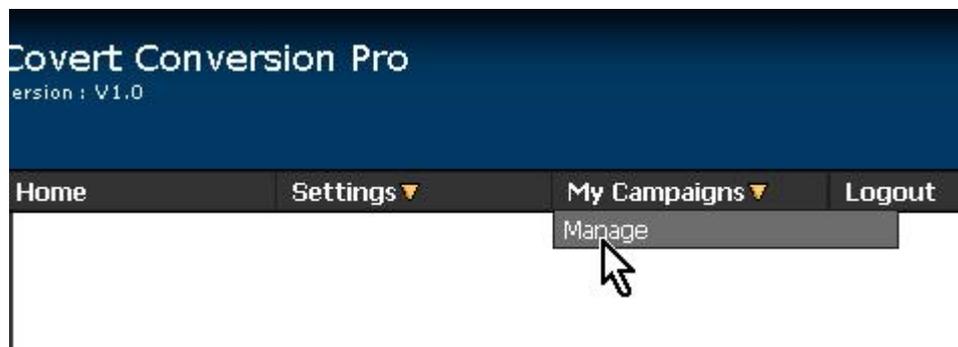
Campaign
Ad
Network
Environment
Link

SCENARIO 2
YOUR'RE PLANNING AN EMAIL BROADCAST
TO PROMOTE AN AFFILIATE PROGRAM
TO YOUR LIST

What you will be able to do : create your campaign (or use the campaign you've created in scenario 1), create your ad for this affiliate program, create the tracking page and start redirecting traffic to this page from your email

Once the script is installed and you're logged in:

Step By Step: Go to "My Campaigns", then select "Manage".



Next select "Create New Campaign" link from the menu:



Select the **affiliate network** in the first drop down menu (say Clickbank)

Help

New Campaign

Affiliate Network: <-- Select Network -->

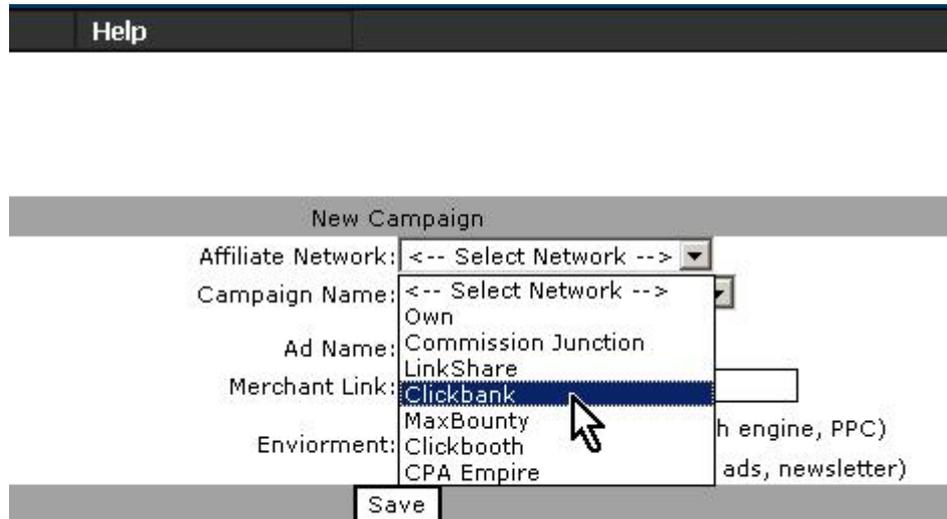
Campaign Name: <-- Select Network -->

Ad Name: Commission Junction

Merchant Link: LinkShare

Enviorment: Clickbooth

Save



The screenshot shows a 'New Campaign' form with a dark header containing a 'Help' button. The form fields are: 'Affiliate Network' (dropdown menu open with 'Clickbank' selected), 'Campaign Name' (dropdown menu open with 'Own' selected), 'Ad Name' (text input with 'Commission Junction'), 'Merchant Link' (text input with 'LinkShare'), and 'Enviorment' (radio buttons with 'Clickbooth' selected). A 'Save' button is at the bottom. A mouse cursor points to the 'Clickbank' option in the dropdown menu.

Select **"New Campaign"** in the **"<--Select Campaign-->"** drop down menu

Help

New Campaign

Affiliate Network: Clickbank

Campaign Name: <-- Select Campaign -->

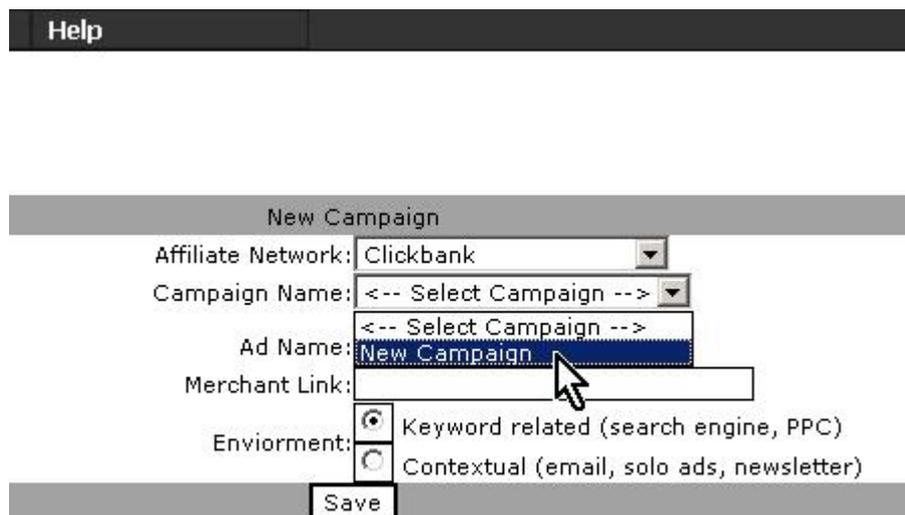
Ad Name: <-- Select Campaign -->

Merchant Link:

Enviorment: Keyword related (search engine, PPC)

Contextual (email, solo ads, newsletter)

Save



The screenshot shows the 'New Campaign' form with 'Clickbank' selected in the 'Affiliate Network' dropdown. The 'Campaign Name' dropdown menu is open, showing 'New Campaign' as the selected option. The 'Ad Name' dropdown menu is also open. The 'Merchant Link' field is empty. The 'Enviorment' section has radio buttons for 'Keyword related (search engine, PPC)' (selected) and 'Contextual (email, solo ads, newsletter)'. A 'Save' button is at the bottom. A mouse cursor points to the 'New Campaign' option in the dropdown menu.

Next **insert a name for the campaign** (Example: Campaign One)

New Campaign

Affiliate Network: Clickbank

Campaign Name: New Campaign Campaign One

Ad Name:

Merchant Link:

Environment: Keyword related (search engine, PPC)
 Contextual (email, solo ads, newsletter)

Save

Choose **a name for your ad**: (Example: Ad One)

New Campaign

Affiliate Network: Clickbank

Campaign Name: New Campaign Campaign One

Ad Name: Ad One

Merchant Link:

Environment: Keyword related (search engine, PPC)
 Contextual (email, solo ads, newsletter)

Save

Enter your **affiliate link (without any tracking code : just the affiliate link provided by the affiliate network – if CB, it is for example : <http://affiliate.publisher.hop.clickbank.net>)**

New Campaign

Affiliate Network: Clickbank

Campaign Name: New Campaign Campaign One

Ad Name: Ad One

Merchant Link: affiliate.publisher.hop.clickbank.net

Environment: Keyword related (search engine, PPC)
 Contextual (email, solo ads, newsletter)

Save

Environment: select "Contextual"

Edit Campaign

Affiliate Network: Clickbank

Campaign Name: Campaign One

Ad Name: Ad One

Merchant Link: http://affiliate.publisher.hop.clickb

Environment: Keyword related (search engine, PPC) Contextual (email, solo ads, newsletter)

Save

Click the "Save" button.

Once redirected in to the "Manage Campaign" section, you will see you campaign listed and a "1" in the "No of ads" column. Click on the "1" to expand the listing and display the ad you just created.

[Create new campaign](#) | [Manage Affiliate Networks](#) | [Sales Data](#) | [Remote File Editor](#)

Total 1 campaign(s) found. Showing 10 campaign(s) per page

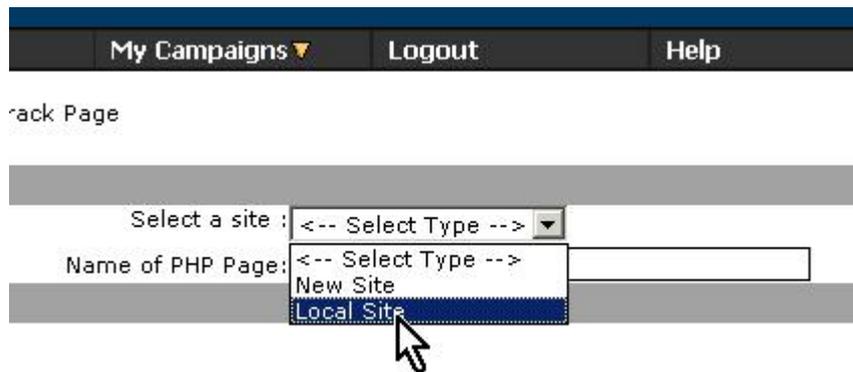
Pages: 1

No of ads
1

On the new row, click on the chain ("Create tracking page" will appear when you leave your mouse over the icon)

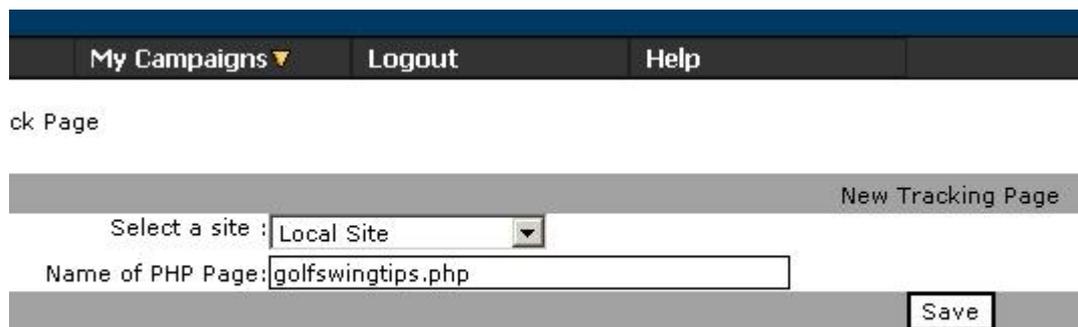
Date
2007-10-07

Select the "Local Site" option in the drop down menu (landing page will be created locally)



The screenshot shows a navigation bar with 'My Campaigns', 'Logout', and 'Help'. Below it, the text 'Track Page' is visible. A form contains two dropdown menus, both labeled '<-- Select Type -->'. The first dropdown is labeled 'Select a site:' and has 'Local Site' selected. The second dropdown is labeled 'Name of PHP Page:' and is empty. A mouse cursor is pointing at the 'Local Site' option in the first dropdown.

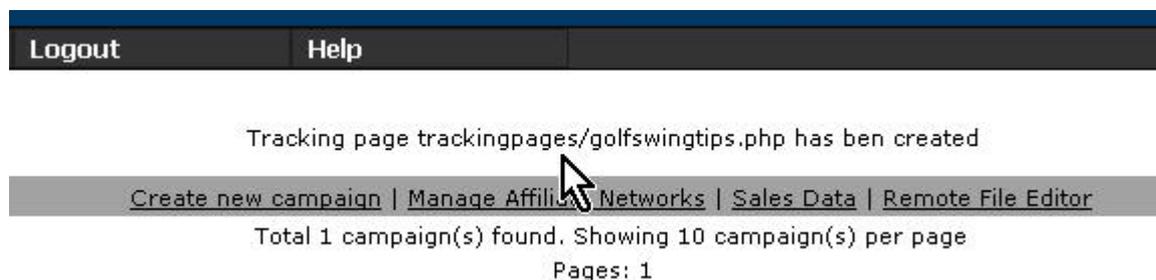
Name your page (do not forget the .php extension). For example : golfswingtips.php



The screenshot shows the same navigation bar. Below it, the text 'Track Page' is visible. A form contains two dropdown menus, both labeled '<-- Select Type -->'. The first dropdown is labeled 'Select a site:' and has 'Local Site' selected. The second dropdown is labeled 'Name of PHP Page:' and has 'golfswingtips.php' entered. A 'Save' button is visible to the right of the form. The text 'New Tracking Page' is visible in the top right corner of the form area.

Click the "Save" button.

This will create your tracking page and save it inside of the "trackingpages" folder.



The screenshot shows a navigation bar with 'Logout' and 'Help'. Below it, a confirmation message reads: 'Tracking page trackingpages/golfswingtips.php has ben created'. A mouse cursor is pointing at the message. Below the message is a navigation bar with links: 'Create new campaign | Manage Affiliates Networks | Sales Data | Remote File Editor'. Below the navigation bar, the text 'Total 1 campaign(s) found. Showing 10 campaign(s) per page' and 'Pages: 1' is visible.

You can now create your Email campaign and direct traffic to your newly created page. An example URL would be:

<http://yourdomain.com/ccp/trackingpages/golfswingtips.php>

In the url above "yourdomain.com" will be the domain you have Covert Conversion Pro installed on. "ccp" would be the folder you named your Covert Conversion Pro installation.

As you see, the only difference in Scenario 2 and Scenario 1 is that in Scenario 2 you would select "Contextual" for the Environment.

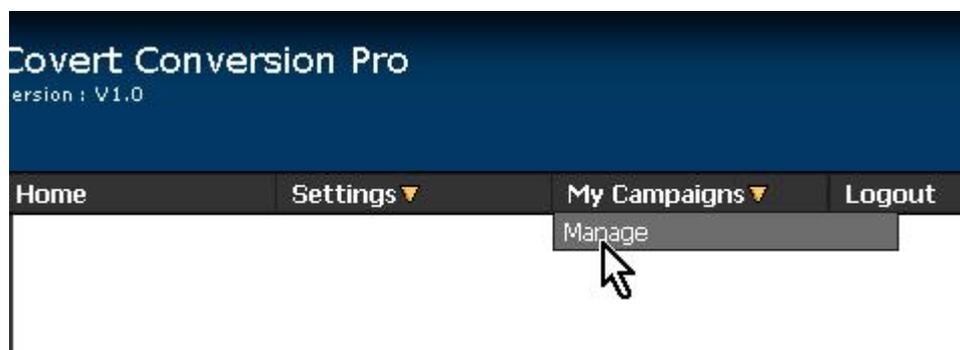
What it does in the background and why Sc.1 is different from Sc.2 : in scenario 1, a tracking ID is created on the fly and stored depending on which keyword your visitor used to get to your site. In scenario 2, a tracking ID is assigned at the moment you create the ad. This tracking ID is assigned to the ad (ie to the email you're about to send).

SCENARIO 3
YOU ALREADY HAVE A LANDING PAGE
PROMOTING AN AFFILIATE PROGRAM AND
GETTING TRAFFIC FROM THE SEARCH ENGINES

What you will be able to do: slightly modify your existing page to add a code that will track your affiliate link

Once the script is installed and you're logged in:

Step By Step: Go to "My Campaigns", then select "Manage".



Next select "Create New Campaign" link from the menu:



Select the **affiliate network in the first drop down menu (say Clickbank)**

Help

New Campaign

Affiliate Network: <-- Select Network -->

Campaign Name: <-- Select Network -->

Ad Name: Commission Junction

Merchant Link: LinkShare

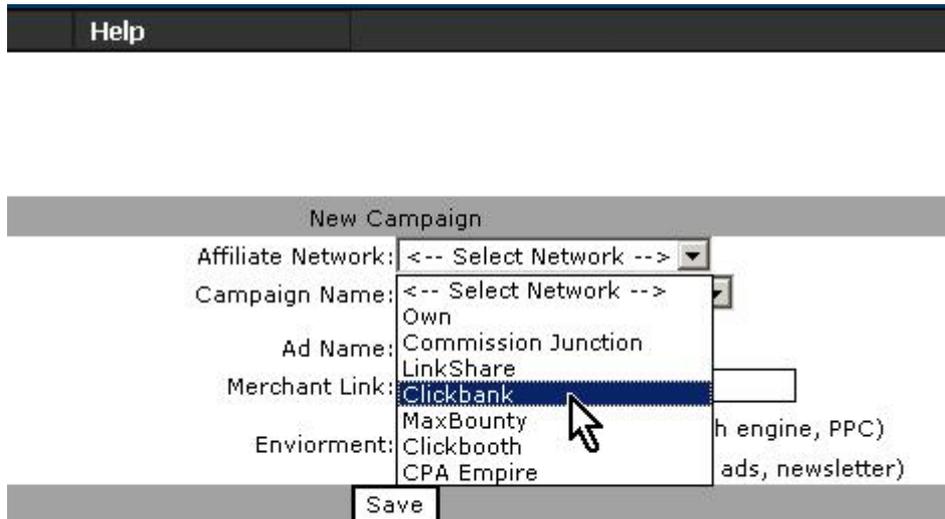
Enviorment: Clickbank

MaxBounty (search engine, PPC)

Clickbooth (solo ads, newsletter)

CPA Empire

Save



Select **"New Campaign"** in the **"<--Select Campaign-->"** drop down menu

Help

New Campaign

Affiliate Network: Clickbank

Campaign Name: <-- Select Campaign -->

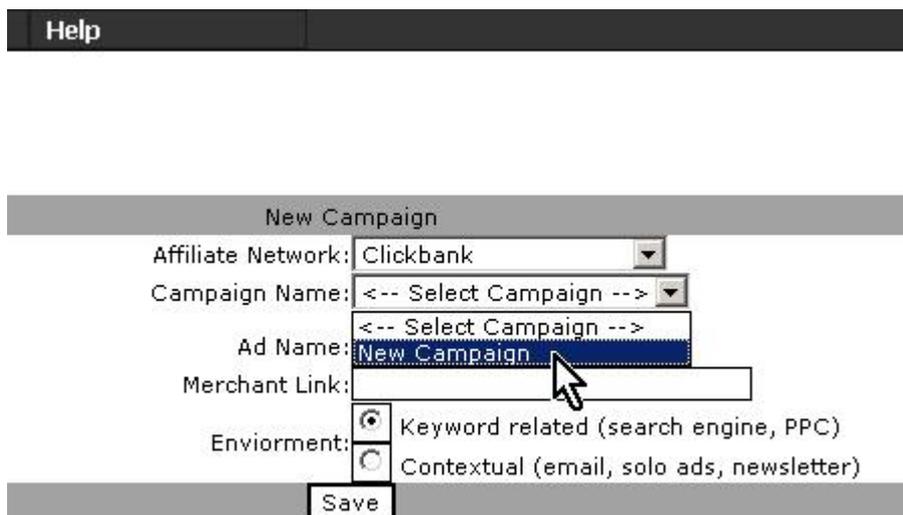
Ad Name: <-- Select Campaign -->

Merchant Link:

Enviorment: Keyword related (search engine, PPC)

Contextual (email, solo ads, newsletter)

Save



Next **insert a name for the campaign (Example: Campaign One)**

New Campaign

Affiliate Network: Clickbank

Campaign Name: New Campaign Campaign One

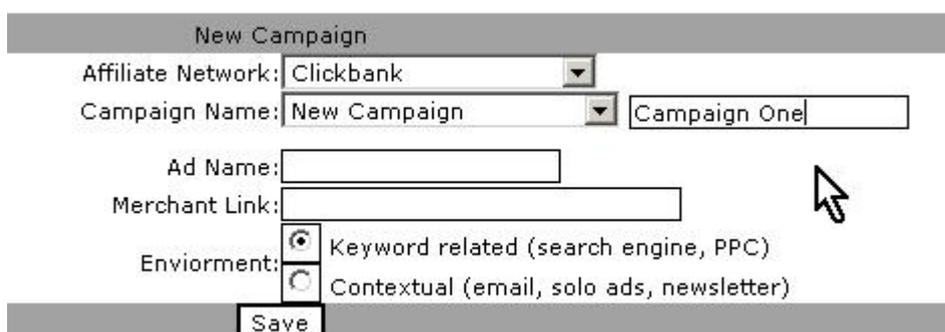
Ad Name:

Merchant Link:

Enviorment: Keyword related (search engine, PPC)

Contextual (email, solo ads, newsletter)

Save



Choose a name for your ad: (Example: Ad One)
Choose a name for your ad: (Example: Ad One)

New Campaign

Affiliate Network: Clickbank

Campaign Name: New Campaign Campaign One

Ad Name: Ad One

Merchant Link:

Environment: Keyword related (search engine, PPC)
 Contextual (email, solo ads, newsletter)

Save

Enter your affiliate link (without any tracking code : just the affiliate link provided by the affiliate network – if CB, it is for example : <http://affiliate.publisher.hop.clickbank.net>)

New Campaign

Affiliate Network: Clickbank

Campaign Name: New Campaign Campaign One

Ad Name: Ad One

Merchant Link: affiliate.publisher.hop.clickbank.net

Environment: Keyword related (search engine, PPC)
 Contextual (email, solo ads, newsletter)

Save

Environment: it should be "Keyword related" by default. Do not change this setting.

Click on the "Save" button.

Once redirected in to the "Manage Campaign" section, you will see you campaign listed and a "1" in the "No of ads" column. Click on the "1" to expand the listing and display the ad you just created.

[Create new campaign](#) | [Manage Affiliate Networks](#) | [Sales Data](#) | [Remote File Editor](#)

Total 1 campaign(s) found. Showing 10 campaign(s) per page
Pages: 1

	No of ads	
	1	

On the new row, click on the violet icon ("Get Code" will appear when you leave your mouse over the icon)



It will open a new window. Copy and paste the code snippet at the top of your landing page.

```
Include Code
<?php
    $href = urlencode($_SERVER["HTTP_REFERER"]);
    $rfip = $_SERVER["REMOTE_ADDR"];
    $url = "http://www.immoneymoneytools.com/ccp/trackid.php?
href=$href&ip=$rfip&id=1";
    if(function_exists("curl_init"))
    {
        $ch = @curl_init();
        @curl_setopt($ch, CURLOPT_URL, $url);
        @curl_setopt($ch, CURLOPT_HEADER, 0);
        @curl_setopt($ch, CURLOPT_RETURNTRANSFER, 1);
        $resp = @curl_exec($ch);

        $curl_resp = curl_errno($ch);
```

The code has to be copied and then paste into the page where you wants it to appear.

Page needs to have a php extension

Change your affiliate link with the one provided below the code snippet form.

```
Page needs to have a php extension
http://affiliate.publisher.hop.clickbank.net/&tid=<?php echo
$tid; ?>
```

Replace this link by your previous merchant link (<http://affiliate.publisher.hop.clickbank.net/>).

Close

Save your page.

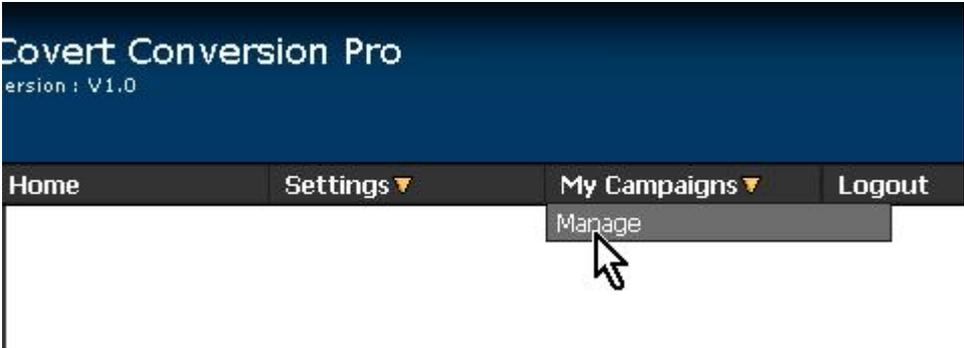
Your page will now tracked.

SCENARIO 4
YOU WANT TO PROMOTE ONE OF YOUR OWN PRODUCTS THROUGH A PPC CAMPAIGN

What you will be able to do: add code to your sales letter and thank you page to track all the keywords generating traffic and driving sales

Once the script is installed and you're logged in:

Step By Step: Go to "My Campaigns", then select "Manage".



Next select "Create New Campaign" link from the menu:



Select the "own" in the first drop down menu ("affiliate network")

New Campaign

Affiliate Network: <-- Select Network -->

Campaign Name: <-- Select Network -->

Ad Name: Commission Junction

Merchant Link: LinkShare

Environment: Clickbank

Environment: MaxBounty

Environment: Clickbooth

Environment: CPA Empire

Save

Select "New Campaign" in the "<--Select Campaign-->" drop down menu

New Campaign

Affiliate Network: Own

Campaign Name: <-- Select Campaign -->

Ad Name: <-- Select Campaign -->

Merchant Link: Campaign One

Merchant Link: New Campaign

Environment: Keyword related (search engine, PPC)

Environment: Contextual (email, solo ads, newsletter)

Save

Next insert a name for the campaign (Example: Campaign One)

New Campaign

Affiliate Network: Clickbank

Campaign Name: New Campaign

Campaign Name: Campaign One

Ad Name:

Merchant Link:

Environment: Keyword related (search engine, PPC)

Environment: Contextual (email, solo ads, newsletter)

Save

Choose a name for your ad: (Example: Ad One)

New Campaign

Affiliate Network: Own

Campaign Name: New Campaign Campaign One

Ad Name: Ad One

Merchant Link: No-link

Environment: Keyword related (search engine, PPC)
 Contextual (email, solo ads, newsletter)

Save

You will see a "No-link" inside the URL field. Don't panic, it's normal, as you will continue to send traffic to your existing sales letter.

New Campaign

Affiliate Network: Own

Campaign Name: New Campaign Campaign One

Ad Name: Ad One

Merchant Link: No-link

Environment: Keyword related (search engine, PPC)
 Contextual (email, solo ads, newsletter)

Save

Environment: it should be "Keyword related" by default. Do not change this setting.

Click on the "Save" button.

Once redirected in to the "Manage Campaign" section, you will see you campaign listed and a "1" in the "No of ads" column. Click on the "1" to expand the listing and display the ad you just created.

[Create new campaign](#) | [Manage Affiliate Networks](#) | [Sales Data](#) | [Remote File Editor](#)

Total 1 campaign(s) found. Showing 10 campaign(s) per page
Pages: 1

	No of ads	
	1	

On the new row, click on the violet icon ("Get Code" will appear when you leave your mouse over the icon)



It will open a new window. This page has 2 parts, 1 for the code you need to paste into your sales letter, one for the code you need to paste in your thank you page.

```

Include Code
<?php
    $href = urlencode($_SERVER["HTTP_REFERER"]);
    $rfip = $_SERVER["REMOTE_ADDR"];
    $url = "http://www.immoneytools.com/ccp/trackid.php?
href=$href&ip=$rfip&id=2";
    if(function_exists("curl_init"))
    {
        $ch = @curl_init();
        @curl_setopt($ch, CURLOPT_URL, $url);
        @curl_setopt($ch, CURLOPT_HEADER, 0);
        @curl_setopt($ch, CURLOPT_RETURNTRANSFER, 1);
        $resp = @curl_exec($ch);

        $curl_resp = curl_errno($ch);
    }

```

The code has to be copied and then paste into the page where you wants it to appear.

Page needs to have a php extension

```

<?php
    //////////////////////////////////////
    $amount = "AMOUNT"; // AMOUNT can be replaced with actual amount
of product
    $items = "ITEMS"; // ITEMS can be replaced with no of items
    //////////////////////////////////////
    $track_id = $_COOKIE["track_id"];
    $url = "http://www.immoneytools.com/ccp/trackid.php?
mytid=$track_id&items=$items&amount=$amount";
    if(function_exists("curl_init"))
    {
        $ch = @curl_init();
        @curl_setopt($ch, CURLOPT_URL, $url);
        @curl_setopt($ch, CURLOPT_HEADER, 0);
        @curl_setopt($ch, CURLOPT_RETURNTRANSFER, 1);
    }

```

Put this code on the thanks page or your return page.

Copy and paste the code snippets at the top of the respective pages

Your page will now tracked.

IMPORTANT: The thank you page and the sales letter MUST be on the same domain. If you sell a product at domainA.com/index.php then your thank you page MUST be at domainA.com too.

IMPORTANT BIS: If you use a centralized system to manage your sales, such as JVManager 1 or Fantasos, here is the trick to track your sales even if the thank you page is not on the same domain than the sales letter.

In this case, the following needs to be done:

- Sales letter is located on domain A
- User is redirected to server B after purchase is completed. This page on server B will be a redirect to Server A.

```
<meta http-equiv="refresh"
content="0;url=http://www.domainA.com/ty.php">
```

- The page on Server A (ty.php) will have a the tracking code (you got when you clicked on the "Get code" icon related to the thank you page) AND a redirect to your "official" download page on server B (where customers effectively download your product)

Code for domainA/ty.php:

Php code tracking the sale (thank you page code)

```
<meta http-equiv="refresh"
content="0;url=http://domainB/final-thankyoupage.php">
```

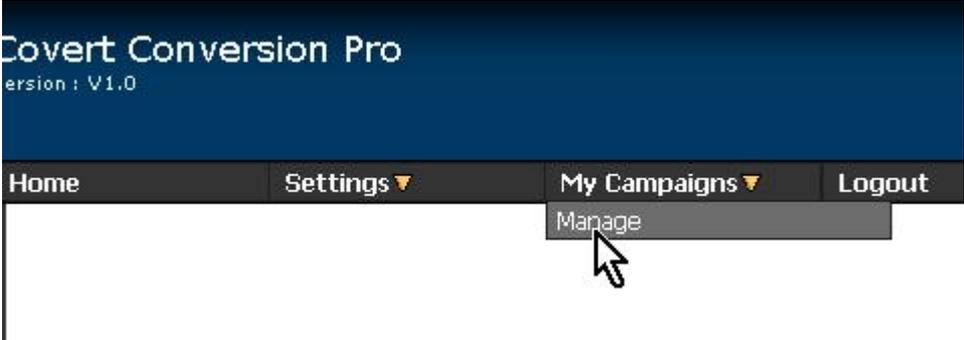
the last part redirects effectively to the final thank you page on server B

SCENARIO 5
YOU WANT TO PROMOTE ONE OF YOUR OWN PRODUCTS THROUGH AN EMAIL CAMPAIGN

What you will be able to do: add code to your sales letter and thank you page to track all the keywords generating traffic and driving sales

Once the script is installed and you're logged in:

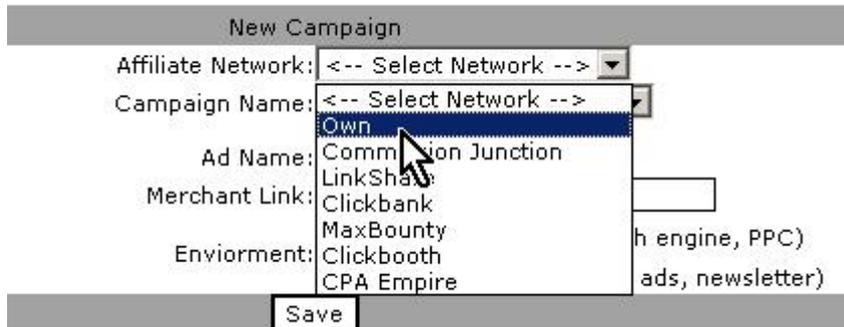
Step By Step: Go to "My Campaigns", then select "Manage".



Next select "Create New Campaign" link from the menu:



Select the "own" in the first drop down menu ("affiliate network")



New Campaign

Affiliate Network: <-- Select Network -->

Campaign Name: <-- Select Network -->

Ad Name: Commission Junction

Merchant Link: LinkShare

Environment: Clickbank

Environment: MaxBounty

Environment: Clickbooth

Environment: CPA Empire

Environment: (search engine, PPC)

Environment: (ads, newsletter)

Save

Select "New Campaign" in the "<--Select Campaign-->" drop down menu



New Campaign

Affiliate Network: Own

Campaign Name: <-- Select Campaign -->

Ad Name: <-- Select Campaign -->

Merchant Link: Campaign One

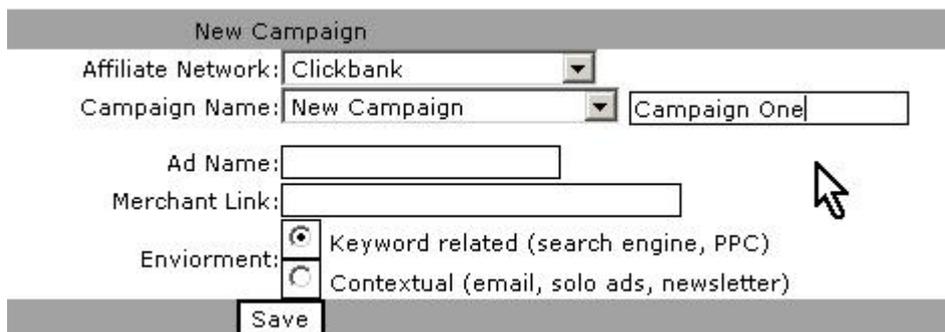
Environment: New Campaign

Environment: Keyword related (search engine, PPC)

Environment: Contextual (email, solo ads, newsletter)

Save

Next insert a name for the campaign (Example: Campaign One)



New Campaign

Affiliate Network: Clickbank

Campaign Name: New Campaign

Ad Name: Campaign One

Merchant Link:

Environment: Keyword related (search engine, PPC)

Environment: Contextual (email, solo ads, newsletter)

Save

Choose a name for your ad: (Example: Ad One)

New Campaign

Affiliate Network:

Campaign Name:

Ad Name:

Merchant Link:

Environment: Keyword related (search engine, PPC)
 Contextual (email, solo ads, newsletter)

You will see a "No-link" inside the URL field. Don't panic, it's normal, as you will continue to send traffic to your existing sales letter.

Environment: select "Contextual"

Edit Campaign

Affiliate Network:

Campaign Name:

Ad Name:

Merchant Link:

Environment: Keyword related (search engine, PPC)
 Contextual (email, solo ads, newsletter)

Click the "Save" button.

Once redirected in to the "Manage Campaign" section, you will see you campaign listed and a "1" in the "No of ads" column. Click on the "1" to expand the listing and display the ad you just created.

[Create new campaign](#) | [Manage Affiliate Networks](#) | [Sales Data](#) | [Remote File Editor](#)

Total 1 campaign(s) found. Showing 10 campaign(s) per page
 Pages: 1

	<u>No of ads</u>	
	1	

On the new row, click on the chain ("Create tracking page" will appear when you leave your mouse over the icon)



It will open a new window. This page has 2 parts, 1 for the code you need to paste into your sales letter, one for the code you need to paste in your thank you page.

```

Include Code
<?php
    $href = urlencode($_SERVER["HTTP_REFERER"]);
    $rfip = $_SERVER["REMOTE_ADDR"];
    $url = "http://www.immoneyttools.com/ccp/trackid.php?
href=$href&ip=$rfip&id=2&tid=";
    if(function_exists("curl_init"))
    {
        $ch = @curl_init();
        @curl_setopt($ch, CURLOPT_URL, $url);
        @curl_setopt($ch, CURLOPT_HEADER, 0);
        @curl_setopt($ch, CURLOPT_RETURNTRANSFER, 1);
        $resp = @curl_exec($ch);

        $curl_resp = curl_errno($ch);

```

The code has to be copied and then paste into the page where you wants it to appear.

Page needs to have a php extension

```

<?php
    //////////////////////////////////////
    $amount = "AMOUNT"; // AMOUNT can be replaced with actual amount
of product
    $items = "ITEMS"; // ITEMS can be replaced with no of items
    //////////////////////////////////////
    $track_id = $_COOKIE["track_id"];
    $url = "http://www.immoneyttools.com/ccp/trackid.php?
mytid=$track_id&items=$items&amount=$amount";
    if(function_exists("curl_init"))
    {
        $ch = @curl_init();
        @curl_setopt($ch, CURLOPT_URL, $url);
        @curl_setopt($ch, CURLOPT_HEADER, 0);
        @curl_setopt($ch, CURLOPT_RETURNTRANSFER, 1);

```

Put this code on the thanks page or your return page

Copy and paste the code snippets at the top of the respective pages

Your page will now tracked.

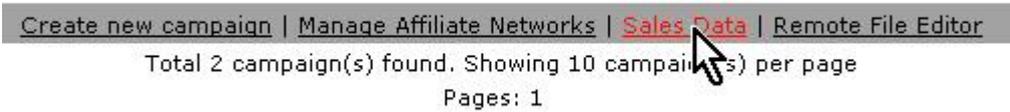
**CHECKING YOUR SALES STATISTICS
THIS IS THE LAST PART
OF THE TRACKING PROCESS**

You Have 2 Options Here:

OPTION ONE:

1) You're tracking sales from an affiliate program

⇒ Go to the "Sales Data" link

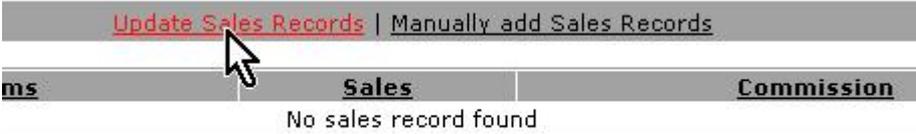


Then you can choose to select "Update Sales Records", or "Manually add Sales Records". If you choose to manually add the sales record you just need to fill in all the information requested for on this page:

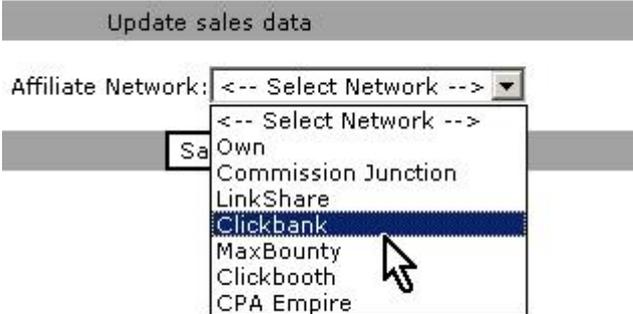


Then click on the "Save" button. You can then add more records by using the "Add another record" button.

If you have a lot of data to enter it would be wiser to use the "Update Sales Records" link however:



Select the network : say clickbank



Select the file to upload using the "Browse" button and click "save"

Update sales data

Affiliate Network:

Upload CSV:

In all the below situations, your csv file should have either a ".txt" or a ".csv" extension

Note: For ClickBank your CSV file MUST follow this order and labelling of the colum: (without the brackets)

[Date('YYYY-MM-DD'), Time(hh:mm), Receipt, TID, Pmt, Txn Type, Item, Amount, Publisher, Affiliate, CC, St., Last Name, First Name, Email]

For most other Affiliate Networks (and those you create manually) your CSV file MUST follow this defulat format and order:

["TrackingID", "Order", "Sales", "Quantity", "Commissions", "Date('YYYY-MM-DD')", "Time(hh:mm:ss)"]

Extra Note: For Commission Junction and LinkShare Networks you also have an extra option if you are a more advanced marketer and have access. When you select "Sales Records", then "Commission Junction" or "LinkShare" from the drop down menu you are presented with the option to "Update Automatically".

Update sales data

Affiliate Network:

Update Automatically Upload Sales Data

Transaction date:

Developer Key: [Modify Developer Key](#)

You must have a "Developer Key" from CJ or "username and password" from LinkShare to use the "Update Automatically" feature however.

Update sales data

Affiliate Network:

Update Automatically Upload Sales Data

User ID:

Password:

Affiliate ID:

Begin date:

End date:

Network:

Otherwise you must select "Upload Sales Date" in which you will be given the opportunity to use the "Browse" button and select the csv file from your computer.

Update sales data

Affiliate Network:

Update Automatically Upload Sales Data

Upload CSV:

For Commission Junction:

Your CSV file should follow this order

["sId", "originalActionId", "saleAmount", "items", "commissionAmount", "eventDate", "time(hh:mm:ss)"]

For LinkShare:

Your CSV file should follow this order

["Member", "Order", "Sales", "Quantity", "Commissions",
"Date('YYYY-MM-DD')", "Time(hh:mm:ss)"]

All the above instructions are reminded when you open the import page within CCP script.

Once you have imported the updated Sales Records then just Return to the **"Manage campaign" section**, and select an ad you want to get the report for. Click on the last icon saying "Get campaign report" (looks like small calendar icon)



It will display a report with traffic and sales such as the one below: (yellow highlight shows actual sale and the keyword phrase which converted to the sale)

ID	Keyword	Search Engine	# of clicks	# of sales	# of items sold	Sales amount
577	UnknownKW	ms/	1	0	0	0
544	UnknownKW	bad-neighb	1	0	0	0
397	online counter	Google	1	0	0	0
319	UnknownKW	asaha	2	0	0	0
312	UnknownKW	qjnp	3	0	0	0
272	UnknownKW	blogger	3	0	0	0
253	the physics of a golf swing	Yahoo	1	1	1	99.7%
252	UnknownKW	golfswingv	1	0	0	0
250	UnknownKW	golfswingv	1	0	0	0
249	golf swing tee	Yahoo	1	0	0	0
245	UnknownKW	golfswingv	1	0	0	0
240	how to swing a golf club for beginners	Yahoo	1	0	0	0
239	free golf swing instruction	Yahoo	1	0	0	0
238	UnknownKW	golfswingv	1	0	0	0
237	UnknownKW	golfswingv	1	0	0	0
225	UnknownKW	informatio	1	0	0	0
221	steps golf swing	Yahoo	1	0	0	0
220	UnknownKW	golfswingv	1	0	0	0
218	Gravity Golf swing good or bad?	Yahoo	1	0	0	0
216	UnknownKW	com/result	1	0	0	0

OPTION TWO:

2) You're tracking sales from your own product.

From the **"Manage campaign" section**, select an ad you want to get the report for:

	No of ads	
	<u>3</u>	
	<u>1</u>	
	<u>2</u>	
	<u>1</u>	
	<u>2</u>	
	<u>2</u>	

Click on the last icon saying "Get campaign report":

It will display a report with traffic and sales: (yellow highlight shows actual sale made)

database_Campaign >> Ad Report (ASP 11)

Total 564 record(s) found. Showing 20 record(s) per page
 Pages: 1 2 3 4 5 6 7 8 9 10 Next

ID	Keyword	Search Engine	# of clicks	# of sales	# of items sold	Sales amount
725	stealthy proxy	Google	1	0	0	0
724	UnknownKW	steveprong	1	0	0	0
723	UnknownKW	com/aspro/	1	1	1	67.00
722	UnknownKW	topinterne	1	0	0	0
721	UnknownKW	payperdic	1	0	0	0
720	UnknownKW	businesszo	1	0	0	0
719	UnknownKW	businesszo	1	0	0	0
718	UnknownKW	innewsatc	1	0	0	0
717	UnknownKW	floristne	1	0	0	0
716	UnknownKW	tipsfromex	1	0	0	0
715	UnknownKW	com/asp/ad	1	0	0	0
714	UnknownKW	yourbizinf	1	0	0	0
713	UnknownKW	innewsatc	1	0	0	0
712	UnknownKW	tipsfromex	1	0	0	0
711	UnknownKW	how-to-gui	1	0	0	0
710	UnknownKW	trafficswa	1	0	0	0
709	google cash detective crack	Google	1	0	0	0
708	UnknownKW	trafficswa	1	0	0	0
707	UnknownKW	duhcanwier	1	0	0	0
706	ad spy pro or adwords analyzer?	Google	1	0	0	0

NOTES ON REPORTS: If you don't see any sale in your affiliate campaign report, this means that either no sale has been made, or that your CSV file is not properly formatted (although the script will tell you how many records have been imported)

If you import duplicated data (if for example, you upload your Clickbank data 2 days in a row", only new data will be imported.

That's it. Enjoy your script!

Reminder: this script is for your private use.

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