Conversiontracking (Clientsided)

- Implementation
  - Overview

Implementation

Overview

This tracking code is responsible for **capturing the conversion / order** and must be output on the **order confirmation page**.

JavaScript Code

```
<script>
(function() {

    var campaign_id = 'CAMPAIGN_ID';
    var trigger_id = 'TRIGGER_ID';
    var token = 'ORDERTOKEN';
    var turnover = 'TURNOVER';
    var descr = 'DESCRIPTION';
    var currency = 'EUR';
    var storageKey = 'emid';
    var trackingDomain = 'SUB-DOMAIN';

    /* Please insert the EMID here that was previously passed to the landing page via the GET parameter */
    /* If it is not possible to store the EMID, please leave this line as it is */
    var emid = null;

    var attribution = '1';

    var trackingUrl = 'https://'+trackingDomain+'/trck/etrack/?campaign_id='+campaign_id+'&trigger_id='+trigger_id+'&token='+token+'&descr='+descr+'&currency='+currency+'&turnover='+turnover+'&attribution='+attribution+'&t=js';

    emid = emid || window.localStorage[storageKey];

    if(emid) {
```

```
        trackingUrl += '&emid='+emid;
    }

    var req = new XMLHttpRequest;
    req.withCredentials = true;
    req.open("GET", trackingUrl);
    req.send();
    req.onreadystatechange = function () {
        (req.readyState === 4) ? eval(req.response) : null
    };

})();
</script>
```

Important Note Regarding the `emid`

- The **customer is responsible** for storing the `emid` (e.g., via `localStorage` or another mechanism).
- The `emid` is passed to the landing page as a **GET parameter** (e.g., `?emid=12345`).
- The tracking code accesses the stored `emid` and uses it on the order confirmation page.
- If the `emid` **was not saved**, it cannot be used in tracking → the transaction will not be captured correctly.

Variable Description

The variables are initialized at the beginning of the code.
The placeholder values must be replaced with the corresponding values.

Variable	Description
`CAMPAIGN_ID`	Campaign ID
`TRIGGER_ID`	Trigger ID
`TOKEN`	Order number / Order ID
`TURNOVER`	Net order value. This may determine the commission for the publisher.
`DESCR`	Description of the order

Variable	Description
`CURRENCY`	Current currency (Default: Affiliate program setting). Example: CHF for Swiss shops that settle in €
`STORAGEKEY`	Key in `localStorage` where the `emid` is saved
`TRACKINGDOMAIN`	Domain of the partner platform
`ATTRIBUTION`	Attribution in decimal format using a dot as a separator (e.g., `0.50` for 50%)
`EMID`	Value of the `emid` parameter passed to the landing page via the click link