

## Traffic Provider User Guide

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## Our Creative (Landing Page / Funnel).

You may use our Landing page, and configure your 3<sup>rd</sup> party tracking parameters.

The typical tracking link looks like this:

<http://www.landingpage.com/?aid=WqGSHDKbvk&ci=472&ai=2190003>

*You can automatically update your partners' or your own tracking system for any signups (Lead) or acquisitions (also known as FTD), even if hosted by TrackBox' landing pages or other creative.*

*In order to do that, provide your partner your system's unique transaction identifier (sometimes called click\_id) which will be linked within one of TrackBox' tracking parameters.*

## Tracking Parameters

*TrackBox landing pages usually come with Registration Form embedded inside the landing page.*

*As you can see, there are a few query string (GET) parameters, and here's their full specifications:*

Parameter Name	Common Use	Example	Mandatory
Campaign ID	Trackbox Campaign ID	ci=472	Yes
Traffic Provider ID	Trackbox Traffic Provider ID	ai=2190003	Yes
Sub Campaign	Publisher ID, click id	sub=click123	No
Source	Traffic Source, Ad network	so=taboola	No
Creative	Ad placement, landing page	creative=LP_1	No
Sub Affiliate 1	Free Param 1	MPC_1=1	No
Sub Affiliate 2	Free Param 2	MPC_2=2	No
Sub Affiliate 3	Free Param 3	MPC_3=3	No
Sub Affiliate 4	Free Param 4	MPC_4=4	No

TABLE A: Trackbox tracking parameters

Example of fully used tracking parameters:

[http://www.landingpage.com/?aid=WqGSHDKbvk&ci=472&ai=2190003&sub=Sub Campaign&so=Traffic\\_Source&creative=Placement&MPC\\_1=free\\_param1&MPC\\_2=free\\_param2&MPC\\_3=free\\_param3&MPC\\_4=free\\_param4](http://www.landingpage.com/?aid=WqGSHDKbvk&ci=472&ai=2190003&sub=Sub Campaign&so=Traffic_Source&creative=Placement&MPC_1=free_param1&MPC_2=free_param2&MPC_3=free_param3&MPC_4=free_param4)

Once a user visits the landing page, an impression will be fired (and sometimes click, depends on the funnel flow), and a unique trackbox transaction ID will be generated. This transaction ID is unique per user, and will be with him for 24 Hours.

While the user continues the flow, and makes a registration, his details will be saved over the target brand or white label of the campaign, and will be logged in (Usually he'll be redirected to a deposit page or other acquisition action).

Eventually, Trackbox will know to associate the user' impression/click transaction ID with his ending event (Lead or Acquisition/Deposit) and a flag will rise respectively.

## Your Creative (Landing Page / Funnel).

You may use your creative!

To do so, you would be required to implement the TrackBot (a Javascript) snippet on your creative pages.

This Snippet will communicate with TrackBox systems; tracking the funnel and events on your creative pages.

**Kindly note, this is only supported if your creative page supports JQuery.**

*TrackBot Example:*

```
<script>gvars={'gi': 1, 'ci': 656, 'wl': 17, 'rd': 4, 'ap': 0, 'ae': 0, 'lg': 'en', 'ai':2190291};</script>  
<script src='https://cdn.trackbox.guru/trackbot.js?v=4.64'></script>  
<div id='gaff'></div>
```

The '*gvars*' parameters must much your group id (gi), campaign id (ci) and affiliation id (ai).

## API's

You may use TrackBox's API to either **push your leads** and to **pull your convention**!

### 1. Pushing your leads!

You may push your leads using API. Use **POST** method with the following

setup: Request URL: <https://platform.trackbox.guru/api/signup/procform>

\* *platform- your Partner's trackbox URL.*

#### Headers:

```
x-trackbox-username: <Your TrackBox Username>
x-trackbox-password: < Your TrackBox Password>
x-api-key: 2643889w34df345676ssdas323tgc738
Content-Type: application/json
```

#### Body:

```
{
  "ai":"2190291",
  "ci":"660",
  "gi":"896",
  "userip":"70.39.249.51",
  "firstname":"test",
  "lastname":"trackboxtest",
  "email":"tesstt@gmail.com",
  "password":"2iHK9Pvw6aF",
  "phone":"0704567893",
  "prefix":"44"
}
```

#### IMPORTANT NOTES:

1. The **ai**, **ci**, **gi** should be received from your partner.
2. The phone must be LEGIT (feel free to use fakenamgenerator for testing).
3. The email must be new (you will be rejected if you would try to push the same email twice).
4. Your TrackBox Credentials should be provided by your Partner.

## Parameter List:

Name	Key	Description	Data Type	Example	Mandatory
Customer IP	userip	Customer IP Address	string	"userip": "5.62.43.10"	YES
First Name	lastname	First Name	string	"firstname": "demmmoo"	YES
Last Name	firstname	Last Name	string	"lastname": "demmmoo"	YES
Email	email	Email Address	string	"email": "demo@demo"	YES
Password	password	Password	string	"password": "123123"	YES
Username	username	(if not set – email will take its place)	string	"username": "demo@demo"	NO
Sub Campaign	sub	Partner Unique Identifier for later use (i.e conversion postback)	string	"sub": "UNIQUEID"	NO
Prefix	prefix	Country Phone Prefix	string	"prefix": "44",	YES
FallBack	fallback	In case of registration failure: should we try to register to another brand?	boolean	"fallback": false	NO
Phone	phone	Customer Phone	string	"phone": "4407909075462"	YES

\*Additionally, you may use any of our [Tracking Parameters \(page 2\)](#).

## Response example

A **successful** response contain the auto-login URL and should look like:

```
{
  "status": "true",
  "data": "https://www.brand.com/signin.php?email= tesstt@gmail.com&password=2iHK9Pvw6aF"
}
```

## 2. Pull Conversion

TrackBox allows you to pull Leads or Acquisitions tracking information from our API!

Request URL: <https://Platform.trackbox.guru/api/pull/customers>

\* **platform**- your Partner's trackbox URL.

### Headers:

x-trackbox-username: <Your TrackBox Username>

x-trackbox-password: < Your TrackBox Password>

x-api-key: 264388973aaa9b2f9eb2aa84a9c7382e

Content-Type: application/json

### Body:

```
{  
  "from": "2018-01-01 00:00:00",  
  "to": "2018-01-31 00:00:00",  
  "type": "3"  
}
```

### IMPORTANT NOTES:

1. Choose a start (from) and end date (to).
2. Choose what would you like to pull: (Leads/Leads & Acquisitions)  
Type: **3** - Both Leads & Acquisition (FTDs)  
Type: **2** - Only Leads
3. Not that the API-key is different from pull and push.

### Parameters List

Name	Key	Description
Transaction ID	uniqueId	Trackbox Unique Identifier
Campaign ID	ci	Trackbox Campaign ID
Date	date	Impression Date
Epoc Date	Epoc	Unix Timestamp of impression date
Country	country	2 Letters country code
Customer ID	customerId	White lable customer ID (available only within leads)

Note: you have to use [123456] in customerId.

Example: "customerId":["1021037","1021036","1021033"]

## Response example

```
{
  "status": true,
  "message": "Data Pulled Successfully",
  "data": [
    {
      "customerData": {
        "id": "XX",
        "uniqueid": "83e28972fg3ab9b99770d765e5df37e3",
        "customer_id": "ACC10082393",
        "ai": "2190289",
        "ci": "658",
        "email": "jessica.hamilton@example.com",
        "firstname": "asdasdasdtestj",
        "lastname": "testhamilton",
        "gender": "0",
        "phone": "07012345678",
        "prefix": "44",
        "countrcode": "GB",
        "ip": "185.51.228.253",
        "brand_status": "1",
        "depositor": "0",
        "send_meail": "0",
        "call_status": null,
        "net_deposit": "0",
        "regtime": "1515416336",
        "first_depositDate": null,
        "created": "2018-01-08 12:58:56",
        "updated": "2018-01-08 12:58:56",
        "brand_response": null
      },
      "tracking": [],
      "brandResponse": {
        "status": "successful",
        "data": {
          "accountName": null,
          "accountPassword": null,
          "balance": 0,
          "brokerId": null,
          "brokerName": null,
          "brokerUrl": null,
          "customerId": "ACC10082393",
          "currency": "EUR",
```

```
        "country": null,  
        "countryCode": null,  
        "email": "jessica.hamilton@example.com",  
        "firstDepositDate": null,  
        "firstName": "xxx",  
        "lastName": "xxx",  
        "token": null,  
        "uniqueid": null  
    }  
},
```

### Security Note:

Please make sure to implement your interaction with our API – **ONLY ON BACK-END SIDE – NEVER CLIENT.**

### Response Validation & Exceptions:

If something will go bad along the way, you can always check the response status parameter.

### Customer Auto Login Redirection: Maximize Conversion - Deposit Page

Once your customer was inserted successfully into the brand, you'll receive in response, an Auto-Login URL, in order to redirect the Customer directly to the brand. This will allow you to maximize the conversion rate (Mostly he'll be redirect directly into Deposit page).

What's left for you to do is to parse the URL out of the JSON and make the HTTP redirection.



## Pixel – Conversion Post Backs

Using Pixel will allow you to use our landing pages or other creative and still automatically update your own tracking system for any signups (lead) or acquisitions (FTD).

First setup the URL using the method above (“**Our Creative**”) using the tracking parameters.

Then in order to complete the post back URL setup, provide your partner with:

- **HTTP Method:** ( GET or POST)
- **Post Back Events you wish to track:** ( Lead, Acquisition or Both)
- **Parameters Mapping** (click\_id, etc.) - you may choose between 1 to 4 parameters, per each provide the parameter NAME.
  - o subcampaign (sub):
  - o source (so):
  - o mpc1 (MPC\_1):
  - o mpc2 (MPC\_2):
- **Your Lead URLs** (post back):
- **Your Acquisition URL** (post back):

### For example:

Saving the value “clickid” under MPC\_1 will result with the following:

The Landing Page URL should include the parameter “MPC\_1” which will hold the value of clickid.

[http://www.landingpage.com/?aid=WqGSHDKbvk&ci=472&ai=2190003&gi=643&MPC\\_1={clickid}](http://www.landingpage.com/?aid=WqGSHDKbvk&ci=472&ai=2190003&gi=643&MPC_1={clickid})

The post-back URL (Lead / Acquisition) will be resulted with:

[https://www.postback.com/?clickid={MPC\\_1}](https://www.postback.com/?clickid={MPC_1})

## Param FO :

New url parameter called fo if it is equal to true (fo=true), then we will ignore the real geo location of the user and instead take what the user chooses in the form

## Support

If you have any further question or if you require any assistance – We're here to help you:

Skype: [Support@citrin-tech.com](mailto:Support@citrin-tech.com)

Email: [TrackBox@citrin-tech.com](mailto:TrackBox@citrin-tech.com)