Server 2 Server Tracking

If the advertiser is not able to integrate a pixel in the "Thank you" page, tracking can be done by implementing a Server2Server tracking. With this, the advertisers server sends the necessary information directly to the AdSpirit adserver which then saves the action.

Requirements

The advertisers server must have the ability to save data which is passed by AdSpirit with every click on a creative. Also the server must send a HTTP request to AdSpirit whenever a conversion is done. With this HTTP request the server must send the saved data back to AdSpirit.
In order to use a tracking switcher as a Server2Server endpoint, all sub-trackings (e.g. AdSpirits own tracking pixels as well as publisher-pixels) must also be Server2Server trackings.

Implementation of Server2Server Action Tracking

1. Create an action pixel as usual.
2. Create a campaign as usual.
3. Create the creatives as usual and integrate the placeholder %trkinfo% in the click URL. (The advertisers server need to save the data passed via this placeholder)
4. Extract the URL from the action pixels and add the parameters &force=1&trkinfo=XXX to the end of the URL
5. Send the new URL to the advertiser. This URL needs to be called by the advertiser with each conversion. When calling the URL the advertiser needs to replace the value XXX within the URL with the data which was passed by AdSpirit with the click before (see step 3).

Example
Advertisers URL before: http://www.meinshop.de
Advertisers URL changed: http://www.meinshop.de?tracking=%trkinfo%

Action pixel URL before: http://xyz.adspirit.net/adtrack.php?id=406
Action pixel URL changed: http://xyz.adspirit.net/adtrack.php?id=406&force=1&trkinfo=XXX

1. User clicks on creative
2. AdSpirit replaces %trkinfo% in the advertisers URL by tracking information
3. User is redirected to http://www.meinshop.de?tracking=123_345_678_9_111011101
4. The server at meinshop.de saves "123_345_678_9_111011101" and associates it with this user
5. User converts (e.g. finishes the order)
6. The server of meinshop.de sends tracking information of this user via HTTP GET to AdSpirit: http://xyz.adspirit.net/adtrack.php?id=406&force=1&trkinfo=123_345_678_9_111011101
7. AdSpirit determinates the necessary tracking information from 123_345_678_9_111011101 and saves the action.

Implementation of Server2Server tracking switchers

1. Perform step 1 to 4 from the procedure described above.
2. Create a tracking switcher
3. Insert the URL from your action into the tracking switcher (Item type = Server2Server). Within this URL, replace XXX with %trkinfo%
4. Add publisher URLs to the tracking switcher. Place the macro %extsubid% within the URL if the publishers server needs to get tracking information.
5. Get the Server2Server URL of the tracking switcher and add &trkinfo=YYY to its end
6. Send the new URL to the advertiser. This URL needs to be called by the advertiser with each conversion. When calling the URL the advertiser needs to replace the value YYY within the URL with the data which was passed by AdSpirit with the click before (see step 3 from the above procedure).

Example

Advertisers URL before: http://www.meinshop.de
Advertisers URL changed: http://www.meinshop.de?tracking=%trkinfo%

Action pixel URL before: http://xyz.adspirit.net/adtrack.php?id=406
Action pixel URL changed: http://xyz.adspirit.net/adtrack.php?id=406&force=1&trkinfo=%trkinfo%

Tracking switcher URL before: http://xyz.adspirit.net/admultitrack.php?id=4&output=3
Tracking switcher URL changed: http://xyz.adspirit.net/admultitrack.php?id=4&output=3&trkinfo=YYY

1. User clicks on creative
2. AdSpirit replaces %trkinfo% in the advertisers URL by tracking information
3. User is redirected to http://www.meinshop.de?tracking=123_345_678_9_111011101
4. The server at meinshop.de saves "123_345_678_9_111011101" and associates it with this user
5. User converts (e.g. finishes the order)
6. The server of meinshop.de sends tracking information of this user via HTTP GET to AdSpirit: http://xyz.adspirit.net/admultitrack.php?id=4&output=3&trkinfo=123_345_678_9_111011101
7. The tracking switcher determines the necessary information and sends HTTP GET requests to the Server2Server URLs (including http://xyz.adspirit.net/adtrack.php?id=406&force=1&trkinfo=123_345_678_9_111011101)
8. The AdSpirit action pixel determinates the necessary tracking information from 123_345_678_9_111011101 and saves the action.

External Sub IDs

If tracking information need to be sent to a publisher via the tracking switch, this can be done by using the macro %extsubid%. Therefore the publisher needs to sent its tracking data via the parameter &extsubid=DATA to AdSpirit (with each click or adframe/adscript-call). AdSpirit will store this data and pass it to the advertiser with its own tracking data. When the tracking switcher is called by the advertisers server, the tracking switcher will get the data from &trkinfo= (see step 6+7 above). It will separate the publishers data from AdSpirits own data and replace the macro %extsubid% within the publishers Server2Server URL with this data.