

At this point in your affiliate marketing career, you've likely already tracked several conversions, perhaps even for multiple campaigns and offers. You might be looking to expand your revenue-generating possibilities with multi-offer funnels, and are wondering you would track this in ThriveTracker. Or perhaps this is the first time you've heard of upsell tracking and want to learn more. Well, today, we're going to go over multi-step upsell funnels, how to track them with the two methods that ThriveTracker provides, as well as example cases of when to use which method.

Method 1: One-click Upsells:

Perhaps you want to create and track a funnel that has a submission form, followed by an actual offer, and you wish to track the submission as a conversion, and then attribute any revenue generated by the offer to the existing submission conversion. You would accomplish this with Method 1: One-click Upsells, which is the simpler of the two upsell tracking methods. We have a detailed blog article on the subject, which can be found here:

<http://thrivetracker.com/blog/how-to-track-multi-step-up-sell-funnels-one-click-upsells/>

As a quick summary, you will be implementing one post-back/pixel for the initial conversion, and a 2nd post-back for the additional revenue. The primary difference between the two post-backs/pixels is that for the one-click upsell, you would fill in the **tid=** parameter with any unique number, and the **amount=** parameter with your desired upsell revenue amount. When the upsell post-back fires with an existing sub ID, ThriveTracker will then check the tid value. If it's a unique number, then the revenue amount will be added to the existing sub ID in your ThriveTracker database.

Method 2: Multi-Offer Attributions

If you have multiple, separate offers in a single funnel, and a single visitor can convert on more than one of these offers, you would use Method 2: Multi-Offer Attributions. With this upsell method, each upsell offer conversion will be logged as a separate conversion, and the conversion itself is attributed to its corresponding offer, rather than only to a single offer. We have detailed instructions on how you can set up your funnel to track this:

<http://thrivetracker.com/blog/how-to-track-multi-step-up-sell-funnels-offer-attributions/>

As a quick overview, you will implement a post-back/pixel for the initial conversion, and one post-back/pixel for each upsell offer. The main differences between this method and Method 1 is that for this method, you will need to add each upsell offer to your campaign

rotation, and set their rotation weights to 0 if you do not want to rotate them via the out.php link. Additionally, on the post-back/pixel, you'll need to fill in both the **tid=** parameter with any unique number, as well as the **offerid=** parameter with the correct corresponding 4 digit ThriveTracker offer ID.

When one of the upsell post-backs fire with a unique offer ID and tid, ThriveTracker will generate a new converted sub ID, copy all of the information from the original click, and attribute the conversion to the corresponding offer ID.

If you'd like further details on the topic, we also provide a support center article that contains links to different methods of upsell tracking that ThriveTracker provides: <https://support.thrivetracker.com/hc/en-us/articles/211595727-How-do-I-track-my-complex-multi-offer-upsell-funnel->

You can also submit a support ticket if you have any questions or difficulties with setting up your post-backs/pixels.

