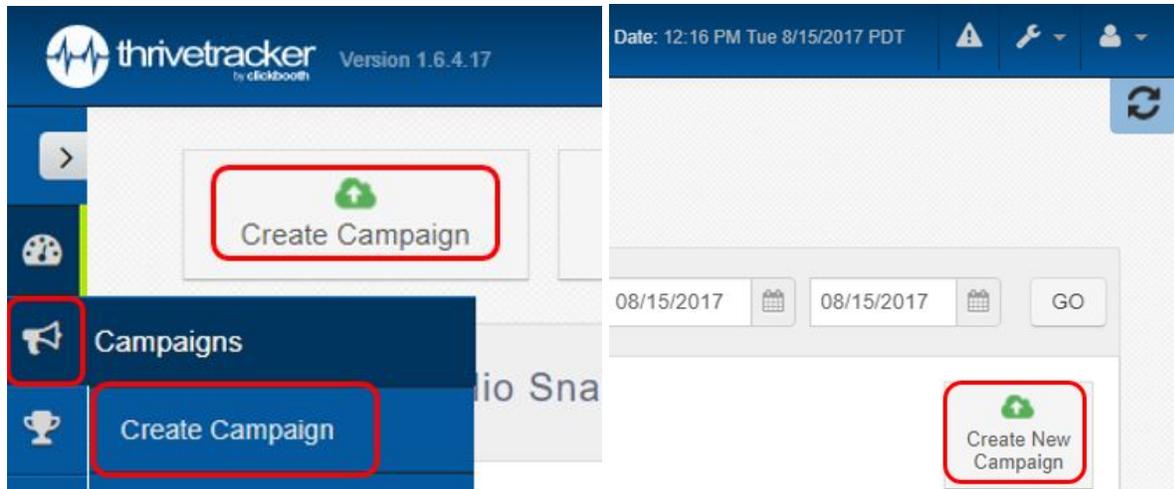


Today is the day - today, we are going to provide you with a comprehensive, step-by-step guide to setting up a successful campaign in your ThriveTracker platform. Once you've set one up, I would encourage you to set up a few more as well, but always do so with this guide handy, this way you have a point of reference. As always, our world-class support team is available to assist with the process, but it's important to me that you feel comfortable building your campaigns in our platform. The better you set these up, the more money you're going to make.



In the top left corner of the Dashboard, you'll notice that you can click directly on "Create Campaign". This button will always be available from the Dashboard. However, you can also navigate to the "Campaigns" submenu in the sidebar, and utilize the option from there as well. Just the same, there is an option to "Create New Campaign" in the top right corner of the Campaigns page.

The image shows a screenshot of the 'General Information' form for creating a new campaign. The form is divided into two main sections: 'Required Fields' and 'Optional Fields'.  
**Required Fields:**

- Campaign Name: A text input field containing '10048'.
- Traffic Source: A dropdown menu with 'Add New Traffic Source' as a link below it.
- Campaign Type: A text input field.

**Optional Fields:**

- Cost Model: A dropdown menu set to 'CPC'.
- Default Cost: A text input field containing '\$ 0.01'.
- Campaign Tags: A section with 'Select Current Tags', 'Add New Campaign Tag', and 'Add Tag' buttons.
- Custom Token: A text input field containing 'e.g. &c1=canada&c2=mobile'.
- Redirect Method: A dropdown menu set to 'System Default'.

The first actions when creating a new campaign will be found here.

**Campaign Name:** ThriveTracker will automatically provide a 5-digit number in this section, and you have the option to change this or leave it be. I would recommend

naming your campaigns based on what you will be running in them, to allow for ease of navigation, but there are plenty of tools to help with organization.

**Traffic Source:** Here you will pick from the dropdown menu (this will populate with the traffic sources you choose to use in your campaigns), or you will select “Add New Traffic Source”. Upon selecting “Add New Traffic Source”, this menu will come up:

## Add New Traffic Source ✕

Pre-Defined Sources

Select a pre-defined source ▼

Source Name *(must be unique)*

Source Abbreviation *(max 3 alphanumeric characters, must contain at least one letter, and be unique)*

Traffic Source Post-back URL or Pixel *(optional)* ⓘ

Post-Back Pixel #1 `#{externalid}` `#{subid}` `#{cost}` `#{amount}` `#{var:param-name}`

(A post-back URL. The system will make a cURL request to the URL.)

URL Post-Back ▼ - +

Parameter ⓘ	Placeholder ⓘ	Name ⓘ	
External ID ⓘ	<input type="text"/>	<input type="text"/>	External ID

Add New Source Cancel

Here, you’ll want to select from our Pre-Defined Sources. We have over 50 available, and each of them will populate the Parameters, Placeholders, and Names categories for you automatically. For the purposes of today’s creation, we will leave out the option of inserting a Post-Back Pixel or similar option. These are functions you can change at any time. Meanwhile, make sure you select the traffic source you are currently ready to start buying traffic from, so that your campaign is able to start seeing visitors once you turn it on. Upon selecting your Pre-Defined Source, merely click the “Add New Source” button and it will return you to the “Create Campaign” window.

**Campaign Type:** For this, I would utilize terminology that reflects what sort of campaign this is going to be. Examples would include “mobile 100x100”, “300x250 banner”, “pop under” and more. Be as specific as you like, because this is one of many ways to keep your platform organized.

**Cost Model:** You have the option to select CPC or CPA here. CPC - “cost-per-click” - will assign cost to each click created in the system, while CPA - cost-per-action - will only assign the cost to conversions. For today’s purposes, select CPC.

**Default Cost:** If you are unsure of what you can expect for a CPC with your traffic source, I would speak with a rep or some other users of the same traffic source. No matter what you put in this box, you will be able to update this cost with an exact figure later, and you will also be able to update the default amount on this campaign as many times as you choose, so this will certainly get more accurate as you get more accustomed to your source.

**Campaign Tags:** This is yet another form of organization available to you. You’ll be able to classify your campaigns by assigning tags to them that are specific to your uses. While you can only assign your campaign one “Campaign Type”, you can assign it many tags. Feel free to use this many times over for your benefit, as it will also make pulling reports easier too!

**Custom Token:** This is an advanced feature that will not be necessary in the campaigns you create, so for today and the sake of simplicity, we are going to skip this option.

**Redirect Level:** ThriveTracker allows you to choose specific redirect methods for your campaign based on the type of device your visitor is on. The default in place for each of Desktop, Mobile, and Tablet devices is PHP header redirect. I would leave this as-is for now and stick with this approach until you are feeling ready to start experimenting with the other 5 available options.

Post-Back Pixels (Optional)

This post-back is completely optional. You only need to worry about this if you need to post conversions to your traffic source on a per-campaign basis. I.e. your traffic source provides you with different post-backs for every campaign.

Post-Back Pixel #1 (A post-back URL. The system will make a cURL request to the URL.)

+{externalid} +{subid} +{cost} +{amount} +{var:param-name}

URL Post-Back  
Image  
Iframe  
Javascript  
URL Post-Back  
Raw Code

Cancel Create Campaign Next

The very next thing on the page talks about the implementation of a campaign-specific Post-Back Pixel. I’ll quote the page text here: “This post-back is completely optional. You only need to worry about this if you need to post conversions to your traffic source on a per-campaign basis. I.e. your traffic source provides you with different post-backs for every campaign.” There are 5 options for Post-Back implementation, available for selection on the right side drop-down menu. MGID will use a URL Post-Back, but RevContent will use Raw Code. Speaking with your traffic source will solidify who will require which option.

Once you've determined your use for the Post-Back Pixel field, selecting "Next" will lead you to the second half of your campaign setup process. The option on the screen will ask you whether or not you would like to use an existing rotation template or start a new one. Seeing as this is your first campaign, you'll want to select "Create New Rotations". Let's quickly define a rotation:

**Rotation:** a stand-alone collection of offer(s) and landing page(s) that can be added to 1 or more campaigns. A rotation must include either one direct-linked offer, or one landing page and one offer attributed to that landing page. More of either can always be added later down the road.

In order to complete the setup of your first campaign, you will need to create a rotation with the first landing page (optional) and offer page in your arsenal. Later down the road, you will be allowed to use this rotation as much as you like, and there will be global stats for the rotation, as well as each of the landing page and offer page, showing how effective they are in however many campaigns they're attached to.



The screenshot shows a form for configuring a rotation. On the left, there are two input fields: "Rotation Name" with the value "10048" and "Rotation Group" with a dropdown menu set to "Default". To the right of these fields is a "Redirection Rules" button with a red "DISABLED" label and a help icon. Further right are three buttons: "Add Offers" with a green plus icon, "Add Landing Pages" with a blue location pin icon, and "Remove Selected" with a red minus icon.

You'll find these options across the middle of your screen:

**Rotation Name:** This will automatically populate with the name of your campaign, but you have the option to change the name to anything you prefer. If you plan to utilize the same rotation for multiple campaigns (for instance, defined by a particular vertical), perhaps consider naming the rotation based on key factors such as the offer vertical, or even the targeted audience. Ultimately, the choice is yours!

**Rotation Group:** This is a feature designed to act similar to a folder on your desktop. It's purely to help with keeping you organized. Put every rotation in one main group, put each rotation in its own group, or feel free to customize your setup for your benefit.

*Before going any further, it's important to discuss an option that you have, as a user: Not every campaign is going to involve sending your traffic to a pre-sell page (read: landing page) before they go to the offer page. Sometimes, it may be better for you to utilize a "Direct Linking" strategy, sending traffic from traffic source to offer page. ThriveTracker will support both options, and we're going to detail out the process of adding a landing page right now. If you're not going to utilize a lander, scroll down until you see the "Add New Offer" image.*

Now, it's time to add a landing page and an offer to your campaign. You'll see this is an option on the right side of the screen. Upon clicking "Add Landing Pages", you're now going to be asked to add your first LP to the platform. Select "Add New LP" in the pop-up and you'll see a new window appear:

**Add Landing Page** ✕

Landing Page Name

LP Group

LP URL

`+{subid}` `+{s}` `+{campid}` `+{trafficsource}` `+{t}`  
`+{externalid}` `+{offerid}` `+{landerid}` `+{devicetype}`  
`+{devicebrand}` `+{devicemodel}` `+{devicename}` `+{os}`  
`+{osversion}` `+{browser}` `+{isp}` `+{country}` `+{code3}`  
`+{ip}` `+{referer}` `+{conntype}` `+{city}` `+{region}`  
`+{var1}` `+{var2}` `+{var3}` `+{var4}` `+{var5}` `+{var6}`  
`+{var7}` `+{var8}` `+{var9}` `+{var10}` `+{var:param-name}`

Pass parameters through landing page URL ⓘ

Default Offer (type to search)

q3wl2g

Similar to the Rotation Name and Rotation Group you just filled out, you'll need to do the same thing here for your LP. This focus on organizing yourself is important, as you will want to use your landers for more than one campaign. Take the time here to make sure you're setting a strong foundation for yourself.

Next, select “Get LP Code”. This will open a new tab, bringing you to the “Landing Page Codes” section of the platform. The code provided here is to be used as your offer click-through link on your landing page. You’ll be provided with two options: If your lander is a .php file, you’ll select and copy the top option. If it’s just an HTML file, then you’ll select and copy the next option down the page. There are many other options on this page, but they can always be discussed at a later time.

Now, open your landing page editor and insert the copied link ahead of your display text for the click through. This display text is the link between sending your traffic from lander to offer. Make sure that you end the tag after the display text for your click through code, otherwise you may run into complications. Once you’ve completed this step, go ahead and save the landing page to lock in the changes. Be sure to copy the URL of your landing page (wherever the landing page is hosted, you want that link) so that you can enter it into your campaign now. Return to your ThriveTracker install, and insert the landing page URL.

Last but not least, you’ll see the field for “Default Offer” at the bottom of the window. This is an optional field, but we highly encourage you to use it, as it allows organic visitors, who are not tracked by the system, to still be redirected to this default offer so that you can still potentially capitalize on their visit. Once we add your first offer, you can choose to always provide a default offer. For the purposes of this first-time setup, you can leave it blank and select “Apply”.

Now we’re going to add in the offer for this campaign. On the right side of the screen, you’ll find the button for “Add Offers” and clicking it will give you a pop-up screen. You’ll want to click on “Add New Offer” for the purposes of this first campaign setup. Doing so will bring up this screen:

## Add New Offer ✕

Offer Name

Offer Group

Affiliate Network

Value per Conversion

Offer URL

+{subid}
+{s}
+{campid}
+{trafficsource}
+{t}  
+{externalid}
+{offerid}
+{landerid}
+{devicetype}  
+{devicebrand}
+{devicemodel}
+{devicename}  
+{os}
+{osversion}
+{browser}
+{isp}
+{country}  
+{code3}
+{ip}
+{referer}
+{conntype}
+{city}  
+{region}
+{var1}
+{var2}
+{var3}
+{var4}
+{var5}  
+{var6}
+{var7}
+{var8}
+{var9}
+{var10}  
+{var:param-name}

Notes

c9106z

At this point, go ahead with naming your offer and adding it to an offer group. The “Affiliate Network” field is optional and not necessary at any point during your ThriveTracker experience, other than for your own organizational purposes. You’ll want to put in your “Value per Conversion” as this will be incredibly important to each offer page and the metrics they accumulate. Note that if your conversion payout will be in something other than US Dollars, we have options for 9 other currencies in the dropdown menu.

Now you’ll need to pull up your Offer Source. You may own your own offer (which is great!) or you may be getting your offer from an affiliate network. Most networks are using platforms like CAKE or HasOffers, but all of them have a management window

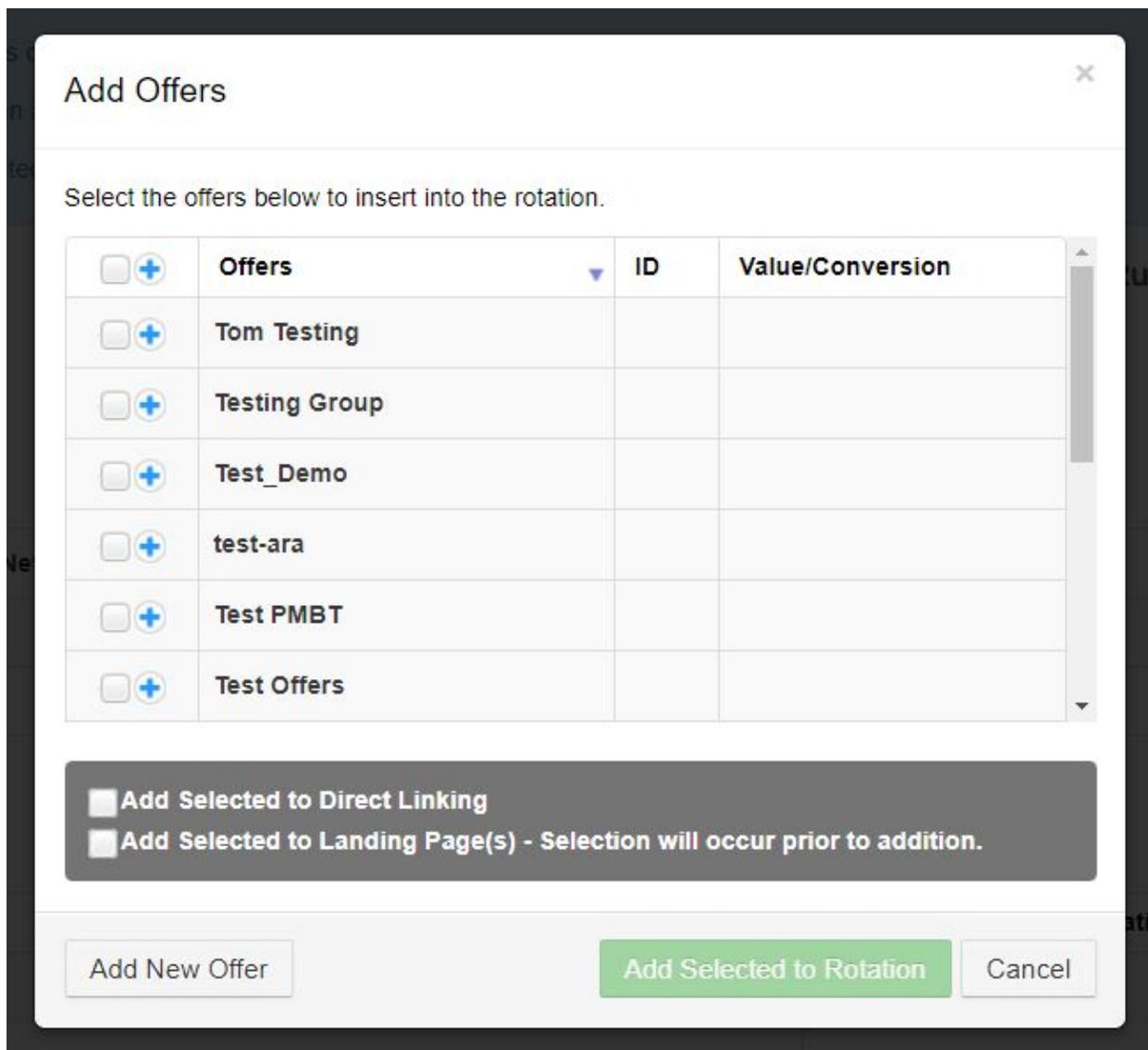
which allows you access to all of the offers available to you. Select and copy the offer URL (your specific affiliate link to that offer) that you're going to send traffic to and paste it here in the "**Offer URL**" field.

Remember in our Introduction emails from Days 2, 3, and 4, how we discussed the processing of sending information gathered from the visitor's click by tokens? You'll need to put it into practice now. The most important piece of information that the offer source needs to receive is the Thrive sub ID. Doing so provides both your tracker and their management system with the proof that you sent a visitor click to the offer page. This will always be important to you.

How you setup your offer URL will be determined by what network tracking platform your offer source is using. For more information regarding conversion tracking, please visit this document in our support center:  
<https://support.thrivetracker.com/hc/en-us/articles/210936768-How-to-setup-conversion-tracking-for-affiliate-networks-that-use-Cake-HasOffers-HitPath->

If your network does not use one of these options, it is best to speak with your Affiliate Manager at the Network to understand the specifics of their platform.

With your Offer URL field populated correctly, click "Save" and this screen will appear:



The offer you just input will be automatically selected on the screen. You will choose either of “Add Selected to Direct Linking”, “Add Selected to Landing Page(s)”, or both, and then select “Add Selected to Rotation”. The page will now show you the landing page you’ve added and the offer you’ve added. All that is left now is to create the campaign, which you will select in the bottom right corner of the screen.

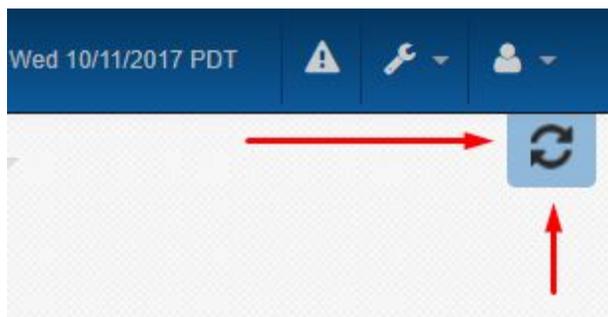
Testing your first campaign can be done within the window as well. You’ll always want to test the campaigns you create before setting them live. The testing procedure will only involve the right side of the screen in front of you:

---

URL	<input type="text" value="http://demo.thrivetracker.com/path/lp.php?trvid=10047&amp;trvx=4c1b776f&amp;clicki"/>	 
	Campaign Test Counter: 0 Clicks / 0 Conversions   <span>Click</span> <span>Conv</span>	
LP Pixel	<input type="text" value="Get the Landing Page Pixel"/>	
Custom Token	<input type="text"/>	
Campaign Notes	<input type="text"/>	

The blue icon to the right of your URL is the click-through to your actual campaign link. If you don't want your campaign to log your own click, you would need to instead use the test link by clicking on the gray "Click" button, copying the test URL, and then pasting it into your browser. If all has been done correctly, your lander will appear and you can click through to your offer. If the lander does not populate in the browser, please review the former parts of this document to check your work, and then reach out to our support team if the solution is not present.

Once your lander populates from the test URL, go back to the tab with your install and locate the refresh button in the top right corner of the window, NOT the one in the image above. It should look like this:



This button will refresh the stats on the page. Clicking this will allow you to see if your Campaign Test Counter has registered your test click. You can do the same thing with conversion testing by clicking the gray "Conv" button, copying and pasting the provided test post-back URL into your browser, and hitting enter. You should then see the Conversions counter increment once you refresh the page. Should you choose to click the reset button next to the Campaign Test Counter, it will reset the test clicks to zero.

There is only one item left to take care of with your first campaign. After setting up traffic source, landing page, offer, and passing the testing phase of your campaign, you must now implement a conversion tracking method, which usually entails setting up a

Post-Back URL at your offer network. This is SO IMPORTANT because it will track your conversions in your ThriveTracker metrics. Without it, the platform will not be able to provide you an accurate look at campaign KPIs, because there will be no conversion data to pull from.

The last menu item on the left side of the screen is the “Tracking” tab. You’ll need to visit the “Pixels & PostBack” section in order to gather the Global Post-Back URL. Most networks will support the use of the Global Post-Back URL, but there are other options as well. If you own your own offers, simply implement one of our Global Tracking Pixels to the source code on your conversion confirmation/thank-you page. It will trigger the same confirmation action in ThriveTracker as the Global Post-Back URL and allow the platform to work best for you.

You’ll need to input the Global Post-Back URL into your network’s tracking platform, specifically tying it to the offer you’ve just used in your first ThriveTracker campaign. Please reference this support center article once more for information on how to properly set up the post-back URL:

<https://support.thrivetracker.com/hc/en-us/articles/210936768-How-to-setup-conversion-tracking-for-affiliate-networks-that-use-Cake-HasOffers-HitPath->

With the post-back URL in place and set up appropriately, ThriveTracker will be able to provide you conversion and revenue data, allowing the metrics to showcase your profits accordingly.

Should you run into any roadblocks in this process and be unable to troubleshoot using this document or the support documents available to our users, it’s important to know we’re here for you. Send us a support ticket via the “Support” option from the Account button in the upper right, or send us an email directly noting the campaign that you’re having trouble with and where things got rough, and our team will be ready to help you be successful. We’re all here for you, from your first campaign to your 1,000th!



