

shopping24 conversion tracking

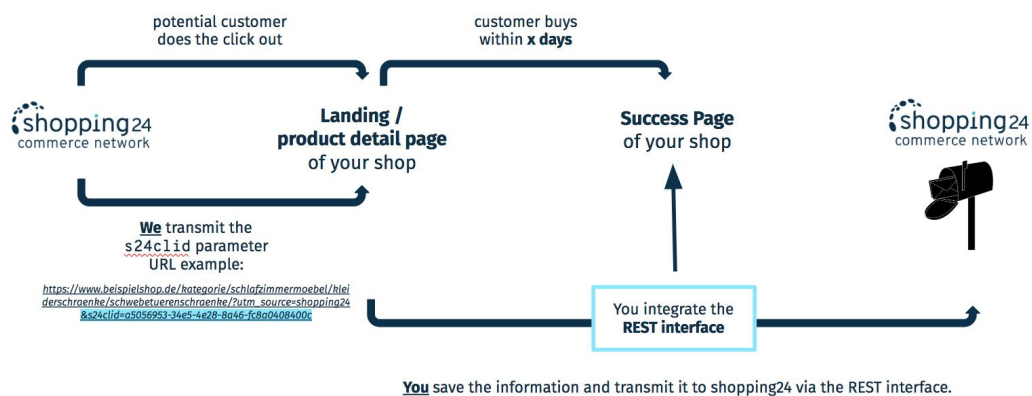
Conversion tracking (also known as sales tracking or order tracking) records orders placed by end customers who come from shopping24 at our partner shops. Integration of conversion tracking enables the channel's performance to be measured and the resulting campaign to be optimised.

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1. Variations of conversion tracking

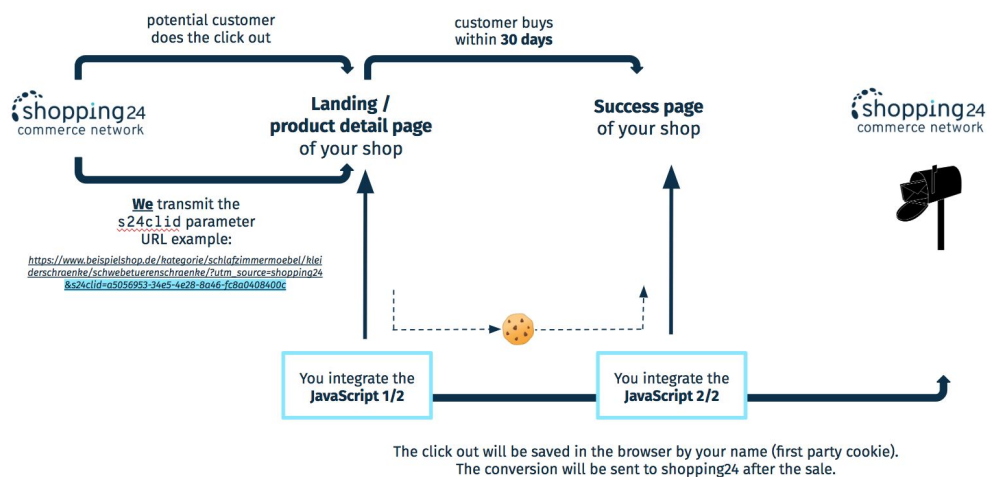
1.1. REST interface

We recommend sending the conversions **directly** to the REST interface provided by shopping24. In this case, the storage and transmission of the conversion information is your responsibility.



1.2. JavaScript

Alternatively, we provide a JavaScript, which stores the click out for up to 30 days in a cookie and, after successful purchase, sends it as a conversion to the above mentioned REST interface.



2. Integration of tracking variants

2.1. Integration of the REST interface

The REST interface enables the transmission of conversions via HTTP request to shopping24. This interface can also be used for server-to-server tracking.

Every conversion generated via shopping24 is assigned to a click out via a unique click out ID. **We** send the click out ID (via URL parameter “s24clid”) to your shop.

The prerequisite for the transmission of conversions via the REST interface is that your shop system stores the click out ID and can assign it to the user's session during the ordering process. If your shop system does not support the assignment of the click out ID, you can integrate the JavaScript provided by us (see section 2.2.).

- URL: <https://tracking.s24.com/v1/conversion-tracking>
- Methode: POST
- Payload: application/json
- Answer: If the conversion was successfully registered "204 No content".

The request body must be used to transmit a document of type `application/json` which contains the fields in the following example:

```
{  
  "click_id": "b9cd061b-6ed5-42dc-99e1-8dccd15c511a",  
  "conversion_time": "2018-12-01T13:00:00Z",  
  "order_id": "13904234283980",  
  "conversion_value": 25.0,  
  "currency": "EUR",  
  "attributed_credit": 0.5,  
  "new_customer": false,  
  "skus": ["123534", "1241341-X"]  
}
```

Additional information on the data types and formatting can be found under section 3. Appendix: Data types & formatting.

2.2. Integration of the JavaScript

You should integrate the JavaScript provided by us on the **landing / product detail page and the success page** of your shop. On the landing and product details page, the JavaScript detects when visitors come from shopping24 and stores the click out ID (`s24clid`) transmitted by us in a cookie under the shop's domain (first party cookie).

In the event of a conversion, the script is called on the order confirmation page. This will send the click out ID which has been stored in advance on the product details page from the cookie, as well as the corresponding conversion data to shopping24.

Please include both scripts as follows:

1. Integration on the **landing / product detail page** (this script can simply be copied and used):

```
<script
src="https://tracking.s24.com/js/conversion-tracking.js"></script>
<script>
  document.addEventListener('DOMContentLoaded', function initS24() {
    window.s24ConversionTracking.init('s24clid');
  }, false);
</script>
```

2. Integration on the **success page**:

```
<script
src="https://tracking.s24.com/js/conversion-tracking.js"></script>
<script>
window.s24ConversionTracking.track({
  'order_id': 'order_id',
  'conversion_value': {{conversion_value}},
  'attributed_credit': {{attributed_credit}},
  'currency': 'currency',
  'new_customer': false,
  'skus': ['123534', '1241341-X']
})
</script>
```

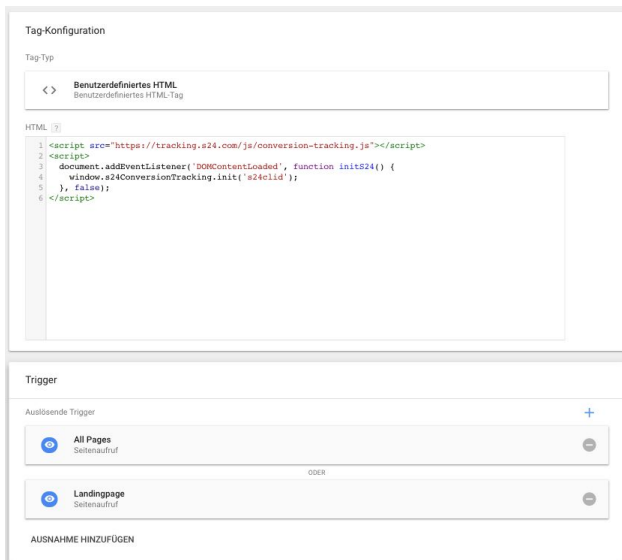
- **mandatory (Format: String)**
- **mandatory (Format: Float)**
- optional (Format: Float)
- optional (Format: String)
- optional (Format: Boolean)
- optional (Format: String-Array)

Additional information on the data types and formatting can be found under section 3. Appendix: Data types & formatting.

2.3. Integration of the JavaScript (Google Tag Manager)

If you work with Google Tag Manager, you will integrate two tags with the appropriate JavaScript on the **landing / product detail page and the success page**. (Please note that this is just an example as we do not know the page structure of your shop.)

1. Integration on the landing / product details page:



The screenshot shows the 'Tag-Konfiguration' (Tag Configuration) interface in Google Tag Manager. The 'Tag-Typ' (Tag Type) is 'Benutzerdefiniertes HTML' (Custom HTML). The 'HTML' field contains the following JavaScript code:

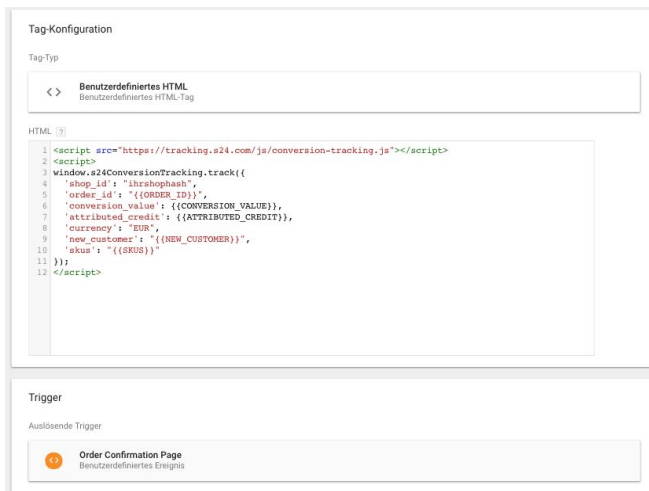
```

1 <script src="https://tracking.s24.com/js/conversion-tracking.js"></script>
2 <script>
3   document.addEventListener('DOMContentLoaded', function initS24() {
4     window.s24ConversionTracking.init('s24elid');
5   }, false);
6 </script>

```

The 'Trigger' (Auslösende Trigger) section shows two triggers: 'All Pages' (Senaufwurf) and 'Landingpage' (Senaufwurf), connected by an 'ODER' (OR) operator. There is also an option to 'AUSNAHME HINZUFÜGEN' (Add Exception).

2. Integration on the success page:



The screenshot shows the 'Tag-Konfiguration' (Tag Configuration) interface in Google Tag Manager. The 'Tag-Typ' (Tag Type) is 'Benutzerdefiniertes HTML' (Custom HTML). The 'HTML' field contains the following JavaScript code:

```

1 <script src="https://tracking.s24.com/js/conversion-tracking.js"></script>
2 <script>
3   window.s24ConversionTracking.track({
4     'shop_id': 'lhrsophash',
5     'order_id': '{{ORDER_ID}}',
6     'conversion_value': {{CONVERSION_VALUE}},
7     'attributed_credit': {{ATTRIBUTED_CREDIT}},
8     'currency': 'EUR',
9     'new_customer': '{{NEW_CUSTOMER}}',
10    'aka': '{{AKA}}'
11  });
12 </script>

```

The 'Trigger' (Auslösende Trigger) section shows one trigger: 'Order Confirmation Page' (Benutzerdefiniertes Ereignis).

3. Appendix: Data types & formatting

Field	Data type	Description	Mandatory?
click_id	String	The click out ID sent to the landing page of the shop.	Yes (or gclid)
conversion_time	String (<u>REC 3339</u>)	Conversion time	Yes
conversion_value	Float	The net value attributed to shopping24 (if any) of the conversion <u>without</u> shipping costs.	Yes
currency	String (three-digit <u>ISO 4217</u> -code)	The currency in which the conversion_value is specified.	No (Default: "EUR")
attributed_credit	Float	A numerical value greater than 0 and less than or equal to 1 that indicates the proportion of the total order value that matches the attributed conversion value.	No
new_customer	Boolean	Indicates whether the order is from a new customer True / false .	No
skus	String array	List of SKUs of the products ordered by the end customer, comma-separated.	No