

# shopping24 conversion tracking

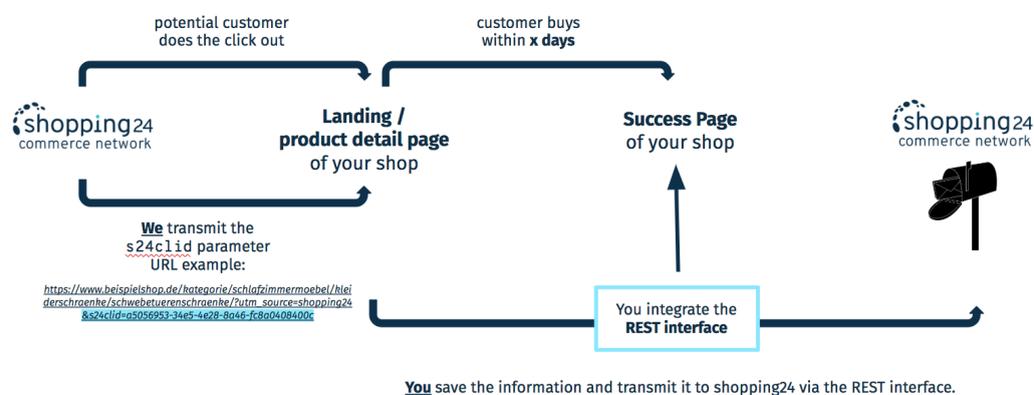
Conversion tracking (also known as sales tracking or order tracking) records orders placed by end customers who come from shopping24 at our partner shops. Integration of conversion tracking enables the channel's performance to be measured and the resulting campaign to be optimised. The tracking enables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

<b>1. Variations of conversion tracking</b>	<b>2</b>
<b>1.1. REST interface</b>	<b>2</b>
<b>1.2. JavaScript</b>	<b>2</b>
<b>1.3. FTP server</b>	<b>3</b>
<b>2. Integration of tracking variants</b>	<b>3</b>
<b>2.1. Integration of the REST interface</b>	<b>3</b>
<b>2.2. Integration of the JavaScript</b>	<b>4</b>
<b>2.3. Integration of the JavaScript (Google Tag Manager)</b>	<b>6</b>
<b>2.4. Conversion transmission via FTP server</b>	<b>7</b>
<b>3. Appendix: Data types &amp; fields</b>	<b>8</b>

# 1. Variations of conversion tracking

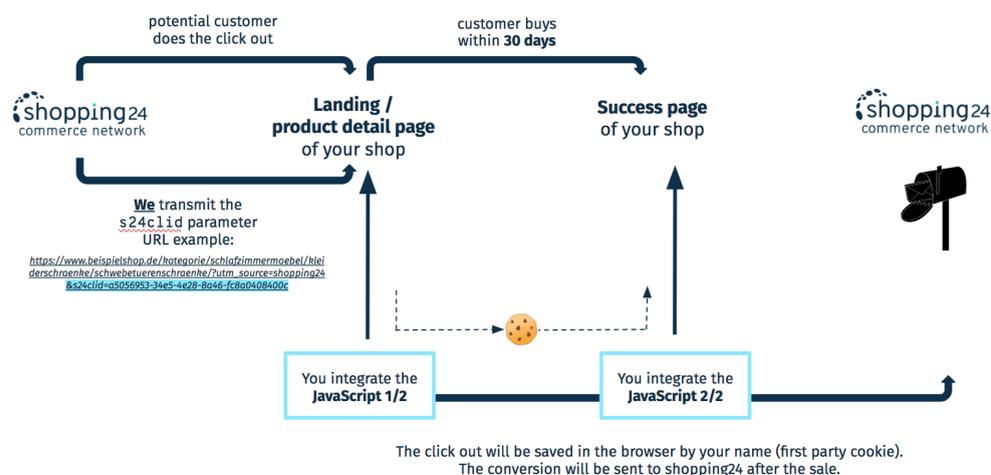
## 1.1. REST interface

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.

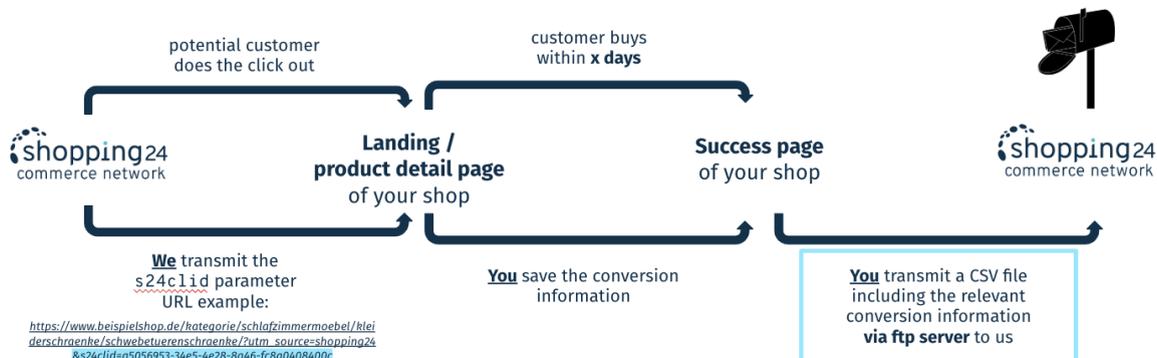


## 1.3. FTP-Server

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The conversions will be transmitted to shopping24 by a **csv file** via **ftp server**. You are in charge of the storage and transmission of the conversion information.



## 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 fields can be found under section 3. Appendix: Data types & formatting.

## 2.2. Integration of the JavaScript

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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 (with example values) on the **success page**:

```
<script src="https://tracking.s24.com/js/conversion-tracking.js"></script>
<script>
window.s24ConversionTracking.track({
  'order_id': '123456',           → mandatory (data type: String)
  'conversion_value': 16.72,     → mandatory (data type: Float)
  'attributed_credit': 0.75,     → optional (data type: Float)
  'currency': 'EUR',            → optional (data type: String)
  'new_customer': false         → optional (data type: Boolean)
});
</script>
```

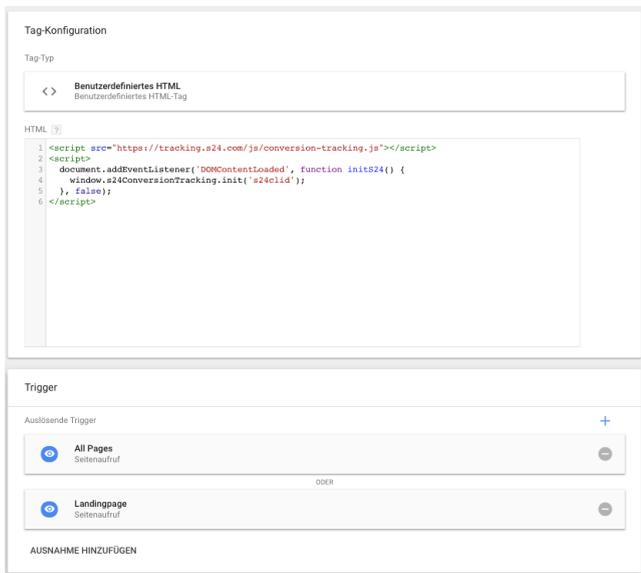
In this script, replace the example values with placeholders for which your shop system or tag manager will insert the respective values. How to use placeholders depends on your system. In the next section, we show an example of how Google Tag Manager could be used.

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

## 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 set to 'Benutzerdefiniertes HTML' (Custom HTML). The 'HTML' field contains the following JavaScript code:

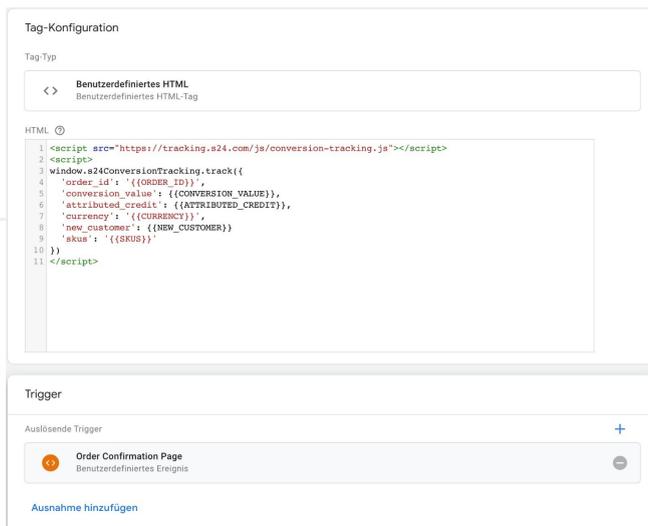
```

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

```

The 'Trigger' (Trigger) section shows two triggers: 'All Pages' (Seitenaufwurf) and 'Landingpage' (Seitenaufwurf), both selected. The triggers are connected via an 'ODER' (OR) condition. There is a button 'AUSNAHME HINZUFÜGEN' (Add Exception) at the bottom.

### 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 set to '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   'order_id': '{{ORDER_ID}}',
5   'conversion_value': '{{CONVERSION_VALUE}}',
6   'attributed_credit': '{{ATTRIBUTED_CREDIT}}',
7   'currency': '{{CURRENCY}}',
8   'new_customer': '{{NEW_CUSTOMER}}',
9   'skus': '{{SKUS}}'
10 })
11 </script>

```

The 'Trigger' (Trigger) section shows one trigger: 'Order Confirmation Page' (Benutzerdefiniertes Ereignis), which is selected. There is a button 'Ausnahme hinzufügen' (Add Exception) at the bottom.

## 2.4. Conversion transmission via FTP server

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 “s24clickid”) 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.).**

If you decide to choose the ftp server conversion tracking alternative, we will set up a login for you. Your account manager will submit the login data to you. Afterwards you transmit the conversion information as csv file.

Please create a **csv file** as follows: the

- Naming: please indicate the current date (e.g. 2020-03-20)
- Field separator: “
- Column separator: ;
- Field formats and types: for data security reasons we recommend to hash the order\_id

click_id	conversion_time	order_id	conversion_value	currency	attributed_credit	new_customer	skus
b9cd061b-6ed5-42dc-99e1-8dccd15c511a	2018-12-01T13:00:00Z	13904234283980	25.0	EUR	0.5	false	123534,1241341
b9cd061b-6ed5-42dc-99e1-8dccd15c511a	2018-12-01T13:00:00Z	ABC-13904234283980	25.0	EUR	1.0	false	123534,1241341

```
"click_id";"conversion_time";"order_id";"conversion_value";"currency";"attributed_credit";"new_customer";"skus"
"b9cd061b-6ed5-42dc-99e1-8dccd15c511a";"2018-12-01T13:00:00Z";"13904234283980";"25.0";"EUR";"0.5";"false";"123534,1241341-X"
"b9cd061b-6ed5-42dc-99e1-8dccd15c511a";"2018-12-01T13:00:00Z";"ABC-13904234283980";"25.0";"EUR";"1.0";"false";"123534,1241341-X"
```

In case you would like to adjust data from the past please consider that the s24click\_id has to match with the (hashed) order\_id.

We check the ftp server in regular intervals for new data and import it. It can happen that it takes 24 h until you can see the data in your partner backend.

### 3. Appendix: Data types & fields

Field	Data type	Description	Mandatory?
<code>click_id</code>	String	The click out ID sent to the landing page of the shop.	Yes (or gclid)
<code>order_id</code>	String	The order number	Yes
<code>conversion_value</code>	Float	The net value of the conversion <b>attributed (if any)</b> to shopping24 <u>without</u> shipping costs.	Yes
<code>conversion_time</code>	String (RFC 3339)	The time of conversion	No
<code>currency</code>	String (three-digit <a href="#">ISO 4217</a> -code)	The currency in which the <code>conversion_value</code> is specified.	No (Default: "EUR")
<code>attributed_credit</code>	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
<code>new_customer</code>	Boolean	Indicates whether the order is from a new customer <b>true / false</b> .	No
<code>skus</code>	String array	List of SKUs of the products ordered by the end customer, comma-separated.	No