Conversion-Tracking

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

Interfaces

The following options are available for conversion tracking:

- A REST interface to individually transmit orders to shopping24.
- JavaScript provided by shopping24 that is integrated into the source code of the landing pages and the shop's order process and is used to transmit the performance data customer orders who have visited the shop via shopping24, to shopping24.
- Order transmission using daily reports, which the shop makes available to shopping24 for retrieval via an HTTP or a FTP interface.
- A tracking pixel that is integrated into the partner shop's order process (no longer recommended).

REST interface

Conversions can be sent individually to shopping24 via HTTP requests using the REST interface. This interface can also be used for server-to-server tracking.

Conversions are assigned to the click, which the customer uses to visit the shop, via a Click ID. A prerequisite for using the REST interface is therefore that the Click ID is transmitted to your shop and that your shop system assigns this Click ID to the customer's session.

You are free to choose the URL parameter that is used to transmit the Click ID to your shop (we recommend the parameter name `s24clid`).

If your shop system does not support Click ID assignment, you can integrate the JavaScript provided by our company (see below) into your website.

Interface

- URL: `https://tracking.s24.com/v1/conversion-tracking`
- Method: `POST`
- Payload: `application/json`
- Response: 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 following fields:

Field	Data type	Description	Mandatory?
click_id	String	The Clickout ID transmitted to the shop's landing page	Yes (or `gclid`)
gclid	String	The Google Click ID transmitted to the shop's landing page if you accessed the shop's landing page using Google Shopping	Yes (or `click_id`)
conversion_time	String ([RFC 3339](#))	Conversion time	Yes

shop_id	String	The "Hash ID" assigned by shopping24, which identifies the partner shop	Yes
order_id	String (max. 250 characters)	Any ID that uniquely identifies the order. Used to detect and deduplicate inadvertently duplicated sales.	Yes
conversion_value	Float	The net conversion value attributed to shopping24 without delivery costs	Yes
currency	String (three-digit ISO 4217 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	Specifies whether the order is from a new customer	No
skus	Array of strings	List of SKUs of products which were ordered by the end customer	No

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Either the `click_id` or `gclid` must be specified.

The conversion value (`conversion_value`) must *always* be the proportion of the conversion value attributed to shopping24, regardless of whether the optional `attributed_credit` field is also transmitted.

Example

A customer purchases items for €50 net and has previously visited the shop using two different clicks, once via shopping24 and once via another service provider. The customer's order is attributed equally to both clicks. €25 must then be transmitted as a `conversion_value` and additionally (optionally) as an `attributed_credit` 0.5.

The message transmitted using the REST interface then looks like this, for example:

```
{
  "click_id": "b9cd061b-6ed5-42dc-99e1-8dccd15c511a",
  "conversion_time": "2018-12-01T13:00:00Z",
  "shop_id": "abcdef123",
  "order_id": "13904234283980",
  "conversion_value": 25.0,
  "currency": "EUR",
  "attributed_credit": 0.5,
  "new_customer": false,
  "skus": ["123534", "1241341-X"]

}
```

JavaScript integration

You can integrate JavaScript provided by our company into your shop's website. On the landing pages, JavaScript detects when visitors come from shopping24 and stores this information in a cookie under the shop's domain (first-party cookie).

If the customer places an order, the conversion's performance data will be transmitted to shopping24 by calling up a function provided by the script.

To use JavaScript, you must have specified a parameter which shopping24 uses to transmit the Clickout ID to your shop. We recommend the parameter name `s24clid` (for the shopping24 Click ID).

Add JavaScript to your landing pages as follows:

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

Call the following JavaScript function if the end customer has successfully completed an order:

```
window.s24ConversionTracking.track({
  'shop_id': SHOP_ID,
  'order_id': ORDER_ID,
  'conversion_value': CONVERSION_VALUE,
  'attributed_credit': ATTRIBUTED_CREDIT,
  'currency': CURRENCY,
  'new_customer': NEW_CUSTOMER,
  'skus': SKUS
});
```

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The parameter values must be filled in by the shop system. JavaScript automatically adds the `click_id` and the current time (`conversion_time`).

Example

1. Integration on **landing page**:

```
<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 **order confirmation page**:

```
<script src="https://tracking.s24.com/js/conversion-tracking.js"></script>

<script>
window.s24ConversionTracking.track({
  'shop_id': 'abcdef123',
  'order_id': '13904234283980',
  'conversion_value': 25.0,
  'attributed_credit': 0.5,
  'currency': 'EUR',
  'new_customer': false,
  'skus': ['123534', '1241341-X']
})
</script>
```

Example JavaScript integration via **Google Tag Manager**

1. Integration on **landing page**:

2. Integration on **order confirmation page**:

Reports provided via HTTP or FTP

In planning - *please contact our sales department if you would like to use this option.*

You can send us the data on conversions carried out using a report in CSV format. You must provide the report with current data via HTTP or FTP under a fixed URL once a day. You can also protect the download from unauthorised access by authenticating users with a user name and password.

The report's columns matches the REST API's fields (see above) except that no column `shop_id` is required.

The first row of the report must contain the names of the columns.

Example

You have to provide a report on a daily basis from 10 a.m. at `https://www.example.com/conversion-report/shopping24.csv`. The report's contents then look like this, for example:

```
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"
```

Tracking pixel (no longer recommended)

Conversion tracking using the tracking pixel works with the help of a cookie, which is set at the end customer whilst being forwarded to the partner shop using our tracking server. Tracking using the tracking pixel requires the end customer to allow third-party cookies in his or her browser. It therefore does not work reliably with modern browsers that have technologies such as "Intelligent Tracking Prevention" or "Enhanced Tracking Protection". **We therefore no longer recommend the use of the tracking pixel, which will only be supported until 28/02/2019.**