Expert Tracking for Publishers

Nontraditional Tracking Methods

- Promo code tracking
- QR code tracking
- FTP upload
- Single use codes

UTM Structure

URL
+
UTM source
"?utm_source=___"
+
UTM medium
"&utm_medium=___"
+
UTM campaign
"&utm_campaign=___"
+
Additional UTM parameters
"&utm"+___

http://

Measuring UTM effectiveness

1. Look at traffic and reach
2. Review click through rates
3. Measure conversion rate

Mobile tracking

Cookie tracking

- Applies to all web-based programs
- The updated iOS privacy solution (ITP) can be an issue

Postback tracking

- Server-to-server tracking.
- Uses direct server communication to track conversions.

Intelligent Tracking Prevention (ITP) affects Safari users:

- First party cookies are deleted after seven days
- Third party cookies are deleted after 24 hours

Use tools like **usebutton.com** or **appsflyer.com** for postback tracking.

pxa
by impact.com