# Publishers & Influencers

## How to Add Pixels / Postbacks

ARABCLICKS

**ARAB**CLICKS

## Table of Contents

With ArabClicks you can add additional parameters to your tracking link so you can best follow and analyze your individual campaigns. These parameters will be displayed on the performance report so you can see which of your campaigns is performing best.
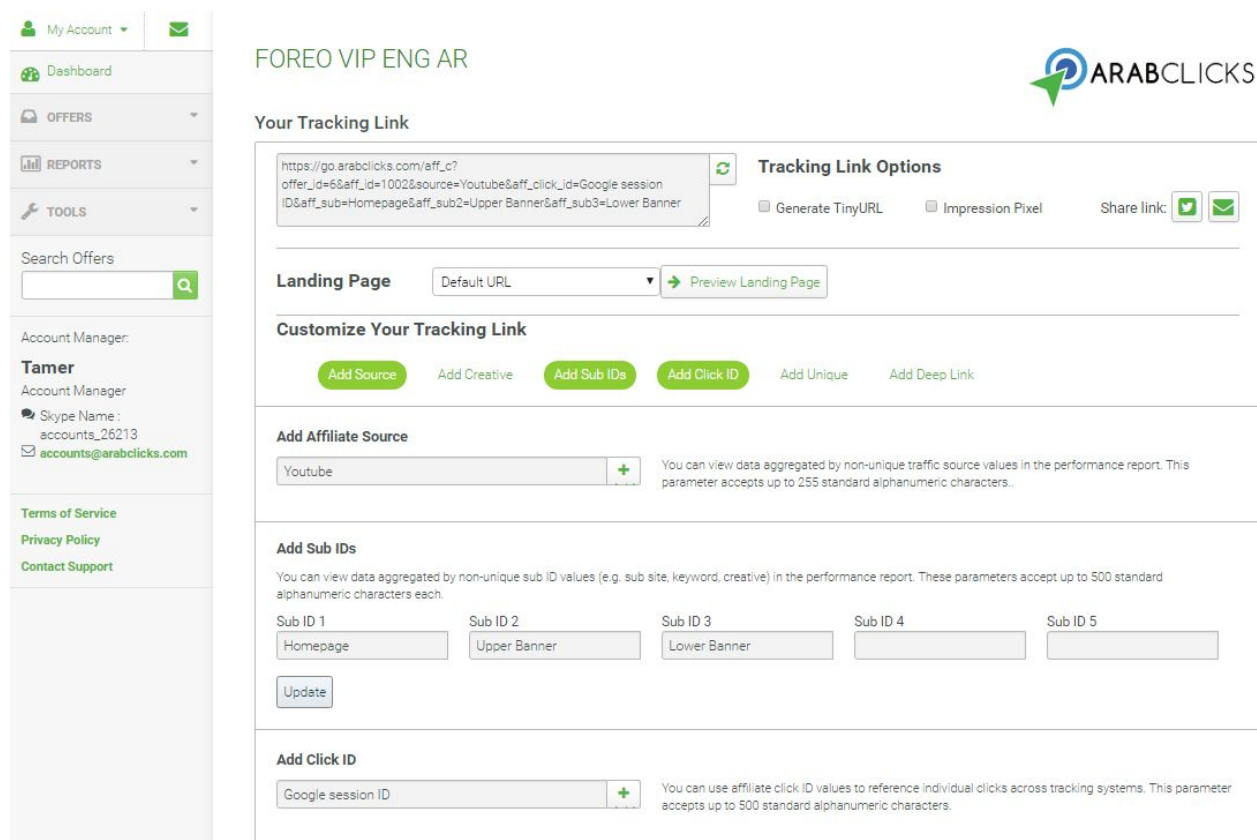
## Customize your Tracking Link

To create a customized tracking link:
1. Click on "Add Sub IDs" to add campaign or placement data.
    ○ Add your parameters in the Sub ID 1, Sub ID 2, Sub ID 3, Sub ID 4, Sub ID 5 fields.
    ○ Click Update.
    ○ Your customized tracking link appears in the grey box above.
2. Use the "Add Click ID" feature to track where your visitors are coming from - your Facebook, blog, site, YouTube channel, etc.

## Adding Pixels /Postbacks

You may want to get the conversion data directly to your system. ArabClicks allows you to add pixels/postbacks into your system that will fire whenever a new conversion is tracked in ArabClicks.

To add your pixels/postbacks follow these steps:

1. Go to any Offers page.
2. In the right sidebar, under Tools, click on Pixels / Postbacks.

### Your Pixels / Postbacks⌄

**+ Add New Pixel/Postback**

Page: 1 of 1 ‹ › 10 ⌄

| GOAL | TYPE | OFFER ⌄ | CODE/URL | STATUS | DELETE |
|------|------|---------|----------|--------|--------|

**NO DATA**

**Create/Edit Your Pixels / Postbacks** X CLOSE

Code Type
Postback URL ▾

Code

Optional Variables
Replace the relevant variables in your url with the code below

{offer_id} - ID of offer.
{offer_name} - Name of offer.
{offer_ref} - Reference ID for offer.
{goal_id} - ID of goal for offer.
{affiliate_id} - ID of affiliate.
{affiliate_name} - Company name of affiliate.
{affiliate_ref} - Reference ID for affiliate.
{source} - Source value specified in the tracking link.

✔ Create ✖ Cancel

3. Add your postback URL code in the "Code" field and change the variables with the "Optional Variables" list .

## Adding Impression Pixels

Impressions are used to track the first interaction with a visitor. They are used to measure the performance of engagement with the banner or other content. Impression pixels are available for all publishers approved to run an offer, and are included with all display ads such as image banners, Flash banners, HTML ads, and email creative ad tags, generated in the Offers page.

## Generating an Impression Pixel

To generate an impression pixel:
Go to **Offers** > **Browse/ Search Offers**.
Choose the offer you want to promote and click on the Name.
This will bring you to the Your Tracking Link page.
Click on Impression Pixel under Tracking Link Options.

You can now apply this pixel to the page where the tracking link is displayed by pasting it in the HTML of the page itself. Once the page has been updated to show the pixel, impression tracking will start working.

## Getting Support

If you need assistance, we are here to help:

- Reach out to your account manager. Your account manager's contact info is always visible in the left sidebar menu.
- Send us an email by clicking on Contact Support in the left sidebar.
- Visit our Support Center at:  https://www.arabclicks.com/support
Here you'll find our email and phone contact details, and our FAQs.