

**Sales Tracking Technical integration
with UniJS and First Party Tracking**

I. Description

Presentation

This tracking method uses cookies dropped off, either as first party cookie or as a third party site that is recognized as legitimate by browsers. This method is made to bypass the adblockers. These ones are usually using domain names, or tracker keywords for blocking the triggers.

With this technology, they will not be able to list the Kwanko tracking domain. No link (display, click, tracking, ...) will contain our tracking domain that was: **action.metaaffiliation.com**.

Consent collected by your CMP

This tracking method also makes it possible to connect to your CMP (Consent Management Platform) in different ways. This connection allows us to collect the user's wishes: consent, refusal or no response. The refusal is handled by our tracking system which adapts the way we track according to the choice made.

As soon as the connection with the CMP has been made, our tracking code must be triggered each time. Kwanko is listed under vendor **702** on IAB: https://iabeurope.eu/vendor-list/?fwp_vendor_search=kwanko

Please make sure to follow the steps in order

- **DNS / CNAME configuration**
- **installation of our js library on your site**
- **adding the codes**

Notes :

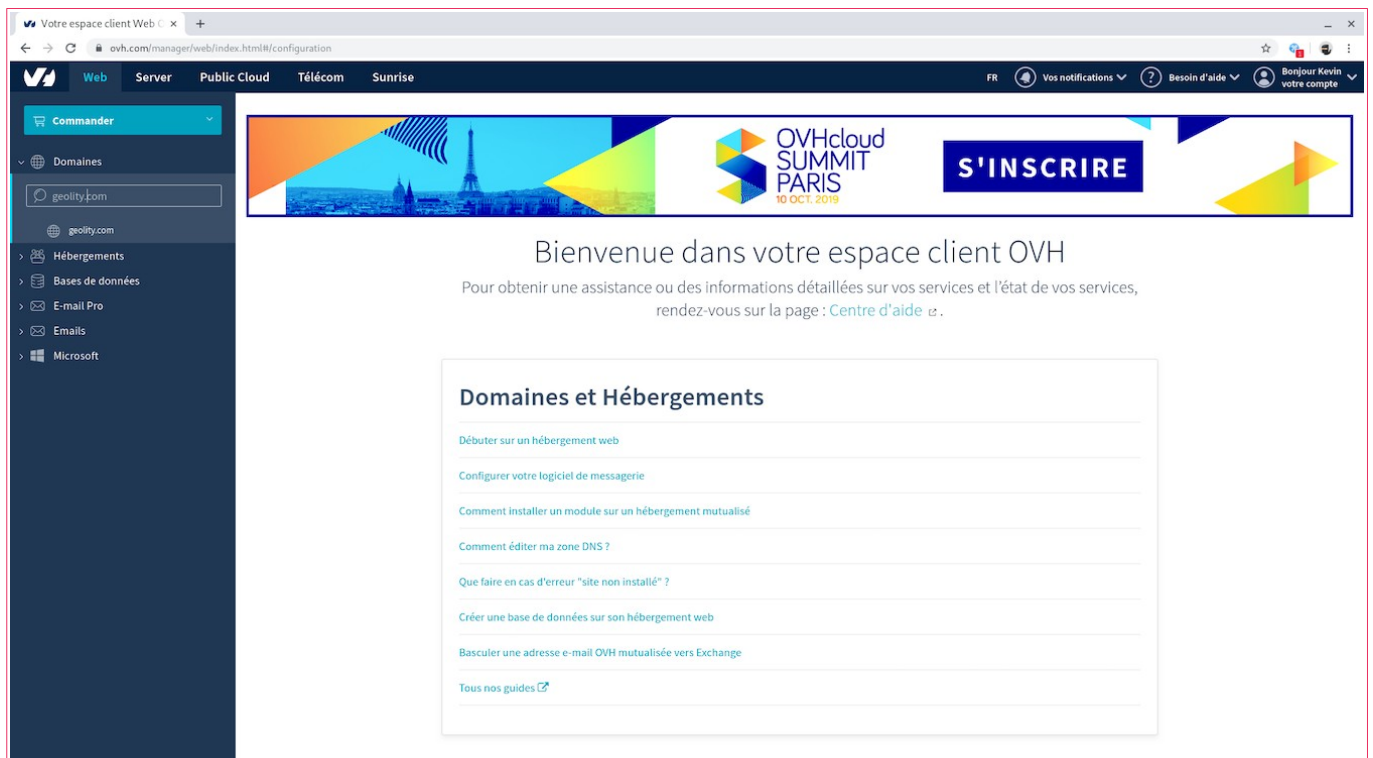
- if you add the codes before installing our js library, or before setting the DNS, the codes will not be triggered correctly, and so the checks cannot be made.
- there is a delay of a few hours between the moment of the subdomain configuration on your side, and its finalization of ours.

II. Server Configuration

Configuration of two DNS changes that will be done at one time.

In this example, ovh management, first european host with the **geolity.com** domain.

Choose the domain name



The screenshot shows the OVH client space interface. The top navigation bar includes links for Web, Server, Public Cloud, Télécom, and Sunrise. The left sidebar contains a 'Commander' dropdown and a list of services: Domaines, Hébergements, Bases de données, E-mail Pro, Emails, and Microsoft. The main content area features a banner for 'OVHcloud SUMMIT PARIS 10 OCT. 2019' with a 'S'INSCRIRE' button. Below the banner, a welcome message reads 'Bienvenue dans votre espace client OVH' and provides a link to the 'Centre d'aide'. A section titled 'Domaines et Hébergements' lists several guides: 'Débuter sur un hébergement web', 'Configurer votre logiciel de messagerie', 'Comment installer un module sur un hébergement mutualisé', 'Comment éditer ma zone DNS?', 'Que faire en cas d'erreur "site non installé"?', 'Créer une base de données sur son hébergement web', 'Basculer une adresse e-mail OVH mutualisée vers Exchange', and 'Tous nos guides'.

Select «DNS Zone»

The screenshot shows the OVH client interface for managing the DNS zone for **geolity.com**. The domain expires on **30 janv. 2020**. The **Zone DNS** tab is selected, displaying a table of DNS records.

Domaine	TTL	Type	Cible
geolity.com.	0	NS	dns13.ovh.net.
geolity.com.	0	NS	ns13.ovh.net.
geolity.com.	0	MX	1 redirect.ovh.net.
_autodiscover_tcp.geolity.com.	0	SRV	0 0 443 mailconfig.ovh.net.
_imaps_tcp.geolity.com.	0	SRV	0 0 993 ssl0.ovh.net.
_submission_tcp.geolity.com.	0	SRV	0 0 465 ssl0.ovh.net.
geolity.com.	0	A	195.154.141.3
dev.geolity.com.	0	A	195.154.141.2
dev.adcreator.geolity.com.	0	A	195.154.141.2

On the right, there are buttons for **Ajouter une entrée**, **Réinitialiser ma zone DNS**, **Modifier le TTL par défaut**, **Modifier en mode textuel**, and **Supprimer la zone DNS**. A **Guides** section shows **Zone DNS** as the selected guide.

Add an entry

The screenshot shows the same OVH client interface, but with the **Ajouter une entrée à la zone DNS** modal open. The modal is titled **Étape 1 sur 3** and prompts the user to **Sélectionnez un type de champ DNS**.

The modal displays three categories of DNS record types:

- Champs de pointage**: A, AAAA, NS, CNAME
- Champs étendus**: CAA, TXT, NAPTR, SRV, LOC, SSHFP, TLSA
- Champs mails**: MX, SPF, DKIM, DMARC

At the bottom of the modal are **Annuler** and **Suivant** buttons. The background shows the same DNS zone configuration page for **geolity.com**.

Add the subdomain

Fill this value for CNAME : => **Kwanko** will send you this value to fill.

The screenshot shows the OVH web client interface for managing the domain **geolity.com**. A modal window titled "Ajouter une entrée à la zone DNS" (Add a record to the DNS zone) is open, indicating it is "Étape 2 sur 3" (Step 2 of 3). The modal contains the following fields:

- Sous-domaine**: A text input field with ".geolity.com" entered.
- TTL**: A dropdown menu set to "Par défaut" (Default).
- Cible ***: A text input field with "IN CNAME" entered.

Below the input fields, a message states: "Le champ CNAME actuellement généré est le suivant : IN CNAME". At the bottom of the modal are three buttons: "Annuler" (Cancel), "Précédent" (Previous), and "Suivant" (Next).

The background shows the domain's DNS zone configuration page. It includes a table of existing records:

Domaine	geolity.com.
geolity.com.	0 NS ns13.ovh.net.
geolity.com.	0 MX 1 redirect.ovh.net.
_autodiscover._tcp.geolity.com.	0 SRV 0 0 443 mailconfig.ovh.net.
_imaps._tcp.geolity.com.	0 SRV 0 0 993 ssl0.ovh.net.
_submission._tcp.geolity.com.	0 SRV 0 0 465 ssl0.ovh.net.
geolity.com.	0 A 195.154.141.3
dev.geolity.com.	0 A 195.154.141.2
dev.adcreator.geolity.com.	0 A 195.154.141.2

On the right side of the modal, there are buttons for "Ajouter une entrée" (Add a record), "Réinitialiser ma zone DNS" (Reset my DNS zone), "Modifier le TTL par défaut" (Change default TTL), "Modifier en mode textuel" (Change to text mode), and "Supprimer la zone DNS" (Delete the DNS zone). A "Guides" sidebar on the far right shows "Zone DNS" as the selected guide.

III. Installing of the JS Library

Presentation

The Javascript library (also named "SDK JS") "UniJS" is set for your affiliation campaign. It allows to activate all the Kwanko tracking features with a minimum of actions.

Installation

Include, on each page, into the header of your website (<head></head> part), the tag used to load the library:

```
<head>
...
<script type="text/javascript" src="URL.js"></script>
...
</head>
```

=> Kwanko will send you the URL of our library to use for your website.

Once this modification made, you have to add the pieces of code on the pages according to the objectives of the campaign.

The following steps give information for each case.

IV. Sales Tracking

Tracking Transaction tracker :

This tag should be placed on **ALL** payment confirmation page(s) in the <body></body> part.

Beware, if a payment method available doesn't return automatically to the shop after the payment validation, then you will have to update your site in order to comply to this constraint, before you can implement and test this tracker.

It is mandatory requirement that your site have this automatic return in place for every single method of online payment available on your site*.

```
<script type="text/javascript">
KWKUniJS.conversion({
  'mclic' : 'MCLIC_VALUE',
  'argmon' : 'AMOUNT',
  'argann' : 'EVENTID',
  'argmodp' : 'PAYNAME',
  'nacur' : 'CURRENCY',
  'argbr' : 'VOUCHERCODE'
});
</script>
```

=> Kwanko will send you the identifier for MCLIC_VALUE identifier that corresponds to your campaign.

- Replace **AMOUNT** with the amount of the transaction **excluding taxes and shipping costs**. Please, do not include currency symbol and no thousands separators. Use **dot** (.) or **comma** (,) as decimal separator and no thousand separator.
- Replace **EVENTID** with unique identifier of the transaction. For example the order ID or booking ID or subscription ID.
- Replace **PAYNAME** with the name of the payment type. Use explicit names **in alphabetic type without space or special characters, no accent**. For example, paypal or creditcard or moneytransfer or cheque.
- Replace **CURRENCY** of the parameter nacur with the iso 4217 code (3 characters) for the currency used in the transaction. For example EUR or GBP or USD.
- Replace **VOUCHERCODE** with the voucher code if any.