Billiger.de: Sales Tracking Integration Guide

Dear Partner,

please follow the instructions on the following pages:

This service

- is free
- offers a high transparancy due to its extensive performance measurement based on the most important KPI's

Tracking process

- By clicking a link on billiger.de, a cookie-based tracking session will be opened.
- A successful order in your shop will be registered by the tracking pixel.
- The order can be registered and allocated to your shop only if a valid cookie exists.

Orders will not be registered and allocated, if

- No valid tracking cookie exits (no clickout on billiger.de)
- the tracking cookie has a different Shop ID (the user only clicked on links of other shops on billiger.de)
- the tracking cookie expired (it expires after 30 days)

Integration for partners

To participate in the billiger.de Sales Tracking program a tracking pixel has to be integrated on the order confirmation page.

The tracking pixel contains different dynamic information from your shop system as parameters, explained on the following pages.

Overview

Way of integration	Description	Example
Full integration with shopping cart item information	The entire shopping cart (excluding shipping costs) will be transmitted, including the following data of each article in it: • identification number (aid) • title (name) • count (cnt) • net price (val)	shop_id=12345&oid=abc99&aid_1=1234 &name_1=Produkt1%20abc &cnt_1=2&val_1=4.2&aid_2=5678 &name_2=Produkt2%20def&cnt_2=1 &val_2=8.4
Short integration without detailed item information	The total net shopping cart value (excluding shipping costs) will be transmitted.	shop_id=12345&oid=abc99&val=16.8

Integration of the tracking pixel

Add the following code to the HTML source code of the page that is displayed after a successful order (e.g. order confirmation or Thank-You-Page) between the body tags (<body>…</body>):

```
<img src="https://billiger.de/sale?shop_id=SHOP-ID&oid=ORDER-
ID&aid_1=ARTICLE-ID-1&name_1=ARTICLE-NAME-1&cnt_1=ARTICLE-COUNT-
1&val_1=ARTICLE-VALUE-1" width="1" height="1" border="0" alt="" />
```

Replace the placeholders in the URL with dynamic information from your system.

Placeholder	Description	Example
SHOP-ID	your billiger Shop-ID	12345
ORDER-ID	unique order id or invoice number	20120301-PF12
ARTICLE-ID-1	unique article ID	BS1-2345
ARTICLE-NAME-1	article name (URL encoded)	12XY3
ARTICLE-COUNT-1	quantity	2
ARTICLE-VALUE-1	article value (point as decimal mark)	4.20

The suffix _1 has to be raised by 1 for each additional item that is purchased within the same order.

Example parameter list with placeholders for a shopping cart with 3 different items:

```
<img src="https://billiger.de/sale?shop_id=SHOP-ID&oid=ORDER-ID
&aid_1=ARTICLE-ID-1&name_1=ARTICLE-NAME-1&cnt_1=ARTICLE-COUNT-
1&val_1=ARTICLE-VALUE-1
&aid_2=ARTICLE-ID-2&name_2=ARTICLE-NAME-2&cnt_2=ARTICLE-COUNT-
2&val_2=ARTICLE-VALUE-2
&aid_3=ARTICLE-ID-3&name_3=ARTICLE-NAME-3&cnt_3=ARTICLE-COUNT-
3&val_3=ARTICLE-VALUE-3
" width="1" height="1" border="0" alt="" />
```

Placeholder	Description	Example
ARTICLE-ID-2	Article ID of the second item	BS2-6789
ARTICLE-NAME-2	Article name of the second item	Beispielprodukt 34XY4
ARTICLE-COUNT-2	Quantity of the second item	1
ARTICLE-VALUE-2	Article value of the second item (point as decimal mark)	8.40
ARTICLE-ID-3	Article ID of the third item	BS3-4567
ARTICLE-NAME-3	Article name of the third item	Beispielprodukt 56AB1
ARTICLE-COUNT-3	Quantity of the third item	3
ARTICLE-VALUE-3	Article value of the third item (point as decimal mark)	42.01
…	…	…

Example for a tracking pixel:

Order with order id "abc999" for 2 items from shop "Shop12345", merchant ID "12345":

   1x "Product1 abc" (article ID 1234) for 59.99 € each

   2x "Produkt2 xyz" (article ID 5678) for 9.99 € each

List of parameters for each item:

item 1 "Produkt1 abc":
```
&aid_1=1234&name_1=Produkt1%20abc&cnt_1=1&val_1=8.40
```

item 2 "Produkt2 xyz":
```
&aid_2=5678&name_2=Produkt1%20xyz&cnt_2=3&val_2=42.01
```

The complete Sales Tracking code for this example would look like this (line breaks are only there for better readability):

```
https://billiger.de/sale?shop_id=12345
&oid=abc999
&aid_1=1234&name_1=Produkt1%20abc&cnt_1=1&val_1=8.40
&aid_2=5678&name_2=Produkt1%20xyz&cnt_2=3&val_2=42.01
```

Integration oft the tracking pixel (without detailed item information)

Tracking is also possible without detailed item information, if that is not desired or technically possible. In this case only the total order value has to be included.

The http request would like this:

```
https://billiger.de/sale?shop_id=SHOP-ID&oid=ORDER-ID&val=TOTAL-VALUE
```

Placeholder	Description	Example
SHOP-ID	your billiger.de Shop ID	12345
ORDER-ID	unique order id or invoice number	20120301-PF12
TOTAL-VALUE	Total order value (point as decimal mark)	16.80

The complete pixel with the example data given above::

```
<img src="https://billiger.de/sale?shop_id=12345&oid=20120301-
PF12&val=16.80" width="1" height="1" border="0" alt="" />
```

Integration with dynamic attribution

In case you are conducting a dynamic attribution, which means every distribution channel is only awared a certain revenue share, this information can also be included with an additional parameter called *&factor*.

Exampel

Order for 1 item, where 50% oft he revenue is attributed to billiger.de:

　　1x "Produkt1 abc" (article ID 1234) for 16.80 €

The parameter list would look like this:

```
&factor=0.5&aid_1=1234&name_1=Produkt1%20abc&cnt_1=1&val_1=16.80
```

<u>IMPORTANT:</u>

Please inform us via e-mail as soon as the integration is completed, so that we can activate the tracking and conduct a functioning test.

Please don't hesitate to contact us for any further questions