

zanox.

SUB-ID

MANAGEMENT

WITH GPP

**SET-UP GUIDE FOR
PUBLISHERS**

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WHAT DOES GPP STAND FOR?

GPP is short for **general purpose tracking parameters** and consists of a series of alphanumeric parameters available for publishers.

When a potential customer clicks a publisher's ad media link and GPP parameters are filled in, then the values are stored in the zanox tracking system. In case the customer generates a conversion, the stored GPP values are retrieved from the zanox tracking system and placed in the statistics for the publisher to see.

GPP is basically a container which publishers can use to place their own tracking information (e.g. Sub IDs) onto conversions. The GPP solution replaces the parameter **SIDE**, which was previously used to manage sub IDs.

Parameter naming convention

GPP is comprised of 10 individual parameters which are consecutively numbered according to the following naming convention:

- zpar0, zpar1, zpar2, ..., zpar9

The parameters parameters .zpar0' to .zpar4' can be freely used by publishers for any purpose.

The parameters .zpar5' to .zpar9' are reserved by zanox for internal use. For instance, parameter .zpar9' is used by the zanox Application Store. Publishers can access the zanox-internal parameters via the user interface (see section „Accessing GPP via the user interface“) and select the parameters they want to display in the statistical reports.

Parameter format and size

Use one of the following formats to pass a GPP in the tracking code:

- zparx=[[value]]
- zparx=value

Replace .x' with the number of the parameter you would like to use and replace .value' with any alphanumeric string of characters that you wish to pass to the tracking system.

The overall volume of all used parameters must not exceed 4k. Also, please keep in mind that the number of characters you can pass in the URL may be limited. zanox therefore strongly recommends not to use more than 1028 characters for the total of GPP you are using in one request.

Supported zanox technologies

The following applications and technologies support GPP:

- PPC (click application)
- TPV (True Post View application)
- PPV (post view application, counting page impressions)
- GAP (Global Alliance Partner technology)



Go to <http://apps.zanox.com> to use the Application Store.

IMPLEMENTING GPP IN THE TRACKING CODE

You can implement GPP in your tracking code in the following ways:

Example for PPC

```
http://ad.zanox.com/ppc/?1234c5678&zpar0=[[value]]&zpar1=[[value]]
```

Example for TPV

```
http://ad.zanox.com/tpv/?1234c5678&zpar0=[[value]]
```

Example for PPV

```
http://ad.zanox.com/ppv/?1234c5678&zpar0=[[value]]
```



NOTE: TPV and PPV only support 'zpar0'. You can store up to 150 characters in 'zpar0'.

SUPPORT FOR GAP

GPP 'zpar0' can be used as parameter in GAP requests. In order to implement GPP in GAP requests please place the parameters in your ad media links as shown above and let your account manager know how you would like it to appear in your GAP pixel. An example of the beginning-end process is outlined below:

Implementation of GPP in the tracking code

Tracking link (click code):

```
http://ad.zanox.com/ppc/?1234c5678T&zpar0=[[helloGPPSubID=12345]]
```

Sale/lead tracking code:

```
http://ad.zanox.com/ppx/?1234c5678&product=[[1]]&totalprice=[[12,5]]
```

Provided publisher conversion pixel

```
http://www.ihre-domain.com/site21/?##zpar0##&conversion=##totalprice##
```

Resulting GAP request

```
http://www.ihre-domain.com/site21/?helloGPPSubID=12345&totalprice=12,5
```

ACTIVATING GPP

GPP does not require any activation via the user interface. Publishers may use the parameters at any time by following the instructions outlined in this guide.

ACCESSING GPP VIA THE USER INTERFACE

You can access GPP via:

- the publisher statistics in the main menu of the zanox User Interface
- the zanox Web Services API

Publisher statistics

Go to **Statistics > Advanced**. Use the tab **Formatting** to individually select those GPP you want to display in your statistical reports.

Select columns for Sales Details

<input checked="" type="checkbox"/> Sale Date and Time	<input type="checkbox"/> Click Date and Time	<input type="checkbox"/> Last Edited	<input checked="" type="checkbox"/> Conversion Time
<input type="checkbox"/> Date of Last Status Change	<input checked="" type="checkbox"/> Status	<input checked="" type="checkbox"/> Total Price (Original Currency)	<input checked="" type="checkbox"/> Total Price (Programme Currency)
<input checked="" type="checkbox"/> Programme Name	<input checked="" type="checkbox"/> Tracking Category	<input type="checkbox"/> Ad Server	<input type="checkbox"/> Ad Media Type
<input type="checkbox"/> Ad Media Name	<input checked="" type="checkbox"/> Remarks	<input checked="" type="checkbox"/> Commission	<input checked="" type="checkbox"/> Sub-Affiliate ID
<input type="checkbox"/> Commission of Sub-Affiliate	<input checked="" type="checkbox"/> GPP/zpar0	<input type="checkbox"/> GPP/zpar1	<input type="checkbox"/> GPP/zpar2
<input type="checkbox"/> GPP/zpar3	<input type="checkbox"/> GPP/zpar4	<input type="checkbox"/> GPP/zpar5	<input type="checkbox"/> GPP/zpar6
<input type="checkbox"/> GPP/zpar7	<input type="checkbox"/> GPP/zpar8	<input type="checkbox"/> GPP/zpar9	

i Please note that this view also enables you to select the zanox-internal parameters 'zpar5' to 'zpar9'.

The selected parameters are displayed as individual columns in the statistics table.

Sale Date and Time	Programme Name	Commission	Conversion Time	Tracking Category	Status	GPP/zpar0
01-Oct-2011 00:02:17	Performances - DE Performance	1.62 EUR	41min 21s		open	
01-Oct-2011 00:06:33	De Bijenkorf NL	3.56 EUR	14h 49min 39s	Basket	open	9127_728x90_1_Adfield-Reach-P-NL-728x90-1_360_ad4display_cpc_1317367012
01-Oct-2011 00:10:28	De Bijenkorf NL	0.55 EUR	11h 47min 52s	Basket	open	9127_728x90_1_Adfield-Reach-P-NL-728x90-1_360_ad4display_cpc_1317378155
01-Oct-2011 00:10:44	De Bijenkorf NL	3.59 EUR	16h 16min 16s	Basket	open	9127_728x90_1_Adfield-Reach-P-NL-728x90-1_360_ad4display_cpc_1317382306

zanox Web Services API

GPP - like any other parameter - can be accessed via zanox Web Services.

- For news and updates on the zanox Web Services have a look at our blog: <http://blog.zanox.com/en/webservices>

