

idealo Performance Tracking

Technical White Paper



Structure of the sales pixel

The following tables show both mandatory and optional parameters for the sales pixel together with explanations. The Parameters highlighted in blue will be delivered by you. Those highlighted in orange are static and will be dealt with by idealo.

We strongly recommend using Basket Tracking (with the parameter `bsk`) as opposed to Default Tracking, as this makes it possible for you to track each individual item within your baskets.

Obligatory parameter	
Parameter	Description / Value
trc	This is the product category. If you are using the Basket Tracking, the value will be „basket“.
ctg	This is the name of the Conversion Target.
sid	Individual Order ID of the Conversion page.
cid	Individual Order ID
orv	Gross order value with taxes (Period as separator), Example: 12.50
orc	ISO Currency-Code (ISO 4217) EUR

Optional Parameter	
Parameter	Description / Value
tst	Unix time stamp (a numeric value without a space or special characters)
bsk	Detailed Basket information. Generated in JSON and the Basket will be URL-encoded : <ol style="list-style-type: none"> pid: individual product ID prn: product name brn= name of the brand pri= Productprice (gross) qty= Quantity of each position trc= Tracking Category prc= optional field: Hierarchy or the product category, will be separated with a „.“ (Example: „Woman.Clothes.Shoes.“)

The pixel needs to be integrated into your site's **order confirmation page**, in the «body» tag.

Example of standard tracking (*default*)

Example of a sales pixel with default tracking:

```
<!-- BEGIN IDEALO PARTNER TRACKING CODE -->
```

```

```

```
<!-- END IDEALO PARTNER TRACKING CODE -->
```

Example values from your website:

```
tst : 1489132867  
cid : 1234  
orv : 225.50  
orc : EUR
```

Example of a sales pixels with the values from your website:

```
<!-- BEGIN IDEALO PARTNER TRACKING CODE -->
```

```

```

```
<!-- END IDEALO PARTNER TRACKING CODE -->
```

Example of basket tracking (*basket*)

Example of a sales pixel with basket tracking:

```
<!-- BEGIN IDEALO PARTNER TRACKING CODE -->
```

```

```

```
<!-- END IDEALO PARTNER TRACKING CODE -->
```

Example values with basket information:

```
tst : 1489132867
```

```
cid : 1234
```

```
orv : 225.50
```

```
orc : EUR
```

```
bsk : {"pid":"F8Z439-P","prn":"Belkin Tunecast Auto Universal with Clearscan F8Z439-P","brn":"Belkin","pri":"125.00","qty":"1","trc":"Electronics","prc":"Electronic.Car.Audio"}, {"pid":"IB-IBAZ02GRUJ6","prn":"StarTech.com 6-Foot High Speed HDMI Cable HDMIMM6 - Black","brn":"Startech","pri":"125.00","qty":"1","trc":"Electronics","prc":"Electronics.TV.Wires"}
```

Example of sales pixel with basket information:

```
<!-- BEGIN IDEALO PARTNER TRACKING CODE -->
```

```

```

```
<!-- END IDEALO PARTNER TRACKING CODE -->
```

idealo

TRACKING PIXEL

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