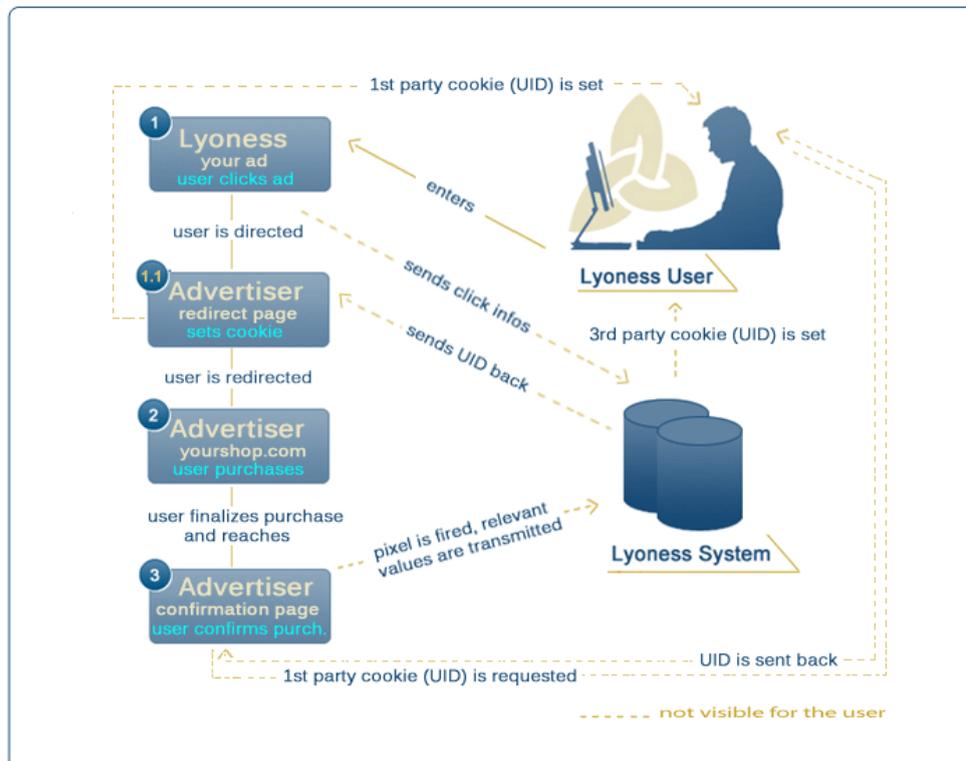


# Lyoness Tracking Codes Implementation

## Advertiser Manual



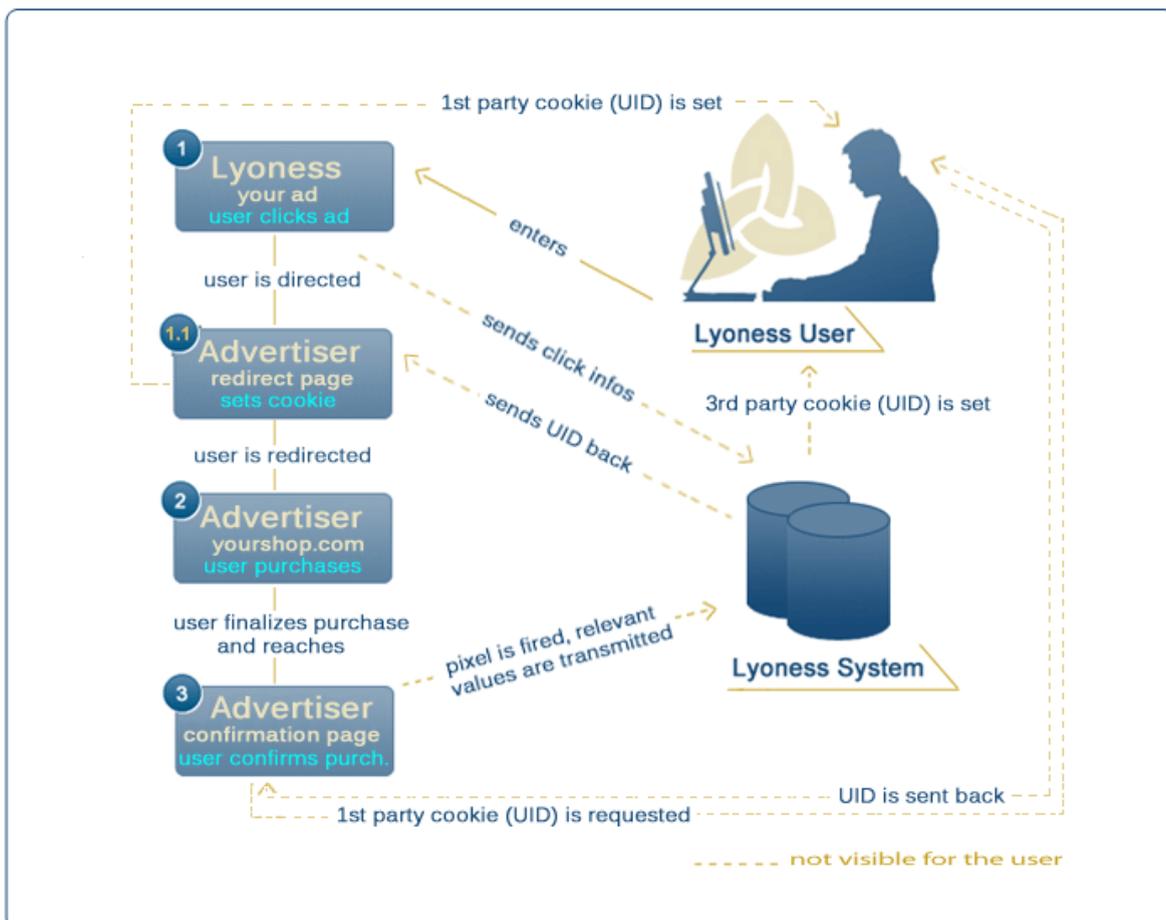


## Index

<b>1</b>	<b>BASIC PROCEDURE.....</b>	<b>3</b>
<b>2</b>	<b>STEP BY STEP INSTRUCTIONS.....</b>	<b>4</b>
<b>2.1</b>	<b>IMPLEMENTING THE TRACKING PIXEL.....</b>	<b>4</b>
2.1.1	IMPLEMENTING AN ADVERTISER REDIRECT PAGE - PHP CODE SAMPLE.....	5
2.1.2	IMPLEMENTING THE TRACKING CODE ON AN ADVERTISER CONFIRMATION PAGE - PHP CODE SAMPLE.....	6
2.1.3	TRACKING CODES IN OTHER SCRIPT LANGUAGES .....	8
<b>2.2</b>	<b>VALIDATION OF SALES .....</b>	<b>8</b>
2.2.1	VIA ONLINEPARTNER.LYONESS.NET INTERFACE.....	8
2.2.2	BATCH VALIDATION .....	8

## 1 Basic Procedure

1. A Lyoness member enters the Lyoness website and logs in successfully. As he clicks on an ad he is redirected to a Lyoness System redirect page and relevant Click Link Information is sent to the Lyoness System.
2. Via the Lyoness System redirect page we drop a persistent (3<sup>rd</sup> party) cookie called "TDUID" on the visitor's computer.
3. Then we send the visitor to the Advertiser redirect page. On the Advertiser redirect page the TDUID (enclosed in the URL) is picked up and set in a persistent (1<sup>st</sup> party) cookie called "TRADEDOUBLER" and in a session variable from the Advertiser domain. Now the visitor is redirected to the landing page (typically the homepage, online shop) or a product page.



4. When the user completes his Sale a confirmation page is shown. This is where details concerning the specific sale have to be returned to the Lyoness System behind. This is realized via an IMG TAG (a so-called Pixel), that returns the relevant values via certain parameters within a server request. (TDUID, organizationID, eventID, orderNumber, orderValue...)
5. The Combination out of the Pixel parameters, the initially set cookie and the Click Link information guarantees a safe tracking and the detailed recording of each sale in our system. Once a sale is recorded in the system the Advertiser has a certain amount of days (pending time) to validate each recorded sale (for example to confirm or to cancel it) in a specific Lyoness advertiser area before it goes into auto acceptance.

## 2 Step by step instructions

### 2.1 Implementing the tracking pixel

What you see below is a sale img tag (pixel) example fired on a confirmation page:

```

```

The tracking pixel has to contain the following parameters:

- organization: This parameter is mandatory. It is your Advertiser ID in our system. It is a fixed parameter provided by Lyoness.
- event: This parameter is mandatory. It is linked to your organization. Several events can be used by one Advertiser. For example if you sell DVDs and CDs, it can be suitable to have one event per product type. This is for reporting and commission purposes. It is a fixed parameter provided by Lyoness.
- orderNumber: This parameter is mandatory. This value has to be unique for each order. Ideally, you should send us your internal reference id for the transaction.
- orderValue: This parameter is mandatory. You need to send us the value of the transaction (gross or net amount, with or without delivery – depends on the agreement)
- currency: This parameter is mandatory; it depends on the country in which your program is open. You must send us the currency (Example: "USD" for US \$) in which the sale has been made.
- checksum: You should implement the checksum to guarantee high quality tracking, though it is not really mandatory. If you do not implement the checksum, please give us the info as we have to disable it in our System. The checksum is an aggregated variable used to make sure that each transaction is unique. It is built as follows: V04 + MD5 (secretcode + orderNumber + orderValue). All parameter between brackets are hashed in the MD5.
- tduid: This parameter is mandatory. This variable is filled with the TDUID value that was stored in a permanent cookie called TRADEDOUBLER and set by your domain. It is also stored in a session variable.
- reportInfo: This parameter is optional. You can use it to send extra information about the sale, e.g. the content of the basket. As this variable contains a character string, it has to be URL encoded and in the UTF-8 encoding format.

What follows is a PHP sample code for the Implementation of a tracking pixel. Please have a look to see how the tracking implementation works. You can clearly see which values have to be assigned dynamically out of your database or confirmation page and where you can replace the placeholders with your provided Lyoness IDs.

### 2.1.1 Implementing an advertiser redirect page - PHP Code Sample

Saved for example under: <http://www.example.com/redirect.php>

#### PHP Code Redirect

```
<?php

// Default landing page
//
$defaultUrl = "http://www.example.com/";

// The domain under which this script is installed
//
$domain = "example.com";

if (!empty($_GET["tduid"]))
{
    $cookieDomain = "." . $domain;
    setcookie("TRADEDOUBLER", $_GET["tduid"],
        (time() + 3600 * 24 * 365), "/", $cookieDomain);
        // If you do not use the built-in session functionality in PHP, modify
        // the following expression to work with your session handling routines.
        //
    $_SESSION["TRADEDOUBLER"] = $_GET["tduid"];
}

if (empty($_GET["url"]))
    $url = $defaultUrl;
else
    $url = urldecode(substr(strstr($_SERVER["QUERY_STRING"], "url"), 4));

header("Location: " . $url);

?>
```

You have to adapt the variables "defaultUrl" and "domain". You will find further Sample Codes in different Script Languages in the "Sample Codes Manual" document provided by Lyoness.

## 2.1.2 Implementing the tracking code on an advertiser confirmation page - PHP Code Sample

### PHP Code Tracking

```
<?php

// Your organization ID; provided by Lyoneess
//
$organization = "xxxx";

// Your checksum code; provided by Lyoneess
//
$checksumCode = "xxxx";

// Value of the sale; sale specific value has to
// be assigned dynamically out of the shop database
//
$orderValue = "X.XX";

// Currency of the sale.
// For example "USD" for US $, or "EUR" for Euro
//
$currency = "EUR";

// Event ID; provided by Lyoneess
//
$event = "xxxx";

// Event type:
// in most cases $isSale should be left as "true" unless
// you arranged a lead commission with Lyoneess
// true = Sale
// false = Lead
//
$isSale = true;

// Encrypted connection on this page:
// true = Yes (https)
// false = No (http)
//
$isSecure = true;

// Here you must specify a unique identifier for the transaction.
// You should assign your internal shop order number dynamically
// out of your shop database
//
$orderNumber = "xxxxxxxx";

// If you do not use the built-in session functionality in PHP, modify
// the following expressions to work with your session handling routines.
//
$tduid = "";
if (!empty($_SESSION["TRADEDOUBLER"]))
    $tduid = $_SESSION["TRADEDOUBLER"];
```

```
// OPTIONAL: You may transmit a list of items ordered in the reportInfo
// parameter. See the chapter reportInfo for details.
//
$reportInfo = ""; $reportInfo = urlencode($reportInfo);

/***** IMPORTANT: *****/
/***** In most cases, you should not edit anything below this line. *****/

if (!empty($_COOKIE["TRADEDOUBLER"]))
    $tduid = $_COOKIE["TRADEDOUBLER"];

if ($isSale)
{
    $domain = "tbs.tradedoubler.com";
    $checkNumberName = "orderNumber";
}
else
{
    $domain = "tbl.tradedoubler.com";
    $checkNumberName = "leadNumber";
    $orderValue = "1";
}

$checksum = "v04" . md5($checksumCode . $orderNumber . $orderValue);

if ($isSecure) $scheme = "https";
else $scheme = "http";

$trackBackUrl = $scheme . "://" . $domain . "/report"
    . "?organization=" . $organization
    . "&event=" . $event
    . "&" . $checkNumberName . "=" . $orderNumber
    . "&checksum=" . $checksum
    . "&tduid=" . $tduid
    . "&reportInfo=" . $reportInfo;

if ($isSale)
{
    $trackBackUrl
        .= "&orderValue=" . $orderValue
        .= "&currency=" . $currency;
}

echo "<img src=\"\" . $trackBackUrl . "\" alt=\"\" style=\"border: none\" />";

?>
```

You have to assign/adapt the variables "organization", "checksumCode", "orderValue", "currency", "event", "isSale", "isSecure", "orderNumber" and "tduid".

You will find further Sample Codes in different Script Languages in the "Sample Codes Manual" document provided by Lyoness.

### **2.1.3 Tracking Codes in other Script Languages**

For further Code Samples in different Script Languages please have a look at our "Sample Codes Manual" provided by LyoneSS.

## **2.2 Validation of Sales**

### **2.2.1 Via [onlinepartner.lyoneSS.net](http://onlinepartner.lyoneSS.net) Interface**

For the sales validation procedure, please go to <http://onlinepartner.lyoneSS.net>. To set an initial password, please click on "Forgotten your Password?" and follow the instructions. Once you are logged in with your provided access data you can change your personal settings and further on validate your sales. The advertiser has a certain amount of days (pending time) to validate completed sales (for example to confirm or to cancel it) before they change their status automatically into "accepted".

### **2.2.2 Batch validation**

For advertisers with lots of sales there is a possibility for an XML/CSV batch validation. Therefore please take a look at the "Sales Validation Batch" Manual provided by LyoneSS.