

MANUAL DE INTEGRAÇÃO

O manual ajuda para a integração de Pixel Imagem para a captação e acompanhamento via plataforma Let's Perform de vendas, conversões, registros. Ele deve ser **acrescentado na Thank You Page de compra ou cadastro.**

INTEGRAÇÃO PIXEL CONVERSÃO VENDAS

O pixel de vendas serve para o acompanhamento de visão de vendas geradas, transação da compra e receita da compra.

Exemplo:

```
<!-- Offer Conversion: Nome da Oferta -->

<!-- // End Offer Conversion -->
```

Amount = o total da compra

Adv_Sub = ID de Transação

INTEGRAÇÃO PIXEL CONVERSÃO DE LEADS

O pixel de Leads serve para o acompanhamento da visão de cadastros e acompanhamento em tempo real.

Exemplo:

```
<!-- Offer Conversion: Nome da Oferta -->

<!-- // End Offer Conversion -->
```

Adv_Sub = ID de Transação específica para cada novo cadastro ou e-mail.

AS MACROS E SUAS DEFINIÇÕES

ID of offer	{offer_id}
Name of offer	{offer_name} – Nome da oferta.
Reference ID for Offer	{offer_ref}
ID of goal for offer.	{goal_id}
ID of affiliate.	{affiliate_id}
Company name of affiliate.	{affiliate_name}
Reference ID for affiliate.	{affiliate_ref}
Source value specified in the tracking link.	{source}
Affiliate sub specified in the tracking link.	{aff_sub}
Affiliate sub 2 specified in the tracking link.	{aff_sub2}
Affiliate sub 3 specified in the tracking link.	{aff_sub3}
Affiliate sub 4 specified in the tracking link.	{aff_sub4}
Affiliate sub 5 specified in the tracking link.	{aff_sub5}
Affiliate click ID specified in the tracking link.	{aff_click_id}
Affiliate unique value 1 specified in the tracking link.	{aff_unique1}
Affiliate unique value 2 specified in the tracking link.	{aff_unique2}
Affiliate unique value 3 specified in the tracking link.	{aff_unique3}
Affiliate unique value 4 specified in the tracking link.	{aff_unique4}
Affiliate unique value 5 specified in the tracking link.	{aff_unique5}
ID of offer URL for offer.	{offer_url_id}
ID of creative file for offer.	{offer_file_id}
Name of creative file for offer.	{file_name}
ID of advertiser.	{advertiser_id}
Reference ID for affiliate.	{advertiser_ref}
Advertiser sub specified in the conversion pixel / URL.	{adv_sub}
ID of the transaction for your network. Don't get confused with an ID an affiliate passes into aff_sub.	{transaction_id}
IP address that started the tracking session.	{session_ip}

IP address that made the conversion request.	{ip}
Current date of conversion formatted as YYYY	{date}
Current time of conversion formatted as HH:MM:SS.	{time}
Current date and time of conversion formatted as YYYY	{datetime}
Randomly generated number.	{ran}
3 digit currency abbreviated.	{currency}
Amount paid to affiliate for conversion.	{payout}
Sale amount generated for advertiser from conversion.	{sale_amount}
For mobile app tracking, the ID of the user's mobile device.	{device_id}