



# Guide: iFrame/IMG pixel installation on the CPAExchange platform

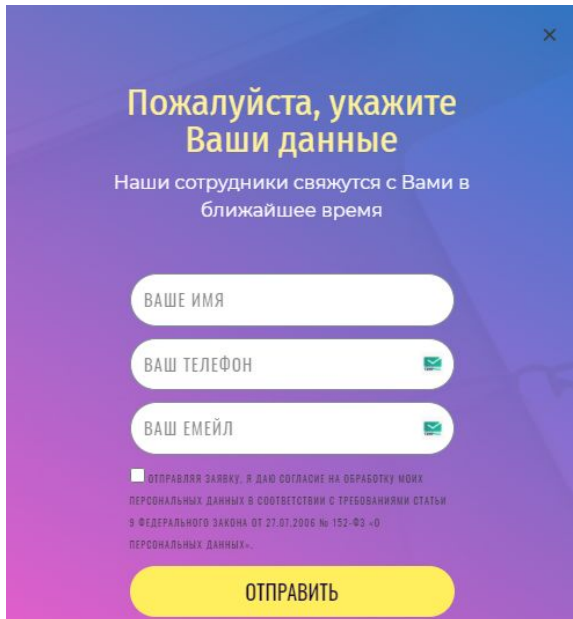
# Tracking statistics on the CPAExchange platform.

## Installation of pixel

In order for an advertiser be able to track statistics on their campaigns on the CPAExchange platform, you need to install a pixel on the conversion page of the advertiser's offer.

### Installation of iframe/img pixel:

- After adding the campaign to the CPAExchange platform, The Manager will send you a pixel to install on the conversion page.
- As a rule, the pixel is called on the registration, order, or feedback forms.
- If your web site is made on any constructor (Tilda, WordPress, etc.) or the pixel will be installed via GTM, please inform our Manager separately.



Пожалуйста, укажите  
Ваши данные

Наши сотрудники свяжутся с Вами в  
ближайшее время

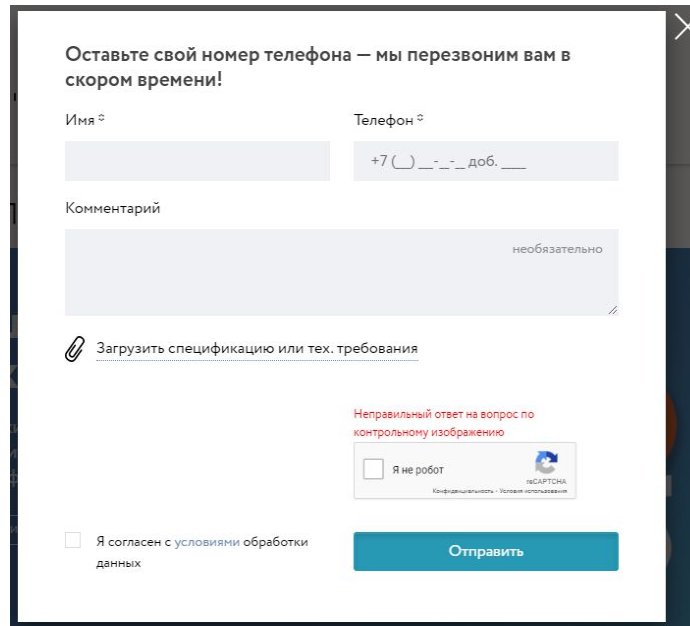
ВАШЕ ИМЯ

ВАШ ТЕЛЕФОН

ВАШ ЕМЕЙЛ

☐ Отправляя заявку, я даю согласие на обработку моих персональных данных в соответствии с требованиями статьи 9 Федерального закона от 27.07.2006 № 152-ФЗ «О персональных данных».

ОТПРАВИТЬ



Оставьте свой номер телефона — мы перезвоним вам в скором времени!


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Телефон <sup>☺</sup>

+7 ( ) \_ \_ \_ \_ доб. \_ \_


Комментарий

необязательно

 Загрузить спецификацию или тех. требования

Неправильный ответ на вопрос по  
контрольному изображению

☐ Я не робот

 CAPTCHA

Конфиденциальность · Условия использования

☐ Я согласен с условиями обработки  
данных

Отправить

## Tracking statistics on the CPAExchange platform.

### Installation of pixel

*A pixel is a function pixel() on Javascript including either <iframe  
src="https://partners.cpaex.ru/track/goal-iframe?goal\_id={goal\_id}&track\_id={unique\_id}" height="1"  
width="1" frameborder="0" scrolling="no"></iframe> or *

To display statistics correctly, we recommend setting the pixel at the top of the page. Ideally, right after the <boby> tag, if it doesn't break the page design. Direct the action to the "Send" button by adding the pixel () function; via the onclick event.

**{goal\_id}** – parameter indicating the number of the ad campaign in the CPAExchange platform. Please note that the campaign id in the platform and pixel must match.

**{track\_id}** –a required parameter used by the advertiser to transmit data to it, which is then used to compare leads in the advertiser's system and in CPAExchange. The value must be unique.

For example, you can pass values:

- user's phone number;
- request number;
- order number;
- mail;
- etc.

## Tracking statistics on the CPAExchange platform.

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### Installation of pixel

CPAEXCHANGE  
PAY PER ACTION

***track\_id*** – this is what CPAExchange receives from the Customer and what helps CPAExchange check statistics.

***unique\_id*** - this is the value that is generated on the advertiser's side.

***transaction\_id*** -this is an action performed by the user. This id is generated on the CPAExchange platform side at the time of the click on tracking\_url. When a pixel is triggered, the system determines which transaction to fix the lead for, and the transaction status changes, becoming a lead with the pending or approved status. Accordingly, in the future it can also be changed for this transaction.

CPAExchange can send transaction\_id to the client in the link to their page (offer url) (if the client is ready to accept), and if they provide a list of accepted and rejected leads with transaction\_id, we can update statistics on this data, as well as on track\_id. But you don't need to pass the transaction\_id to the pixel, we already know it.

Track\_id is easier for the advertiser (you don't need to attach any additional parameters to your link) + we have statistics (data) of the advertiser on leads, which greatly simplifies reconciliation.

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