

Conversion Path Tracking

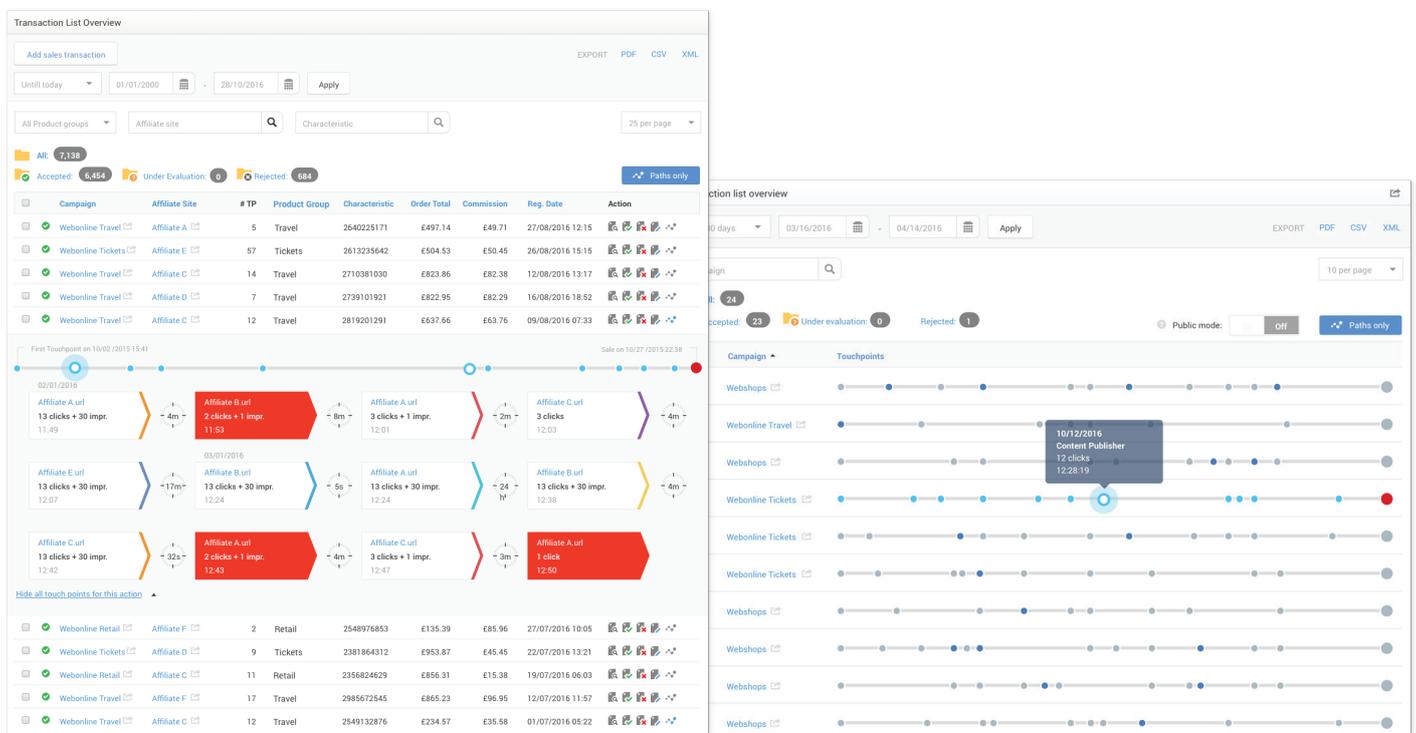
Understanding the customer journey and how it's influenced by affiliates actively promoting your campaign can be challenging. Take a deep dive into the conversion path and analyse your customer's interactions with affiliates before purchasing a product or generating a lead. No matter the affiliates' channel used, from blogs to comparison sites, mobile or desktop, you're able to analyse the full conversion path and influence affiliates to better achieve your goals.

How Conversion Path Tracking works

Consumers interact with various channels in their path to purchase and publishers are well able to understand their needs. As such, publishers have tailored ways to interact with consumers and capture all key buying factors.

In a market where the last click model is predominantly applied, much effort is made by publishers to obtain that position in the customer journey towards conversion. However, more than 95% of all affiliate transactions involves more than one affiliate promoting your campaign. Traditionally the affiliate responsible for the last click is rewarded a commission and reported to your transaction overview.

Conversion Path Tracking brings change to this principle and provides merchants and affiliates full insight to all Touch Points involved in the transaction. This transparent approach gives users more insight to their position and related returns which allows merchants and affiliates alike to amend and optimise their strategies in being of added value. Whilst advertisers obtain much more detail to which publishers are involved and what position they take in the customer journey, publishers can apply their tenets to achieve required campaign results.



The screenshot displays the TradeTracker.com interface, divided into two main sections: 'Transaction List Overview' and 'Conversion Path Tracking'.

Transaction List Overview: This section features a table with columns for Campaign, Affiliate Site, # TP, Product Group, Characteristic, Order Total, Commission, Reg. Date, and Action. It includes filters for 'All Product groups', 'Affiliate site', and 'Characteristic'. Summary statistics show 7,138 total transactions, with 6,454 accepted, 0 under evaluation, and 684 rejected. A 'Paths only' button is visible.

Campaign	Affiliate Site	# TP	Product Group	Characteristic	Order Total	Commission	Reg. Date	Action
Webonline Travel	Affiliate A	5	Travel	2640225171	€497.14	€49.71	27/08/2016 12:15	[Icons]
Webonline Tickets	Affiliate E	57	Tickets	2613235642	€504.53	€50.45	26/08/2016 15:15	[Icons]
Webonline Travel	Affiliate C	14	Travel	2710381030	€823.86	€82.38	12/08/2016 13:17	[Icons]
Webonline Travel	Affiliate D	7	Travel	2739101921	€822.95	€82.29	16/08/2016 18:52	[Icons]
Webonline Travel	Affiliate C	12	Travel	2819201291	€637.66	€63.76	09/08/2016 07:33	[Icons]

Conversion Path Tracking: This section visualizes the customer journey through a timeline. It shows touchpoints for various campaigns and affiliate sites, including 'Webonline Retail', 'Webonline Tickets', and 'Webshops'. A specific path is highlighted for '10/12/2016 Content Publisher', showing 13 clicks and 30 impressions, leading to a conversion on 12/28/19.

Use Conversion Path Tracking in your advantage

Advertisers

Conversion Path Tracking helps identify affiliates who are often overlooked for the benefits they provide in the lead-up to a conversion. Through optimising the reward models for these particular affiliates more traffic will come from these publishers, which will directly or indirectly result in more transactions.

Publishers

Gain revolutionary insights to the involvement of any relevant publisher in the customer's path to purchase and compare it to your own achievements. Explore how you stand out from the competition and optimise your approach to achieve optimal results from your campaigns.

Conversion path affiliate site report - TradeTracker UK

This month 01/09/2016 - 30/09/2016 Apply EXPORT PDF CSV XML

Affiliate site 25 per page

My Reports

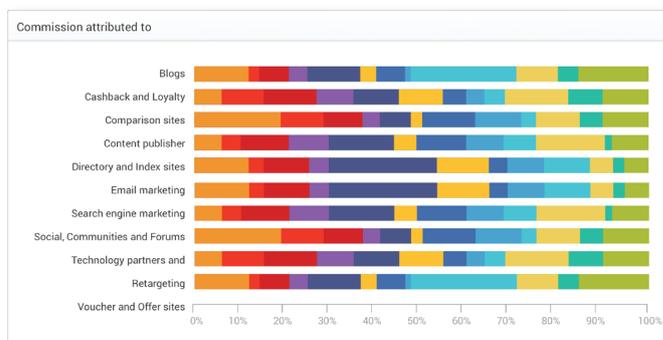
Affiliate site	Conversion path interaction (total)				Path length											Action										
	# First	# Assist	# Last	# Involved	Position distribution																					
Name	1	2	3	4	5	6	7	8	9	10+																
Business.webshops.com	38	43	820	901												563	140	45	22	24	8	6	12	4	77	
Webshops.com	31	32	133	196												80	14	15	3	14	1	4	7	1	57	
E-Book offers	46	64	76	186												32	8	18	17	6	16	2	7	4	76	
Online.webshops.com	15	57	57	129												29	9	15	5	5	1	3	2	2	58	
The Mobile Specialist	15	47	56	118												25	13	11	6	6	6	2	4	1	44	
Merchandize.webshops.com	6	38	32	76												15	5	4	5	3	3	2	1	2	36	
DVD Shop	0	38	31	69												9	3	4	5	7	2	1	2	0	34	
	877	4,873	1,007	6,757																						

Conversion Path affiliate site report

The position of active affiliates provides valuable insights to their type of interaction with the consumer. Consequently, this can be translated to the added value for specific site types and where merchants want to extend their visibility to increase conversions.

Commission attributed to

With an increasingly discerning and well-informed consumer, the number of touch points involved in a transaction will continue to rise. Being able to pinpoint affiliates based on their position in the path to purchase allows for better tailoring of commission models to secure the merchant-affiliate relationship.



Ready to get insight?

Rewarding convertors or adding pay-outs for assists is great, but real competitive advantage is gained by safeguarding margins through opening up the purchasing funnel to everyone involved.

TradeTracker's unique and easy-to-use Conversion Path Tracking tool offers Advertisers and Publishers the long awaited transparency you deserve.

Contact us today

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