



# Advertiser Quick Start Guide

*A quick reference for new advertisers*



# Welcome to the Clickbooth CPA Advertising Network!

Clickbooth CPA Network is a single-stop solution for performance-based online customer acquisition. Clickbooth enables advertisers to eliminate guesswork associated with traditional advertising mediums and pay for measurable results.

Navigating your way to online CPA success requires several components. The Clickbooth Advertiser Quick Start Guide serves as your reference for building a successful online offer.

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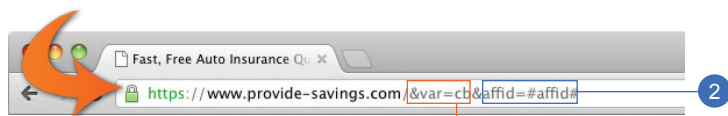
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## All Campaigns

### ① Unique Tracking URL

This is a unique link that allows you to track traffic back to Clickbooth's account in your system.

★ **Example:** <https://www.provide-savings.com/&var=cb&affid=#affid#>



Aspects of a Unique URL:

- 1 A unique identifier that allows you to track/associate which leads are coming from Clickbooth.
- 2 A variable of indefinite length that enables you to evaluate traffic performance on a publisher-by-publisher basis.

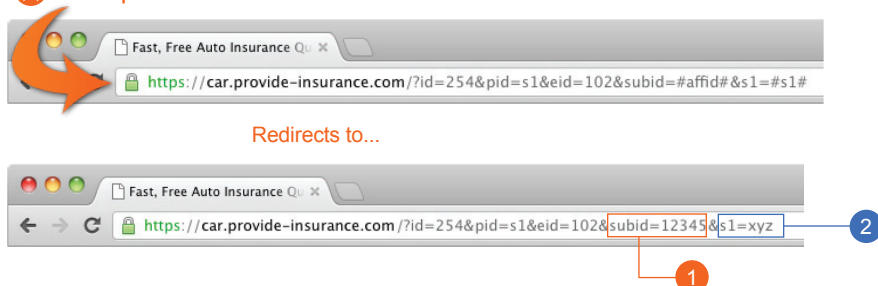
#### ! Did You Know?

The unique tracking URL is a crucial ingredient to a successful campaign. It allows you to connect each conversion with the publisher responsible for driving that lead. Advertisers may also track additional variables, such as source IDs, to maximize their traffic understanding.

### ② SubID & Optimization Setup

The SubID is a variable that accepts an indefinite number of characters. Clickbooth sends this to you through a variable (which you create) through the unique tracking URL (a unique link that allows you to track traffic back to Clickbooth's account in your system) that you supply to us. This allows you to track traffic separately for each of our individual publishers to better optimize your offer.

★ **Example:**

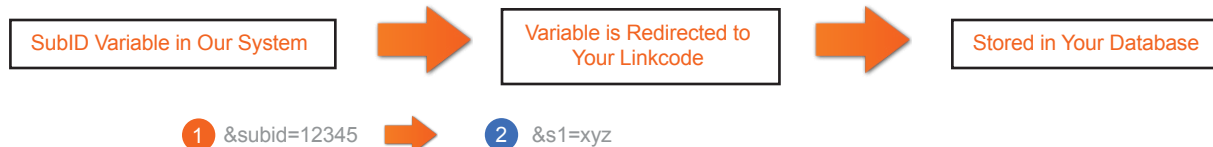


Redirects to...

#### ! Did You Know?

This is very important as it will help you track leads separately for each publisher so you can increase your traffic.

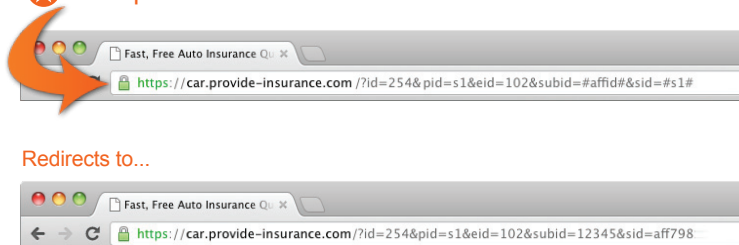
#### Process of Linkcodes:



#### Additional Source Variables

Along with the affiliate ID, our publishers also have the ability to pass back additional information to you, such as subaffiliate IDs or SourceIDs. We will need to know where/how in the link we can append your additional variable(s), so we can pass back the affiliate's extra info. This is another way to help optimize your offer.

★ **Example:**



Redirects to...

## ② SubID & Optimization Setup *(continued)*

### Test Instructions

Once the pixel has been placed and we have the unique link, our Media Team will send you a link to a Test Page, which includes a Test Link. On this page, you'll have the ability to clear the session's cookies and turn on "test mode". Once you've run through a test, as the user would, you can click back on the Test Page and view the results to see if it was a successful test.

It is very important that our Media Team is able to test as frequently as needed (to make sure there are not tracking or loading issues); and if the pixel fires after a purchase for your offer, it is optimal to have a test card provided to us.

Clickbooth.com  
Offer Testing Instructions

#### 1. Testing Configuration

Setting	Action	Purpose
Clear Cookies	<a href="#">Clear</a>	You must clear your cookies before each test so that when a pixel fires it won't be registered as a duplicate conversion.
Enable Test Mode <b>(Currently On)</b>	<a href="#">Turn Off</a>	Clicks/Conversions submitted while in test mode will bypass auto session regeneration if enabled on your account, and will be marked as tests in your reporting.

#### 2. Testing Instructions

Link : <http://uv.clickbooth.com/?E=TfsVW%2fOccA1f%2b2bIMwY4eOA%3d%3d&s1=Test>

#### 3. Testing Results

[See The Results](#)

Click Info	Conversion Info
Date Clicked: 9/14/12 3:58:35 PM Total Clicks: 1	Date Converted: 9/14/12 4:02:10 PM Test Lead: Yes Unique ID: 1326372 affiliate_pixel_fired: No Transaction ID: 200354895

Successful Test

Clickbooth.com  
Offer Testing Instructions

#### 1. Testing Configuration

Setting	Action	Purpose
Clear Cookies	<a href="#">Clear</a>	You must clear your cookies before each test so that when a pixel fires it won't be registered as a duplicate conversion.
Enable Test Mode <b>(Currently Off)</b>	<a href="#">Turn On</a>	Clicks/Conversions submitted while in test mode will bypass auto session regeneration if enabled on your account, and will be marked as tests in your reporting.

#### 2. Testing Instructions

Link : <http://uv.clickbooth.com/?E=TfsVW%2fOccA1f%2b2bIMwY4eOA%3d%3d&s1=Test>

#### 3. Testing Results

[See The Results](#)

Click Info	Conversion Info
Date Clicked: 9/14/12 3:02:44 PM Total Clicks: 1	No Conversion Tracked

Unsuccessful Test

## ③ Variable to remove Exit Chat *(if applicable)*


The exit chat variable is used to suppress the exit pops from your offer. Certain traffic types (i.e. contextual) cannot promote offers with exit pops enabled; for those traffic types, Clickbooth would append the variable to the unique tracking URL, to disable exit pops.

★ **Example Variables:** &x=1, &a=0

## 4 Pixels

A pixel is a way of tracking actions that is placed on a thank you/confirmation page and notifies our tracking system that a lead/sale has been generated. The pixel will be provided to you by Clickbooth.

\* **Clickbooth will send you your pixel.**

 **WARNING:** Any alteration of pixels (i.e., spacing, additions, subtractions, etc.) will disable tracking.  
**DO NOT** disable pixel

-There are secure and non-secure versions of the following

### 1) iframe (preferred type of pixel)

**Example:** `<iframe src="http://iluv.clickbooth.com/p.ashx?o=#####&t=TRANSACTION_ID" height="1" width="1" frameborder="0"></iframe>`

### 2) javascript

**Example:** `<script type="text/javascript" src="http://iluv.clickbooth.com/p.ashx?o=#####&f=js&t=TRANSACTION_ID">`

### 3) image

**Example:** ``

### 4) postback / server to server (cookie-less)

- server to server requires a special setup of mandatory information to be posted back to us. In the pixel you will need to replace the REQUEST\_ID portion with a variable that will post back the unique lead id to us. You will also need to let us know where in your link we need to append this information.

**Example:** `http://iluv.clickbooth.com/p.ashx?o=#####&reqid=REQUEST_ID&t=TRANSACTION_ID`

It is against our policy to allow our advertisers to have multiple tracking pixels on the thank you page. This does not restrict you from placing other pixels or working with other parties. It simply requires you to use simple tracking placement technology or any other tracking platform that supports uploading additional pixels to further protect against any potential conflicts this may cause.


Clickbooth recommends placing our pixels on a dedicated thank you page. Rather than placing multiple tracking pixels on the same page, setting up a dedicated thank you page protects your offer against potential conflicts resulting from multiple pixels.



### Did You Know?

In order to ensure full access to our exclusive publisher inventory and technological resources, please place full (script and no script) pixels "as is".

## 5 Pre-Pop

Pre-pop enables the publisher to pre-populate certain fields on a form with the user's information so that the user has fewer fields to fill out.  **Example:** `https://www.provide-savings.com/?id=245&pid=s1&eid=201&subid=#affid#&sid=#s1#&fn=[firstname]&ln=[lastname]&email=[email address]`

**\*Important Note:** *The firstname, lastname and email address fields can be pre-populated by the publisher populating the variables with the appropriate user information. However, pre-pop is not restricted to those fields. Any field can be pre-popped.*

## 6 Advertiser Logins

Advertisers should supply tracking login information to their advertising consultant. Providing a tracking login enables a “checks and balances” system that proactively helps identify tracking discrepancies. Tracking logins also allow for seamless invoicing so your campaign may run steadily.

### Affiliate Campaign Report

From: 2012-09-13 12:00 AM To: 2012-09-14 12:00 AM

Affiliate: Click Booth Offer: All Medium: All

Sub ID: All

Show: Campaigns with Conversions

[Filter](#) [Reset](#)

## Emails

## 7 HTML Creative(s)

The HTML creative is used by email publishers to market your ads. You should provide HTML-only creatives which are comprised entirely of clickable images; as well as hybrid text-HTML creatives that are comprised of both clickable images and relevant text. Hybrid creatives improve email deliverability.

★ Example: (see below)



### ! Did You Know?

People block images by default, so hybrid html creatives (both html and text) help improve email deliverability.

Weight: 50k max • Size: 500x500 or 600x600



## 8 Hybrid Creative(s)

In addition to standard HTML creative(s), advertisers should develop “hybrid” creative(s). Unlike standard HTML creative(s) consisting of one image, hybrid creative(s) contain a combination of text and image. Rather than having images withheld, resulting in reduced deliverability, hybrid creative(s) improve deliverability for your publishers. The result is increased consumer reach and improved interaction with potential customers.



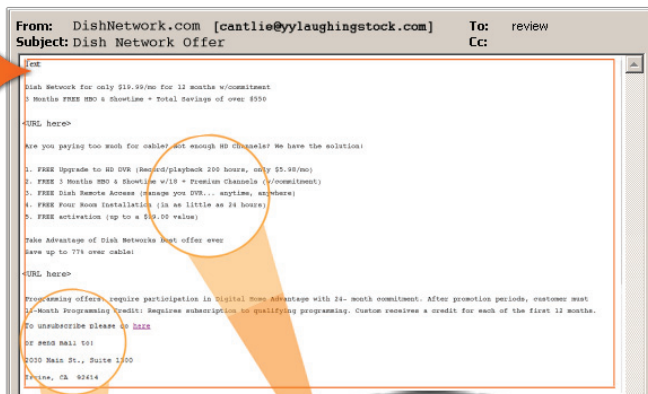
### ★ Example



## 9 Text Backup(s)

The text backup is used by email publishers alongside the HTML creative. The text backup is the plain ASCII type version of the HTML creative and will be displayed instead of the HTML creative for users that do not have HTML enabled email.

★ Example: (see text backup below)



To unsubscribe please  
or send mail to:  
123 Advertiser Ave., St  
Sarasota, FL 12345

Dish Network for only \$19.99/mo for 12  
3 Months FREE HBO & Showtime + Total

URL HERE

Are you paying too much for cable? Not enough

1. FREE Upgrade to HD DVR (Record/playback 200 hours, only \$5.99/mo)
2. FREE 3 Months HBO & Showtime w/18 + Freeview Channels (no commitment)
3. FREE Dish Remote Access (manage your DVR... anytime, anywhere)
4. FREE Four Room Installation (in as little as 24 hours)
5. FREE activation (up to a \$99.00 value)

Take Advantage of Dish Networks best offer ever

Save up to 77% over cable!



### Did You Know?

Text Backups are another way to optimize your campaign and ensure greater visibility of your campaign to more viewers. Text backups help improve emailer deliverability.



### Compliance

An unsub link and a physical address are required by CAN-SPAM for all email creatives.



## 10 'From/Subject' Lines

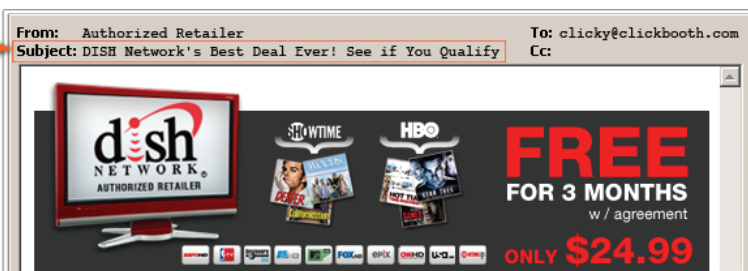
This is the portion of the email that shows the subject of the email and who the email is from. The subject line offers a short description of the content within the email. You must provide 10 'From/Subject' Lines for each of your campaigns that do not mislead the consumer.

### ★ Example of Approved Subject Lines:

Why would you ever pay more for TV? Start Saving w/DISH Network  
Stop paying too much for TV. Start Saving w/DISH Network  
DISH Network's Best Deal Ever! See if You Qualify  
Internet only, find out if your area qualifies, DISH Network  
Web Only Offer | DISH Network promotional pricing \$24.99/mo | HD for life  
DISH Network + 3 Months Free HBO, Cinemax, Showtime & Starz

### ! Did You Know?

The Subject/From line is the very first thing people see so it's important to entice the viewer's attention. Subject lines of 35 characters or less tend to receive 52% higher open rates.



### ⚖ Compliance

Be sure that your From and Subject Lines are not misleading and relate to the text within your email.

## 11 Suppression List

A suppression list will typically be a .csv, .txt or .rtf within a .zip file containing a list of only email addresses –one per line. The suppression list can be made available to Clickbooth via a login to your Web site, an FTP to download the list, or you can use an industry standard program such as Optizmo. ***If the suppression list cannot be downloaded in one of these ways, an updated list should be sent a minimum of once per week to [suppression@clickbooth.com](mailto:suppression@clickbooth.com)***

### ★ Example: (See Suppression List in a .CSV File Format Below)

	A	B	C	D	E	F	G	H
1	test@test.com							
2	test087287@msn.com							
3	florida2987@hotmail.com							
4								
5								
6								
7								

### ! Did You Know?

When people say they never want to receive your email again - whether by emailing or calling your organization - they should be added to a Suppression List.



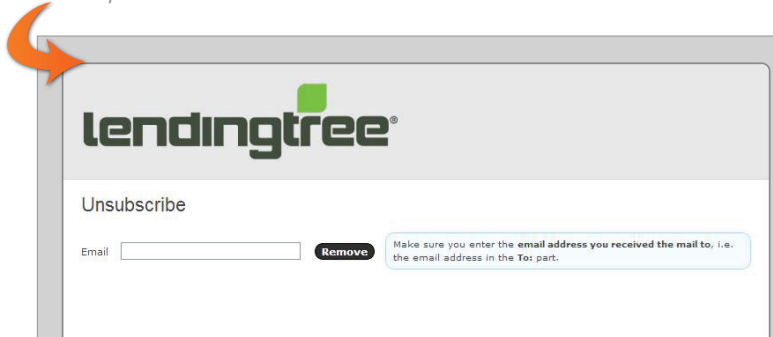
Please send your suppression list as a .csv, .txt or .rtf file within a zip file.

## 12 Unsub Link (for html and text creatives)

A link at the bottom of an opt-in email that a subscriber would click if they wish to be removed from a list.

★ **Example:** <http://optout.as3pub.com/pub.php?pbk=AQXx0>

An Unsub link (like the one listed above) directs the viewer to another page where they can enter their email address to unsubscribe to that particular offer.



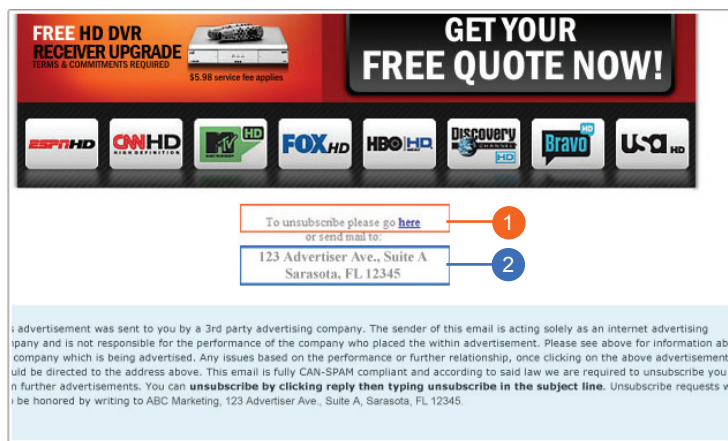
### ! Did You Know?

Your opt-out link should connect to an unsubscribe page solely targeted toward enabling the consumer to unsubscribe. It is optimal to only include the unsubscribe information on this page so the user can opt out without distraction.

## 13 Unsub Address (for html and text creatives)

Your organization's physical address. This allows people to unsubscribe by sending a letter via postal mail.

★ **Example:** 1234 Advertiser Ave., Suite A, Sarasota, FL 12345



### ! Did You Know?

A viewer can unsubscribe to your offer via letter sent by regular mail or by clicking on the Unsub link and entering their email address.



### Compliance

An unsub link and a physical address are required by CAN-SPAM for all email creatives.

1 Unsubscribe Link

2 Unsubscribe Address

## Media Buy

### 14 Banners

The following are all preferred banner sizes: 120x60, 125x125, 468x60, 250x250, 300x250, 120x600, 160x600 and 728x90. Preferred banner file size: 35-40k. Flash Banners: requirements - swf file, html file and clickTag setup (screenshot needed for clicktag).

★ **Example:** Banners sizes below are suggested sizes. But, the 120x60 banner is required.



160x600



468x60



300x250



120x60

*\* Required*



#### Did You Know?

Banners and creatives need to be vibrant and exciting. A well designed ad will greatly help boost your campaign's success.

**\* Important Note:** The 120x60 creative will help promote your offer in Clickbooth's system because publishers will see it instantly when they log into their accounts.

### 15 Product Information

#### Advertiser Testimonials/Images:

Advertisers obtaining consumer testimonials, testimonial images, and/or consumer success stories benefit from making those assets accessible to the publishers. It is recommended you supply your consumer assets to your advertising consultant so the assets may be uploaded into the publisher login and used for campaign promotion.



## Mobile

### 16 Mobile Compatibility

As mobile internet usage increases by consumers, advertisers need to adapt with mobile-compatible pages. Mobile compatibility improves offer performance, and therefore, increases interest by the publishers. Let your advertising consultant know prior to launch if your pixel fires for mobile leads.

Also, do you have a mobile-optimized page? If so, you should consider launching a mobile only offer in addition to your web offer. You can discuss this option with your advertising consultant as well.

Clickbooth also offers exciting targeting capabilities within our Cake tracking system! Advertisers are able to route traffic to specific landing pages based on a series of mobile rules. For example, we can create an iPhone Mobile Rule which would identify iPhone traffic and redirect users to the iPhone optimized page. Cake scans the inbound clicks and based on these predetermined Rules, it routes users to the corresponding offer.

#### Advertiser Benefits:

- Ability to optimize and monetize leads on a granular level
- Ability to set different payouts for each target demographic
- Improved user experience

