

Cookie Based Conversion Tracking

What is conversion tracking?

Conversion tracking is a tool that shows you what happens after a customer clicks on your advertisement – whether they purchased your product, signed up for your newsletter, or filled out a form to receive more information. By tracking conversions, you will be able to know which campaigns, sites, or apps bring you business. This helps you invest more wisely in the best ones and boost your return on investment (ROI).

Eskimi DSP can provide these enhanced metrics by implementing conversion tracking pixel on your side. The conversion pixel is a tiny (1x1 pixel) transparent image.

A cookie is a basic tracking method. This is a client side tracking method that requires client cookie information.

It works by setting up a **euclid** (encrypted user cookie id) to a cookie on the user's browser whenever the user clicks on any of your ads served through Eskimi DSP.

When the user completes a successful conversion event, **euclid** value will be read from the cookie and transmitted back to the Eskimi DSP server by calling back the DSP server's conversion tracking pixel.

Once the euclid is validated on a server, a successful conversion event will be recorded and will appear on the campaign performance optimization tool.

Implementation.

To enable cookie-based conversion tracking, the advertiser needs to pass back the **euclid** parameter value to Eskimi DSP conversion pixel by placing it on the client-side.

Euclid pass to the advertiser

When a user clicks on one of your ads, Eskimi DSP sets up a **euclid** value to a cookie on the user's browser and redirects the user to your landing page.

Conversion tracking

After a successful conversion event, the advertiser will need to pass the **euclid** value by placing a client-side invisible pixel on the conversion page.

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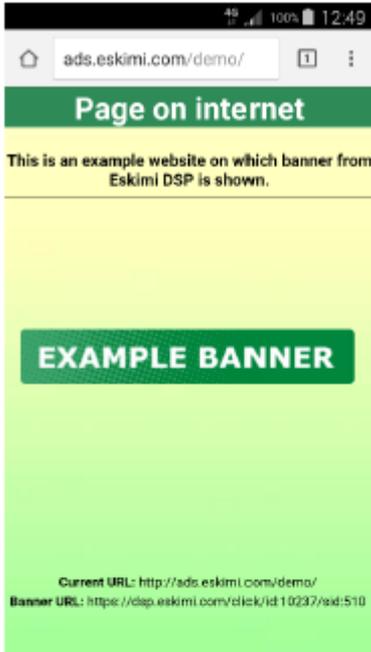
Please note that the tag must be implemented in the <body> of the "Success" page.

The euclid from the user cookie is read automatically by Eskimi DSP.

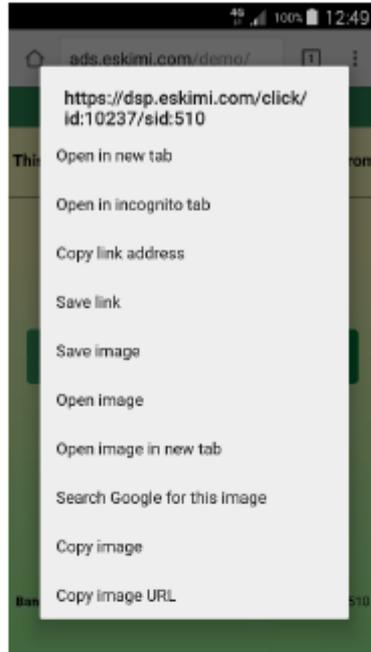
Note: Our conversion tracking pixel can not only be fired on the success page but also can be placed on Javascript events, e.g. unclick Bet now button. If such action happens, the script needs to HTTP-request <https://dsp.eskimi.com/pixel/cookie>.

The main point is that our conversion pixel must be fired (http-requested) from the user's browser side (loaded as image element).

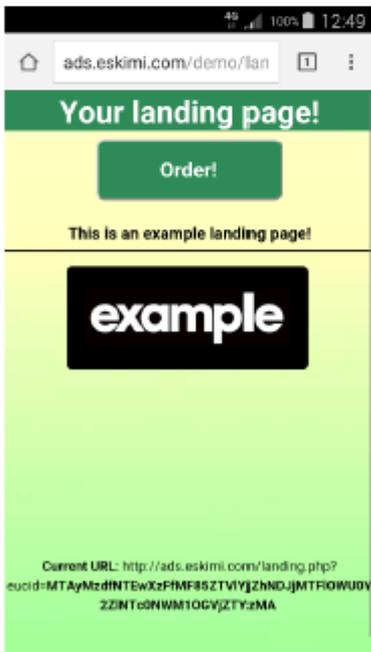
Conversion tracking flow example



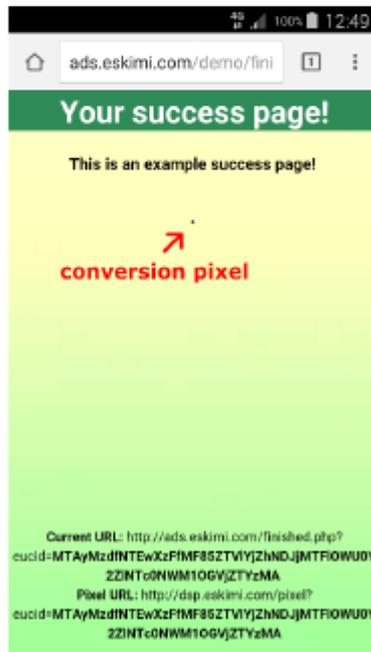
1 User sees the banner



2 The banner URL is DSP tracker



3 User comes to the landing page



4 User orders a product. Conversion!

Pixel demo sites performance

Pixel demo Select site 3 September, 2015 - 3 September, 2015

Detailed view

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SITE	SPENT	IMPRESSIONS	CLICKS	CTR	CPC	CONVERSIONS ↓	CAC	BID	
TOTAL	\$0.05	156	4	2.56%	\$0.00	4	\$0.00	\$0.00	
510	\$0.00	29	1	3.45%	\$0.00	1	\$0.00	\$0.3	
509	\$0.00	32	0	0.00%	\$0.00	0	\$0.00	\$0.3	
6595	\$0.00	1	0	0.00%	\$0.00	0	\$0.00	\$0.3	
912100	\$0.00	0	0	0.00%	\$0.00	0	\$0.00	\$0.3	
6593	\$0.00	2	0	0.00%	\$0.00	0	\$0.00	\$0.3	

5 Conversion appears on Eskimi DSP performance optimization tool

Revision #3

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