

Prosper202

Manual

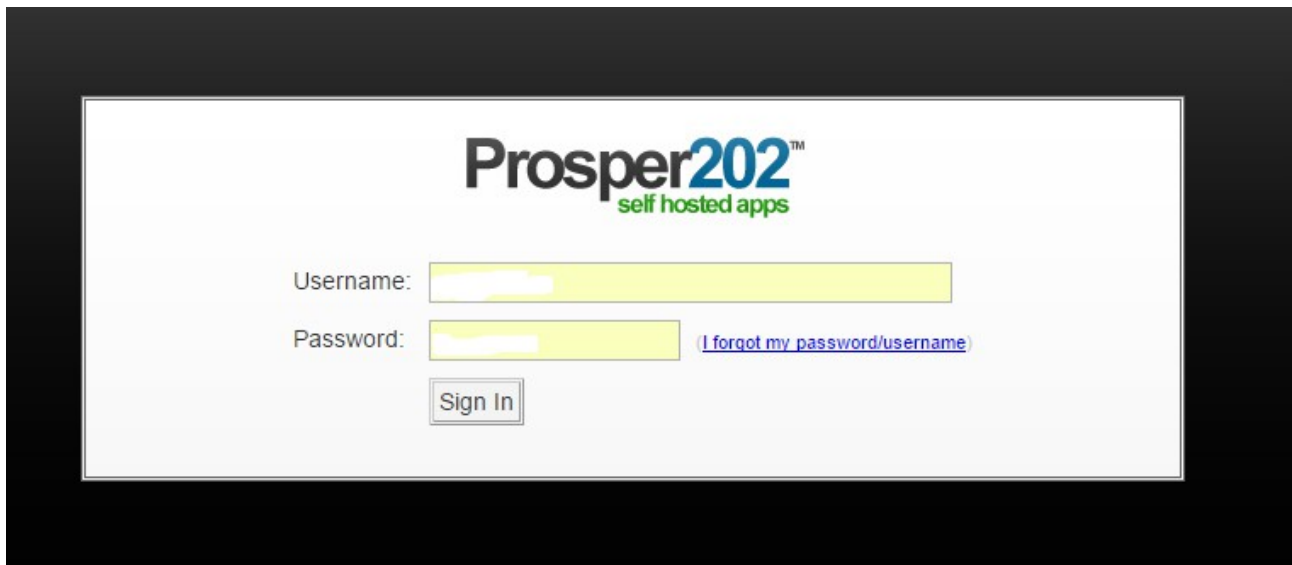
How to track keywords using Prosper202

First thing you need to do is you need to install the Prosper202 on your server.

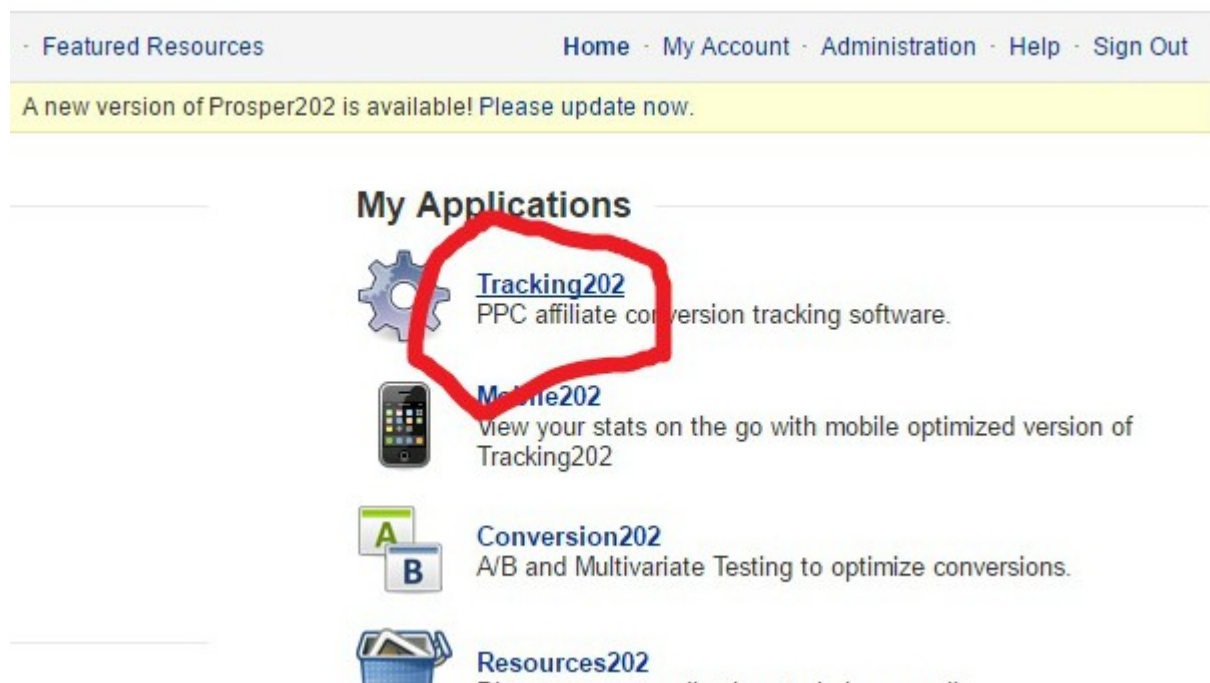
[Click here to see the video and download the file to your computer.](#)

Once you have instaled the Prosper202 on your server, come back to this guide to set up the keyword tracking the right way.

Step 1 – Log in to your Prosper202 account.



Step 2 – Click on tracking202 for setting everything up.



Step 3 – Click on **Setup** tab and enter the traffic source. In our case its *Bing ads*



Setup Overview Analyze Visitors Spy Update

Traffic Sources #2 Categories #3 Campaigns #4 Landing Pages #5 Text Ads #6 Get LP Code #7

Traffic Source Account Setup

Add the Traffic Source (PPC, PPV, Display, Social etc) you use, and usernames for

1st - Add Traffic Source

What Traffic Sources do you use? Some examples include, Facebook, Plentyoffish, MSN Adcenter, and Google Adwords.

Traffic Source

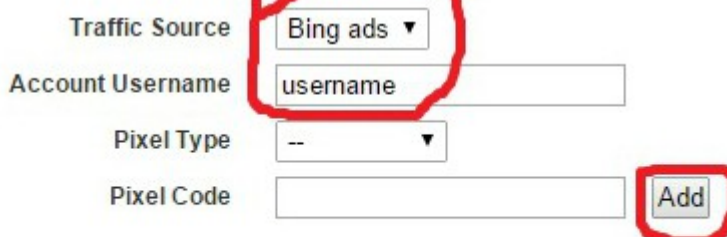
Bing ads

Add

Step 4 – Add traffic source account as shown below.

2nd - Add Traffic Source Accounts and Pixels

What accounts to do you have with each Traffic Source? For instance, if you have two Plentyoffish accounts, you can add them both here. This way you can track how individual accounts on each source are doing.



Traffic Source Bing ads ▼

Account Username username

Pixel Type -- ▼

Pixel Code

Add

Step 5 – Add campaign category. In our case it's *Clickbank*



Overview Analyze Visitors Spy Update

ces #2 Categories #3 Campaigns #4 Landing Pages #5 Text Ads #6 Get LP Code

Campaign Category Setup

Add categories for the offer you will you work with h

For example you may enter in the affiliate networks you work or you could enter in different categories/niches s

Add Campaign Category

What Campaign Categories do you want to use? Some examples include Commission Junction, A4D, Mobile, Dating etc.

Campaign Category

Clickbank

Add

Step 6 – Add a campaign. When you add your affiliate URL, put **[[subid]]** at the end of the link.

The screenshot shows the 'Affiliate Campaign Setup' page. At the top, there are tabs: 'Analyze', 'Visitors', 'Spy', 'Update', '#3 Campaigns', '#4 Landing Pages', '#5 Text Ads', and '#6 Get LP Code'. The main heading is 'Affiliate Campaign Setup' with the subtext 'Add the affiliate network campaigns you want to run.' Below this is a section 'Add A Campaign' with the instruction 'Here you add each of the affiliate campaigns you are promoting.' The form fields are: 'Affiliate Network' (dropdown menu set to 'Clickbank'), 'Campaign Name' (text input 'Acne no More'), 'Rotate Urls' (radio buttons for 'No' and 'Yes'), 'Affiliate URL [?]' (text input 'clickbankhoplink.com[[subid]]'), a row of tracking placeholders '[[subid]]', '[[c1]]', '[[c2]]', '[[c3]]', and '[[c4]]', a note 'The following tracking placeholders can be used: [[subid]], [[c1]], [[c2]], [[c3]], [[c4]]', 'Payout \$' (text input '31.14'), 'Cloaking' (dropdown menu set to 'On by default'), and an 'Add' button. Red circles highlight the 'Clickbank' dropdown, the 'Acne no More' text, the '[[subid]]' placeholder in the URL, and the 'On by default' dropdown.

Step 7 – add the landing page where your visitor lands after clicking the ad. Chose **Advanced** option.

The screenshot shows the 'Landing Page Setup (optional)' page. At the top, there are tabs: 'Analyze', 'Visitors', 'Spy', 'Update', '#3 Campaigns', '#4 Landing Pages', '#5 Text Ads', and '#6 Get LP Code'. The main heading is 'Landing Page Setup (optional)' with the subtext 'Please type in the URL addresses of the landing pages you plan'. Below this is a section 'Add A Landing Page (optional)' with the instruction 'Here you can add different landing pages you might use with your ppc marketing.' The form fields are: 'Landing Page Type [?]' (radio buttons for 'Simple (One Offer on the page)' and 'Advanced (Mutiple Offers on the page)'), 'LP Nickname' (text input 'acnetest'), 'Landing Page URL' (text input 'http://landingpageurl.com'), and an 'Add' button. Red circles highlight the 'Advanced' radio button, the 'acnetest' text, and the URL text.

Give it a nickname and landing page URL and click add.

Step 8 – Add your text ads that you use in your bing account. Choose **Advanced Landing Page Setup**.

Text Ad Setup

Here is where you enter in your text ad information. If you have too many ads, you can create multiple text ads for a single campaign.

Add Your Text Ads

Here you can add different text ads you might use with your PPC marketing campaign.

Text Ad For

☐ Direct Link Setup, or Simple Landing Page Setup

☒ Advanced Landing Page Setup

Landing Page tes2 ▼

Ad Nickname ? Get Rid of Acne Forever

Ad Preview

Get Rid of Acne Forever
www.

Ad Headline Get Rid of Acne Forever

Ad Description Get Rid of Acne Forever

Display URL www.acnenomore.com

Add

Step 9 – Click on **#6Get LP Code** and select **Advanced Landing Page**

Get Landing Code (Optional)

You only need to use this step if you are using a landing page setup, if you are using direct linking, ignore this step!
If you are using a landing page please click on the type of landing page you wish to get your code for.

☐ Simple Landing Page

☒ Advanced Landing Page

Step 10 – Choose the Landing page and select the offer that you have saved earlier. Click **Get Landing Page Codes**.

ze Visitors Spy Update

#3 Campaigns #4 Landing Pages #5 Text Ads #6 Get LP Code #7 Get Links #8 Ge

Setup an Advanced Landing Page - Get Code

Select what landing page you wish to use, and then add all the different campaigns you plan on running with the la

Landing Page tes2 ▼

Now select what offers you are going to run on on this landing page, you can add as many as you

Select Offers Clickbank: test ▼ [remove]

Add Another Offer To This Page Get Landing Page Codes

Step 11 – Now you have to copy the inbound Javascript code and paste it on your page. To do that you have to install a tracking plugin to your WP site.

[Here is the link to download the plugin.](#) Once you download it, you have to install it on your WP site.

Once you have it installed, follow these steps to set the tracking properly.

Note: Use this plugin only for **Inbound Javascript Landing Page Code!**

- 1) Under Tools look for Prosper Tracking Settings
- 2) Under Account – Name put something descriptive for example the page name or the campaign name for that page
- 3) Under Pages IDs put the page ID for each page that you want tracked. To find page IDs go to Pages or Posts and then click Edit.
- 4) Mouse over the page you want to track and you will get results like example: <http://customrequest.com/wp-admin/page.php?action=edit&post=172>. 172 will be your page ID for this example.
- 5) Insert Tracking Domain URL from Prosper202 or Tracking 202.

Make sure you test out all the links to make sure they work yourself before running them live.

Inbound Javascript Landing Page Code: This is the javascript code should be put right above your </body> tag on only the page(s) where your PPC visitors will first arrive to. This code is not supposed to be placed on every single page on your website. For example this is not to be placed in a template file that is to be included on everyone of your pages.

This code is supposed to be only placed on the first page(s) that an incoming PPC visitor would be sent to. Tracking202 is not designed to be a webpage analytics, this is specifically javascript code only to track visitors coming in.

```
<script language="JavaScript" type="text/javascript">
cbr202=Math.random()*10000000000000000;document.write('<scr'+ 'ipt
language="JavaScript"
src="http://tracking.ajdollars.com/tracking202/static/landing.php?
lpip=443&202cb='+cbr202+' " type="text/javascript"></scr' + 'ipt>'); </script>
```

Landing Page Outbound PHP Redirect Code (FOR EACH OFFER): This is the php redirect code, for each individual offer you have placed on your landing page. What you would do is if you have 5 offers for instance, you might have when the visitor comes

Sep 12 – Now you have to create a PHP file that you will upload to the server. To create a PHP file, follow these steps.

- 1) open new text document (use notepad for this)
- 2) copy the code and paste it into the file.
- 3) Click on File - Save as- enter file name (for example) as 10.php or anything else, just make sure to add the .php at the end, click save.

Now you have the php file ready for the upload. I use Filezilla for this.

- 1) Connect to your server,
- 2) Go to public_html
- 3) On the left select your php file
- 4) Then right click on it and select upload.
- 5) Once it's uploaded, open the browser and go to your php link to see if it's working or not. If everything works fine then you are good to go.

Basically for each offer has their own php page, and you want to copy the code given below for each offer, onto each of their associated pages. If you have any more questions please contact the live support and we can walk you through the process.

```
<?php
// -----
//
// Tracking202 PHP Redirection, created on Fri Mar, 2017
//
// This PHP code is to be used for the following setup:
// test on http://ajdollars.com/asecretgroup/
// -----

$tracking202outbound =
'http://tracking.ajdollars.com/tracking202/redirect/off.php?
acip=523&pci='.$_COOKIE['tracking202pci'];

header('location: '.$tracking202outbound);

?>
```

Step 13 – You will need to copy the link with php file and put it on your thank you page. It will work as a redirect to your offer.

Just change the clickable picture link to the php link. Once you have done this step, your tracking system should be ready for tracking the keywords.

Here is an example formula of the campaign.

Keyword → Landing page (with inbound code on it) → Squeeze page → Thank you page (with outbound code – php redirect to the offer).

So far so good, let's move on to the next step.

Step 14 – Now we will be creating a destination url for your text ads.

The screenshot shows a web form titled "Get the Destination URLs to be used in your Text Ads". At the top, a blue navigation bar contains links: "Campaigns", "#4 Landing Pages", "#5 Text Ads", "#6 Get LP Code", and "#7 Get Links". Below the title, a subtitle reads: "This is where you generate your tracking links to be used in your PPC advertisements. Please make sure you have a landing page set up. If you are using a landing page, you should have already installed your landing page code prior to clicking on this link."

The form includes the following fields and options:

- Text Ad Code For:** Two radio buttons. The first is "Direct Link Setup, or Simple Landing Page Setup". The second, "Advanced Landing Page Setup", is selected and circled in red.
- Landing Page:** A dropdown menu showing "tes2", which is circled in red.
- Ad Copy:** A dropdown menu showing "ad", which is circled in red.
- Ad Preview:** A text box displaying "ad test", "ad test", and "www.adtest.lv".
- Cloaking:** A dropdown menu showing "Campaign Default On/Off".
- PPC Network:** A dropdown menu showing "Bing ads", which is circled in red.
- PPC Account:** A dropdown menu showing "ajankalns", which is circled in red.
- Max CPC:** A text box with "\$ 0.00" and a note: "you can now enter cpc amounts as small as 0.00001".
- Tracking ID c1, c2, c3, c4:** Four empty text boxes. A note to the right says: "c1-c4 variables must be no longer than 40 characters".
- Generate Tracking Link:** A button at the bottom right, circled in red.

Once you click the Generate Tracking Link, you will be presented with the link.

Step 15 – Now you have it. All you need to do is copy this link and paste it as your destination link for your text ad.

Note: For every text ad you will need to create different link so that you can track which ad generated sales.

Important Note: *When you paste the destination link, add at the end {keyword}.*

If you are using Yahoo Search Marketing, you can leave out dynamically inserting the keyword into the our destination url because they do it for you automatically. However on Yahoo Search Marketing you must enable tracking URLs, in the administration portion of your account for this to work

`http://ajdollars.com/asecretgroup/?t202id=854&t202kw=`

Final Thoughts

If you are confused about how to dynamically insert keywords into your url, here are some examples below:

- **MSN AdCenter Example:** &t202kw={keyword} - [More Info](#) and [Even More Info](#)
- **Google Adwords Example:** &t202kw={keyword} - [More Info](#)

It is extremely important whenever you modify your PPC campaign, if you are to change your CPC on your bids for instance, you must update it with a new unique tracking202 destination URL. If you change your CPC and use a old destination URL, tracking202 will think the CPC is set to whatever your last unique destination URI had its CPC set to

So now everything is set. You are ready to start your campaign.

Good Luck!