



Custom parameter tracking

A guide to help advertisers gain additional insight through custom parameter tracking

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Introduction

Data is a fundamental component of any affiliate marketing programme and the wealth of data available across the industry has seen its use become increasingly sophisticated. Over the years we have seen an evolution in the number of data points (or parameters) that are tracked and reported on, allowing advertisers to make more informed decisions around their programme.

This can typically include a customer number in order to understand repeat purchase, more in depth product information and delivery details for a retail client.

Custom parameter tracking has two core benefits – primarily it allows advertisers to report on the metrics that are most important to them. It allows them to better understand their programme and use the rich data insights to further drive growth and to better target the most profitable customers. Additionally – it also allows for more comprehensive benchmarking across a sector. The more advertisers that are passing us back custom parameter data within a sector, the better our ability to benchmark becomes.

How to track custom parameters

Whilst advertisers may already be collecting customer data points internally, this can sometimes be difficult to align back to specific publishers, requiring timely cross referencing of different data sources and Excel files.

One of the simplest and most efficient ways to track custom data is through parsing back key data that is readily available within the data layer of an advertiser's site.

Using Custom Parameter tracking, advertisers can parse these additional data values directly to Awin along with basic sale information. The recommended method for tracking is to assign specific data values of interest such as "customer number" and "payment type" a parameter key.

A full guide on the integration of custom parameters is available [here](#) and please speak to your account contact at Awin for further support.

What data to track

We have a list of recommended parameters to track and the reason for tracking these for the following sectors (please click on the links below):

Fashion - parameters include data such as size, colour and delivery options

Electricals - parameters include data such as product, model and make

Travel - parameters include data such as stay date, number of nights stayed and hotel name

Groceries - parameters include data such as loyalty number, delivery method and delivery location

Telecoms - parameters include data such as contract length and additional products taken out

Ticketing - parameters include data such as event category, artist and venue

Airlines - parameters include data such as origin and destination airports

Please note, it is important for the parameters to be passed back in the order they are given. If you are unable to pass back a particular parameter value, please leave this blank.

If there are additional values you wish to track and report on, please pass these values back as later p=values.

If your sector is not listed above, please get in touch and we will be happy to provide some recommended parameters for your sector.

Tagging example

We've included an example of an advertiser tracking image pixel with five parameter values included in the URL string. We also have JavaScript based tracking available in the second example, where the JavaScript call will assign P Values.

Tracking Image Pixel

<https://www.awin1.com/sread.img?tt=ns&tv=2&merchant=1001&amount=60.00&ch=aw&parts=FASHION:60.00&ref=JN1005678&testmode=0&p1=123456&p2=Click%20and%20Collect&p3=London&p4=London&p5=UK>

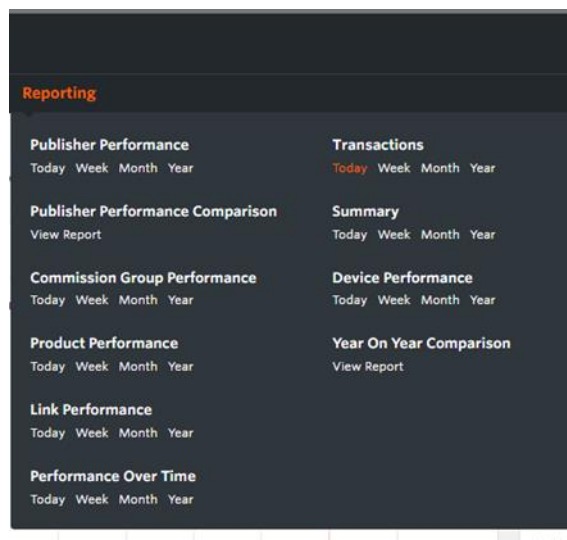
JavaScript Tracking

```
AWIN.Tracking.Sale.custom = ["123456", "Click%20and%20Collect", "London", "London", "UK"];
```

Exporting custom parameter data for analysis

With custom parameters in place, it is possible to export this data from the interface to analyse within Excel.

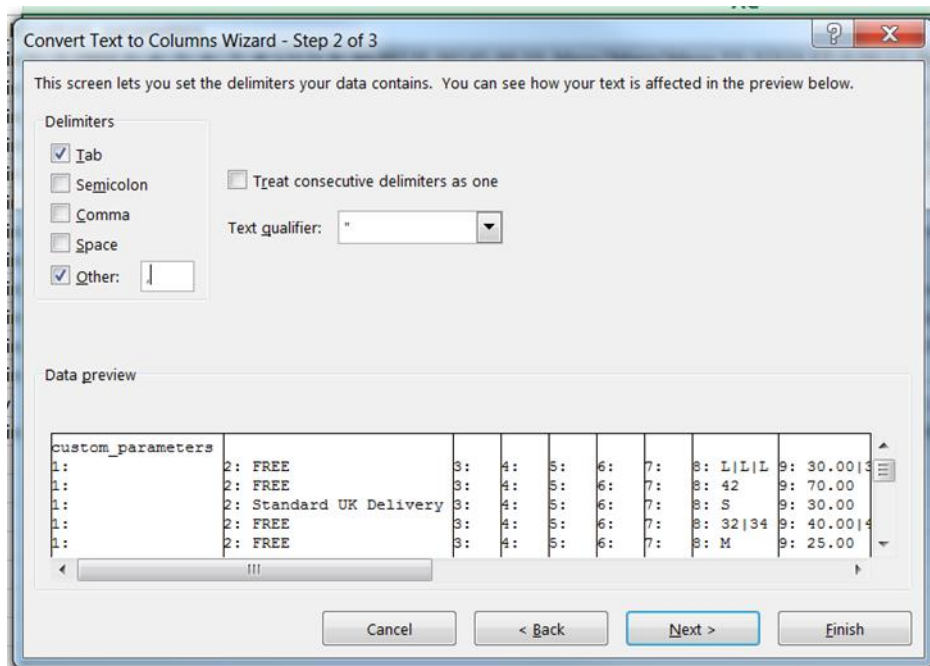
1 – From the reporting tab select the transactions report



2 – Export the report into Excel

3 - There is a column named 'custom_parameters'. This will have the custom parameter values for each transaction

4 – All of the parameters will be listed in one cell. They can be split out by selecting the column then clicking on Data>Text to Columns. You can select to delimit the columns by ', ' which will split out each of the parameters into a new cell



5 - It will then be possible to include each parameter into a pivot table to analyse the data

If you have any further questions around custom parameter reporting, please get in touch with uk-strategy@awin.com



This custom parameter guide was brought to you by the Awin Strategy Team.

As the largest network in Europe with access to half of the top retail, travel and telecoms brands we bring you unrivalled insight into the affiliate and wider performance marketing space.

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