

TRACKING CODE SETUP:

In order to complete this step of the setup, your technical staff will place the necessary ShareASale tracking code, and complete a test of the system.

This document will give you the specific technical instructions on how the code works, and 2 different methods of sales/lead tracking. (Note: This tracking code placement is NOT required for merchants that are exclusively a Pay-Per-Click program)

For Per-Sale and Per-Lead programs, the code given to you during setup, should be placed HTML body of your "Thank You" page, which is also referred to as the confirmation, and/or receipt page. This is defined as the page directly following a valid sale and/or lead on your site. This page typically displays a "Thank You" to the user, often summarizing their order, shipping address, etc...

Your web site will need to send two unique values from the completed sale or lead into the ShareASale tracking code. The two unique values that need to be sent are:

- 1. The subtotal amount of the sale referred to as the AMOUNT
- 2. The order number or unique identifier from that order referred to as the $\ensuremath{\mathsf{TRACKINGNUMBER}}$

The remaining variables can be hard-coded into the ShareASale tracking code, and are as follows:

Your ShareASale Merchant ID number – referred to as MERCHANTID The type of program, either a LEAD or SALE program – referred to as TRANSTYPE

The ShareASale tracking code can be used with any dynamic programming language, in order to incorporate the above 2 dynamic variables from your system. Examples include, but are not limited to ASP, Cold Fusions, .PHP, HTML/DHTML, CGI/Perl, JSP, Java, JavaScript, etc.

Example 1:

The following code would be correct if, and only if:

- 1. The merchant's ID number with ShareASale was 31
- 2. The subtotal amount for the sale was \$14.95
- 3. The order number was 475
- 4.. The merchant was running a "Per-Sale" commission program on ShareASale

Example 2:



The following code would be correct if, and only if:

- 1. The merchant's ID number with ShareASale was 11
- 2. The merchant was running a "Per-Lead" commission program on ShareASale
- 3. The person who signed up on the site, used the email address of "user@shareasale.com"

(Note how with a per-lead program, the AMOUNT variable is filled in with 0.00 but NOT LEFT OUT of the code entirely.)

ALTERNATIVE METHOD OF TRACKING REQUIRES APPROVAL FROM SHAREASALE.COM

An alternate form of tracking exists for ADVANCED MERCHANTS ONLY, and most merchants should ignore this section.

You can send transaction information through a socket "GET" request, to Shareasale.com, from within the scripts on your site.

The following is required for this method.

- 1. Obtain permission from Shareasale.com
- 2. Set the "Send SSAID" parameter in your Shareasale.com account to "Yes"
- 3. Each hit to your site will thus send the SSAID, which is the affiliate ID number of the affiliate who referred that hit, in the following form.
- http://www.yourdomain.com/?SSAID=xxxx&SSAIDDATA=xxxxxxx
- You must store the SSAID and SSAIDDATA in a non-destructive manner meaning you must be able to recognize that visitor if they return at a later date (Minimum 30 days).
 Upon a lead or sale taking place, which came from the above SSAID, you must socket
- 5. Opon a lead of sale taking place, which came from the above SSAID, you must socket request the following: www.shareasale.com/q.cfm?amount=AMOUNT&tracking=TRACKING&transtype=LEAD-ORSALE&merchantID=YOURMERCHANTID&userID=THESTOREDSSAIDINFORMATION& ssaiddata=THESTOREDSSAIDDATA

Please note: Merchants found to be using the above alternate method, without first obtaining permission from ShareASale will be terminated from the network. Thank you for understanding.