

SingleFeed Advanced Tracking Implementation Instructions

You can track clicks and conversions by activating tracking and copying a small amount of JavaScript code into your conversion (post purchase) page and another small amount of JavaScript code into your product pages.

Step 1: Install Product Page Code

Below is your customized product page javascript code. You will need to insert this code onto all of your product pages. This is usually done through a template that applies to all of your product pages. The best place to insert the code is just before the closing body tag (</body>).

```
<script type="text/javascript">
<!--
var merchant_id = XXXX;
//-->
</script>
<script language="JavaScript" src="http://reporting.singlefeed.com/z/track.js?v=1.1" type="text/javascript"></script>
```

Step 2: Install Conversion Page Code

Below is your customized conversion page javascript code. You will need to insert this code onto the post-purchase page that is displayed to a shopper AFTER they have placed an order. This is usually an order confirmation or thank you page. The best place to insert the code is just before the closing body tag (</body>).

```
<script type="text/javascript">
<!--
var order_id = "";
var order_value = "";
var total_units = "";
```

```
var product_ids = "";
var product_units = "";
//-->
</script>
<script language="JavaScript" src="https://reporting.singlefeed.com/z/
convert.pl?merchant_id=XXXX" type="text/javascript"></script>
```

Parameters:

There are five optional, but highly recommended, parameters that you can pass to SingleFeed through this code snippet. This is usually done by inserting a dynamic variable enclosed in the doublequotes after the equal sign. The dynamic variable is determined by your ecommerce platform or shopping cart provider. For example, your variable for `order_value` may look like `<$cart_subtotal$>` and would automatically insert the dollar value of the order into the `order_value` parameter. Below are explanations of each optional parameter:

*The following parameters are recommended:

- **order_id:**
A unique identifier for the current order.
- **order_value:**
The value of this order.

*The following parameters are optional:

- **total_units:**
Total number of units in this order.
- **product_ids:**
A comma separated list of product identifiers for the products in this order.
- **product_units:**
A comma separated list of unit counts that corresponds to the `product_ids` list.

Step 3: Google Checkout (optional)

If you accept Google Checkout, orders processed through that method will not use your own order confirmation page where the SingleFeed code is located. Therefore, special code needs to be placed into your Google Checkout account so that these orders can be tracked. To track these orders, simply include the following XML snippet in the `<parameterized-urls>` tag, which itself is within the `<merchant-checkout-flow-support>` tag, of your Google Checkout XML:

```
<parameterized-url url="https://reporting.singlefeed.com/z/
convert.gif?merchant_id=XXXX&cvsft=product_convert&cvsfpids=&cvsfpu=&cvsftu=">
<parameters>

<url-parameter name="cvsfoid" type="order-id"/>
<url-parameter name="cvsfov" type="order-subtotal"/>
</parameters>
```

</parameterized-url>

For additional assistance with this, please visit Google's help section on [third-party conversion tracking](#) or email checkout-api-support@google.com.

Additional Tracking Notes

1. Reporting data is usually available 24-48 hours after tracking activation. Once data starts to be collected, there is roughly a one hour lag between a user's click or conversion and updates to your reports.
2. It is not possible to track the conversions of shoppers who do not have JavaScript enabled on their web browsers. For this reason, expect conversions to be slightly underreported.
3. If you accept Google Checkout and are using Advanced tracking, please see [Step 3](#) on the Advanced Tracking Installation Instructions page.
4. Cost data will only be displayed for select shopping engines from which SingleFeed collects this information.
5. Google Product Search does not support redirect URLs and so SingleFeed will not use them in your feed to this engine. Reporting data will instead be collected via the JavaScript snippet you install on your site. If you do not wish to send out redirect URLs for any other reason, please notify SingleFeed and the redirection can be turned off, although you will experience a major decrease in tracking accuracy.