

Coinzilla Performance Setup (1st Method)

JavaScript Plugin

STEP 1.

The landing URL of the campaign must contain the UTM tracking tokens as follow:

- a. utm_source=coinzilla
- b. utm_campaign={campaign}
- c. utm_term={zone}

example:

https://example.com/?utm_source=coinzilla&utm_campaign={campaign}&utm_term={zone}

STEP 2.

On the landing page where we send the visitors, the client must add the following JS code.

```
<script src="https://coinzillatag.com/lib/performance.js" async></script>
<script>
  window.coinzilla_performance = window.coinzilla_performance || [];
  coinzilla_performance.push({});
</script>
```

STEP 3.

On the conversion page, the client must add the following JS code.

```
<script src="https://coinzillatag.com/lib/performance.js" async></script>
<script>
  window.coinzilla_performance = window.coinzilla_performance || [];
  coinzilla_performance.push({event:"register"});
</script>
```

Observation | The event attribute allows two types of conversion: register and sale.

FINAL OBSERVATION

The codes can be added between the <head></head> tags, but can also be added on the bottom of the HTML <body></body> tags.

The JS API

The client can call the event part into his own JS script if the <https://coinzillatag.com/lib/performance.js> file is correctly included. If he doesn't include it, the API will not return an error but will not push the event to the Coinzilla servers.

```
window.coinzilla_performance = window.coinzilla_performance || [];
coinzilla_performance.push({event:"register"});
```

Privacy Observations

The code can be checked by our client's dev team for privacy concerns at <https://coinzillatag.com/lib/performance.js>. However, the script will only be executed if the tracking token `utm_source=coinzilla` is present on the landing page.

For JavaScript Performance plugin - The performance tracking script will be stored locally (if available in the visitor's browser) or via cookies with the `utm_` values used along `utm_source=coinzilla`. To easily find the stored items we leave a trace through the following item **coinzilla_performance** (local storage name or cookie name).

The script is stored into Cloudflare's CDN and it has an execution time between 200-350ms.

More information about Privacy & Cookie Policies can be found at:

1. <https://coinzilla.com/privacy-policy/>
2. <https://coinzilla.com/cookie-policy/>

Content Security Policy

In order to track conversions using Coinzilla's Performance Plugin, you must enable your Content Security Policy to accept **script-src** from **coinzillatag.com** so we can load our javascript in your page and the **connect-src** value to **request-global.czilladx.com** for our XMLHttpRequest back to our servers when a conversion is made.

Please read more about Content Security Policy at content-security-policy.com

Coinzilla Performance Setup (2nd Method)

S2S Postback Tracking

STEP 1.

Your tracking server must receive the following parameters:

- a. {campaign}
- b. {zone}
- c. {uhash}

STEP 2.

Your tracking server must ping back our S2S endpoint with the values of the initially set variables, as follows:

<https://request-global.czilladx.com/serve/s2s.php?c={campaign}&z={zone}&uhash={uhash}&e=EVENT>

* The EVENT parameter is optional. The default value of our system will be shown as "register", but you can modify it as you please. It must contain a maximum of 20 characters without spaces, numbers or any special chars.

Additional notes

You can find below a full list of tracking parameters that Coinzilla can send to your landing URL.

- a. {zone}
Publisher's zone ID that sent you the visitor.
- b. {size}
The creative size of the publisher's zone that sent you the visitor.
- c. {domain}
The domain name of the publisher's zone that sent you the visitor.
- d. {campaign}
Your campaign ID saved into our system.
- e. {country}
The country code of the visitor that gets to your landing page.
- f. {os}
The operating system name of the visitor that gets to your landing page.
- g. {browser}
The browser name of the visitor that gets to your landing page.