

Coinzilla Performance Setup (1st Method)

JavaScript Plugin

STEP 1.

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

- utm_source=coinzilla
- utm_campaign={campaign}
- 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}

Your landing URL from your Coinzilla campaign can look like this:

<https://example.com/?campaign={campaign}&zone={zone}&uhash={uhash}>

* (uhash) = an unique identifier that saves different data of the user in order to be able to register the conversion in the Coinzilla platform. Please note that you need to be able to save long strings because the uhash has over 2500 characters.

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}

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.