

BuzzCity Network : Conversion Tracking

A conversion occurs when a click on your ad leads directly to user behavior you deem valuable, such as a purchase, signup, page view, or lead. BuzzCity has developed a tool to measure these conversions to help you to identify how effective your ads are performing.

It works by placing a cookie a user's mobile phone when he/she clicks on one of your ads. If the user subsequently reaches one of your conversion pages, the cookie is retrieved and matched with your ad. When a match is made, BuzzCity records a successful conversion for you.

Enabling Conversion Tracking

To enable conversion tracking, place the following image tag in your conversion pages:

```
<img src=http://api.buzzcity.net/conversion.php?partnerid=xxxx>
```

Please substitute your `partnerid` in the tag. The tag will display a 1x1 transparent (invisible) image on your conversion page. When the image is retrieved from BuzzCity servers, conversion matching is performed.

What is a Conversion Page?

A Conversion Page is a website page that serves as conversions for your site. Some examples of good conversion goals are:

- A 'thank you' page after a user has submitted information through a form. This can track signups, subscriptions, or contact forms.
- A purchase confirmation page or receipt page
- An 'About us' page
- A particular mobile page

Where do I get the Conversion Reports?

If you have installed the conversion tag correctly, BuzzCity will begin recording successful conversions for your ads. You can view the report from the "Spending Report". Where applicable, the report will show the number of conversions and cost per acquisition (CPA), i.e. cost for one successful conversion. You can also sort the report by day, country and campaign.

What are the Benefits of Conversion Tracking?

1. You can compare the performance of each of your ads and landing pages, and optimize them for best conversion.
2. BuzzCity will use the information to improve ad scheduling so that your ads will appear on best performing publishers.