



Publisher User Manual

Enhanced Publisher Integration

**A manual on how to use the TradeDoubler
performance based marketing interface**

CONTENT

1. Introduction.....	3
About This Manual.....	3
2. Setting up EPI.....	3
Step 1 – EPI enable Publisher	3
Step 2 – Integrate code.....	4
Step 3 – Interpreting the results	5

Last revision: 2009-01-14/anng

Statement of Confidentiality

This document is the property of TradeDoubler AB, and is strictly confidential. It contains information intended only for the person to whom it is transmitted. With the receipt of this document, the recipient acknowledges and agrees that (i) in the event that the recipient does not intend to implement TradeDoubler AB's Publisher network solution, these instructions will be returned to the address listed below, at the earliest possible moment, (ii) the recipient will not copy, fax, reproduce, divulge, distribute or in any other ways compromise the confidentiality of this document, in whole or in part, without the expressed written consent of TradeDoubler AB, and (iii) all of the information herein will be treated as confidential material with no less care than that afforded to confidential material of your own company. TradeDoubler AB has prepared this document.

TradeDoubler AB
Sveavägen 20
111 57 Stockholm
Sweden

1. Introduction

Welcome to TradeDoubler! Start earning money from your website today, it's quick, it's easy and it's free.

TradeDoubler partners with all types of website owners, to successfully increase the value of their traffic. Through TradeDoubler's platform you can monitor and evaluate the traffic to your website and convert it into revenue. Access our network of leading brand Advertisers and build profitable partnerships. Select the best deals that suit your business model. Offer your website visitors well-targeted compelling advertising to boost the appeal of your content. Work with TradeDoubler's expert teams and gain a virtual workforce committed to growing your online revenues and partnerships with top Advertisers on your behalf. Optimize the advertising space on your website by measuring the effectiveness of ads. TradeDoubler administer all payments and ensure you are paid reliably and on time.

About This Manual

Enhanced Publisher integration or EPI enables you to reward visitors for actions that they undertake on the websites. By including a visitor identifying code to the tracker URL, you are able to connect the leads and sales generated from the website to actual persons. You can thereby reward them for the revenue that they generate for you.

2. Setting up EPI

In short: You add a parameter to the tracker links and get actions reported on that parameter. The parameter can be letters, numbers or any combination thereof. The parameter can at the most include 64 characters.

Step 1 – EPI enable Publisher

All TradeDoubler Publishers are automatically enabled for EPI.

Step 2 – Integrate code

EPI reporting allows you to uniquely identify a specific TradeDoubler tracking URL, and view performance data on how well each unique EPI encoded link has performed. EPI requires one parameter, which you append to the TradeDoubler tracking URL. EPI is the parameter, which distinguishes the visitor. The logic behind EPI supposes that you know who the visitor is when he/she clicks on the tracker link. Normally you would have some kind of script that inserts the EPI value, depending on the identity of the visitor, into the tracker link. The EPI parameter can only be implemented for links that you generate yourself, it not possible for you to download them directly from the TradeDoubler interface.

P = program ID
A = your site ID
G = ad (graphical element) ID

EPI is restricted to 64 characters for each EPI parameter.

1. The EPI parameter can simply be added to a standard TradeDoubler tracking URL, for example:

```
<a href="http://clkuk.tradedoubler.com/click?p(702)a(407311)g(15036)epi(myEpiCode)">Click here for great offers</a>
```

2. To add EPI to a JavaScript banner:

```
<script type="text/javascript"  
src="http://imgb.tradedoubler.com/imp?g(98055)a(407311)epi(myEpiCode)"  
charset="ISO-8859-1"></script>
```

3. To add EPI to Product Search:

This populates all the Product Feed links returned in the Product Search with the EPI specified.

```
http://pf.tradedoubler.com/pf/pf?a=407311&description=(ipod+nano)&epi=myEpiCode&oe=UTF-8
```

The EPI parameter does not need to be registered, or created in the TradeDoubler system prior to you appending the EPI parameter to a TradeDoubler tracking URL. TradeDoubler tracking technology will automatically record any EPI parameter you have appended to a tracking URL or banner, however avoid using spaces and punctuation marks in the EPI code.

Step 3 – Interpreting the results

The TradeDoubler interface provides an EPI report. You can receive the report in CSV, HTML, PDF or Excel.

EPI report ?

Website: <input type="text" value="All"/>	Program: <input type="text" value="All"/>	
Currency: <input type="text" value="Pound Sterling"/>	Period: <input type="text" value="Custom period"/>	
EPI 1: <input type="text"/>	Start date: (dd/MM/yy) <input type="text" value="04/06/07"/>	<input type="button" value=""/>
EPI 2: <input type="text"/>	End date: (dd/MM/yy) <input type="text" value="04/06/07"/>	<input type="button" value=""/>
	View: <input type="text" value="Approved and pending"/>	

Advanced

EPI:		Program:	
<input checked="" type="checkbox"/> EPI 1	<input type="checkbox"/> EPI 2	<input checked="" type="checkbox"/> Name	<input type="checkbox"/> ID
Commission:			
<input checked="" type="checkbox"/> Publisher			
Additional columns:		<input type="checkbox"/> Reward points	<input checked="" type="checkbox"/> Order Value
<input checked="" type="checkbox"/> Time stamp			
<input type="checkbox"/> Custom key metrics			
Key metric name			
<input type="text"/>	<input type="text" value="Reward points"/>	<input type="text" value=" /"/>	<input type="text" value="Reward points"/>
<input type="button" value="Delete key metric"/> <input type="button" value="Add key metric"/>			

Output format:
 HTML PDF EXCEL XML CSV

Show add to My reports

Filter the report using the input fields, EPI1 is the same as EPI, EPI2 is an additional EPI parameter that can be used for specifying further details where needed.

EPI report ?

Today's date:	04/06/07 17:32	Report period:	04/03/07 - 04/06/07
Currency:	GBP	Last updated:	Read more
Update frequency:	Live	This report took:	0,0s

EPI		Program	Commission	
Link	EPI 1	Name	Publisher	Order Value
»»	valentine07	Kelkoo	0.15	0.00
»»	valentine07	Kelkoo	0.15	0.00
Total:			0.30	0.00