

Introducing mTrack™ Advanced Traffic and Sales Tracing (Formerly known as FlexTrack/BFInfo)

mTrack™ is a feature that allows our partners to track an additional level of information for their traffic and sales. mTrack allows you to track sales and earnings so that payments or points can be credited back to the end-customer, designated charities, and other third parties. Additionally, mTrack can be used to track the effectiveness of various campaign sources, creatives and keywords.

Partners that have a large number of sub-affiliate partner sites, affiliate partners that work with charity sites, and loyalty programs that offer points or cash-back rewards to customers are candidates for the reporting that mTrack provides.

mTrack allows the tracking of traffic and order information to the sub-affiliate partner level. In order to use mTrack you must modify the link code to include an additional parameter. This additional tracking can be accomplished by modifying the link code generated through the Affiliate Center to include an extra parameter named *mTrack*. After assigning a value to the mTrack parameter, you can place this modified link on a sub-affiliate partner site.

Note: You will need to define an *mtrack* value for each sub-affiliate click/transaction/partner that you want to track. It is your responsibility to ensure that the modified code is presented correctly to the end user/customer.

As the modified link generates impression and click-through data, the Affiliate Center stores the mTrack parameter value along with the other ID parameters associated with the link. If you use mTrack, you can view reports designed to show information grouped by *mtrack* values

Implementing mTrack

You use the mTrack feature by appending a URL parameter to the links that you distribute to sub-affiliate partners. You would generate the merchant's links through Affiliate Center, then modify the code to include the *mtrack* parameter with an appropriate indication value to identify sub-affiliate partners. If you make an error when attempting this procedure, the link can be corrupted which may prevent proper tracking of the link.

mTrack Syntax – append the variable *mtrack*=DESIREDVALUE to any affiliate URL. For example a standard link to our home page for affiliate id 123456789 would look like:

<http://www.magazine-agent.com/director?page=1&aid=123456789>

If you wanted to track this link with an mTrack value for user id *jsmith* you might add *mtrack*=*jsmith* to the url which would result in:

<http://www.magazine-agent.com/director?page=1&aid=123456789&mtrack=jsmith>

Important! The *mtrack* parameter only accepts alphanumeric characters (letters and digits) and the underscore (`_`) and dash (`-`) characters. You may place up to 50 of these characters in the parameter. Other characters placed in the *mtrack* parameter will result in bad data that will not be properly tracked.

Modifying the Link Code Dynamically

You can dynamically add the parameter to the click-through URL at the time of the click, but this process depends on your technical expertise and the capabilities of your Web maintenance software. Because using mTrack requires manipulation of link syntax, affiliate partners that use this feature should be technically savvy and able to properly maintain link syntax.

Important Information for legacy links containing BFInfo values

Historical BFInfo data has been converted and can be found under mTrack reporting. Any legacy links that contain the BFInfo parameter will have that parameter stored and reported as mTrack data. *Should a link contain both a BFInfo AND mTrack value, the mTrack value will be captured and the BFInfo information discarded.*