

Goal Tracking Deployment

This document is intended for technical personnel who wish to directly access SignUp.to's Goal Tracking functionality over HTTP. Note that in order to utilise this functionality, it is essential that you have a Sign-Up.to account.

Set-up

You'll need to have your Goal Tracking activated in your Sign-Up.to account which can be done by contacting solutions@sign-up.to.

Once your account has access to Goal Tracking you'll be need to configure your links/transaction completion page to use it. This is explained below:

The Goal Tracking domain required for this feature is listed in the 'API Access' screen, found in the 'Account' section of your Sign-Up.to account. For the example represented below, we'll use [domain] as a token, in place of your Goal Tracking domain.

Functions

There are two modes available: e-commerce and exit linking. The results are shown in the normal track section within the Sign-Up.to Web Application.

e-commerce

The e-commerce tracking works by calling a 1 pixel by 1 pixel transparent image with 3 GET parameters attached to it:

Image source: [domain]/goal/i.x

Example Code:

```

```

c (required) - Account Identifier.

d (required) - A string to explain the value. Max of 64 characters

v (required) - A value associated with the data. Float, 2 decimal places

exit link

The exit link tracking requires all links being monitored to have their target changed to our tracking script, with the following 2 additional GET parameters being passed. The script will log the action (if the person has landed on your page via a Sign-Up.to email campaign) and redirect the user to the specified link. If the user has not originated from a Sign-Up.to email campaign, they are forwarded to the specified URL, but not logged.

Link destination: [domain]/goal/l.x

Example Code:

```
<a href="[domain]/goal/l.x?c=123&u=http://www.domain.com">click me</a>
```

c (required) - Account Identifier.

u (required) - The URL being redirected to. This must form a complete URL starting 'http://'.
Max of 64 characters

Contact Details

For technical help and support please contact:
support@sign-up.to

UK Local Rate: 0845 644 4184 (9.30am - 6.00pm GMT Weekdays)
International: +44(0)20 7384 9741