



IMPROVE YOUR TRACKING BEFORE BLACK FRIDAY

1



Keep a closer eye on your conversions

Do you keep track of all the information required to improve your ROI?

- Order value
- Quantity
- Products, product categories, etc.
- Promotional codes, discounts, etc.
- Loyalty card
- Customer profile

Do you keep track of the different types of leads, which are also useful for the global performance of your campaigns?

- Newsletter registrations
- Account creation
- Forms

2



Best practices for tracking your campaigns more effectively

Be careful, because the channel is case-sensitive: make sure that your channels in the interface match the channels in your tracking URLs.

Fine-tune campaign tracking by adding extra fields, including partners, formats, messages and countries. Watch out, because these aspects must also be declared in the interface.

3



See your campaign profitability directly

Monitor your AdWords campaigns according to your attribution model by automatically importing your AdWords costs with the API.

Track your campaign profitability with your media partners (not including Google Ads) by importing the cost file from the interface.

4



MIX
COMMANDER

Live Report Builder

View reports in real time with the chosen level of detail: channel > source > campaign > ad group > med.

Monitor your campaigns by testing and comparing your different attribution and contribution models.

