



SUPER AFFILIATE SYSTEM

**Tracking: What is it, and should
I track my ads and pages**

With Ilya Gurman



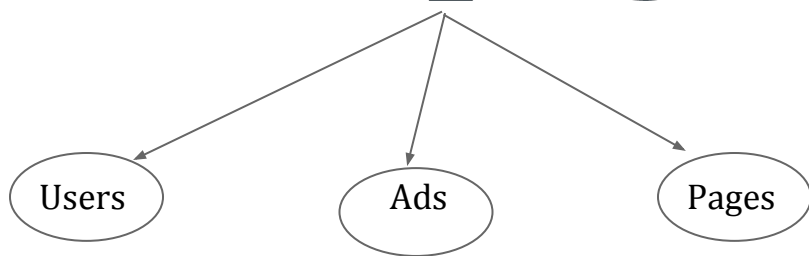
What is tracking?



- **Definition:** Ad tracking is the process of collecting data and user insights on the performance of online advertising campaigns. There are numerous methods advertisers can employ to collect this information, including tracking URLs, tracking pixels, and cookies.

What can you track?

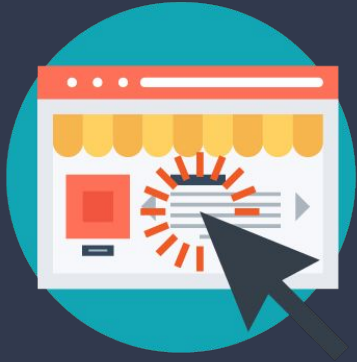
campaign



Profit



What can we track about **our ads**?



- **Clicks**
- **Impressions**
- **Budget Spend**
- **CPC (Cost Per Click)**
- **Conversions (You define conversions)**

What can we track about **users visiting our site?**



Directly:

- Where do they click?
- How long they stay?
- Do they buy your product?

Indirectly

- What are their interests?
- What are their demographics?
- What are their online habits?

What can we track about our pages?



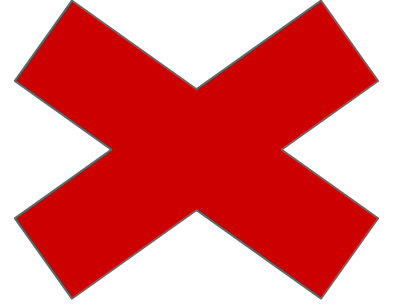
- **How many of our page visitors clicked our affiliate link?**
- **Which links on our pages were clicked the most?**

- **(If we're testing) How do certain elements on our pages affect users' behavior?**

Tracking tools?



- Google Analytics
- Facebook Pixel
- Google Conversion Pixel
- Cookies
- URL Tracking
- Retargeting
- Voluum
- Clickmagic



DON'T WORRY ABOUT ANY OF THESE

Let's make this clear.

Key Point



As an affiliate who is starting out and is building their first campaigns, you don't need anything fancy, advanced or complicated to integrate basic tracking into your business, and to start making stable income from affiliate marketing.

What we **NEED TO HAVE** when we're making our first campaign?



- **Install Facebook Pixel** on **all** of our Pages. Webinar replay is [here](#). Handout is [here](#).

Using **Google**?

- **Google Conversion tracking**. Webinar replay is [here](#). Handout is [here](#).

Using **Facebook Ads**?

- **Facebook Conversion tracking**. (Not part of the course :)) - showing on screen.

- Google & General Facebook Pixel are covered fully on the new course.

Advanced?



- [Voluum](#)
 - Mercedes of tracking. All-in-one tracking platform.

- [Clickmagic](#)
 - Less versatile and comprehensive but more friendly pricing.