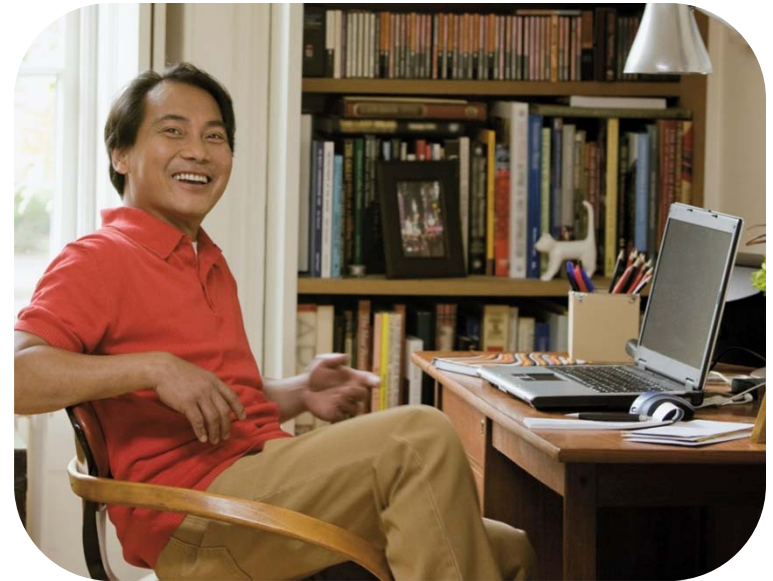


Conversion Tracking Options with Microsoft adCenter

You asked for more flexible options to track your advertising conversions according to your unique business needs. Now we are offering you a solution that will allow you to choose between three different ways to track your conversions.

1. **Count one conversion per click**
 - Unique click counting
2. **Count one conversion per unique URL**
 - Unique URL counting
3. **Count all conversions**
 - No filtration



Conversion tracking is a free service that Microsoft adCenter provides to help you measure and evaluate the effectiveness of your advertising efforts.

After a customer views an ad, clicks it, and goes to a website, the customer can then purchase a product, fill out a registration, or complete some other function—whatever you consider the best way to measure the success of the ad.

For more information on conversion tracking, view adCenter Help [About Conversion Tracking](#).



Giving You Options

Review our conversion tracking options and choose the one that works for your business needs.

With this option adCenter will only count the first conversion to occur after a click. Any subsequent conversions from the same click will not be counted.

Why Use This Option

- This option is less complex and you should use it if you want improved conversion counts and are using smaller and less complex websites.
- You do not have to do anything beyond editing the conversion code to specify this option and it does not involve any URL changes.

How It Works

- A user clicks on an ad and converts on an advertiser's site (event 1), and then converted again by revisiting the same page or navigating to another place where the code is housed (event 2).
- They then searched for the ad again from a search page, clicked and converted again (event 3).
- With this scenario the system will only count conversions from events 1 and 3.
- Event 2 will not be counted with this option because it originated from the same click as the first conversion that was counted from event 1.

With this option adCenter will count conversion events based on the URL and the query string on that conversion page.

Why Use This Option

This option is more complex and you should use it if you have the ability to embed a unique code into your URLs, and want adCenter to count based on that unique information. Traditionally these values could be session IDs, receipt numbers, or any combination of values that you can use to singularly identify a visitor.

`http://www.website.com/thankyou.aspx?sess=DJPWE#!*ewq&SRC=MSN`

The URL is:

`http://www.website.com/thankyou.aspx`

The Query String is:

`?sess=DJPWE#!*ewq&SRC=MSN`

How It Works

- A user clicked on an ad and then converted on the following URLs:
 - `http://www.wibsite.com/thankyou.aspx?sess=DJPWE#!*ewq&SRC=MSN`
 - `http://www.wibsite.com/thankyou.aspx?sess=NTPRS#_$witr&SRC=MSN`
 - `http://www.anotherwibsite.com/confirmation.aspx?trans=12345`
 - `http://www.wibsite.com/thankyou.aspx?sess=DJPWE#!*ewq&SRC=MSN`
- This will result in 3 conversions being reported. All of the transactions listed above will be counted with the exception of number 4 since it is a duplicate of number 1.

With this option adCenter will count all conversion events.

Why Use This Option

If you have your own method for handling refreshes, or want to pick up the raw number of counts, you can use this option.

How It Works

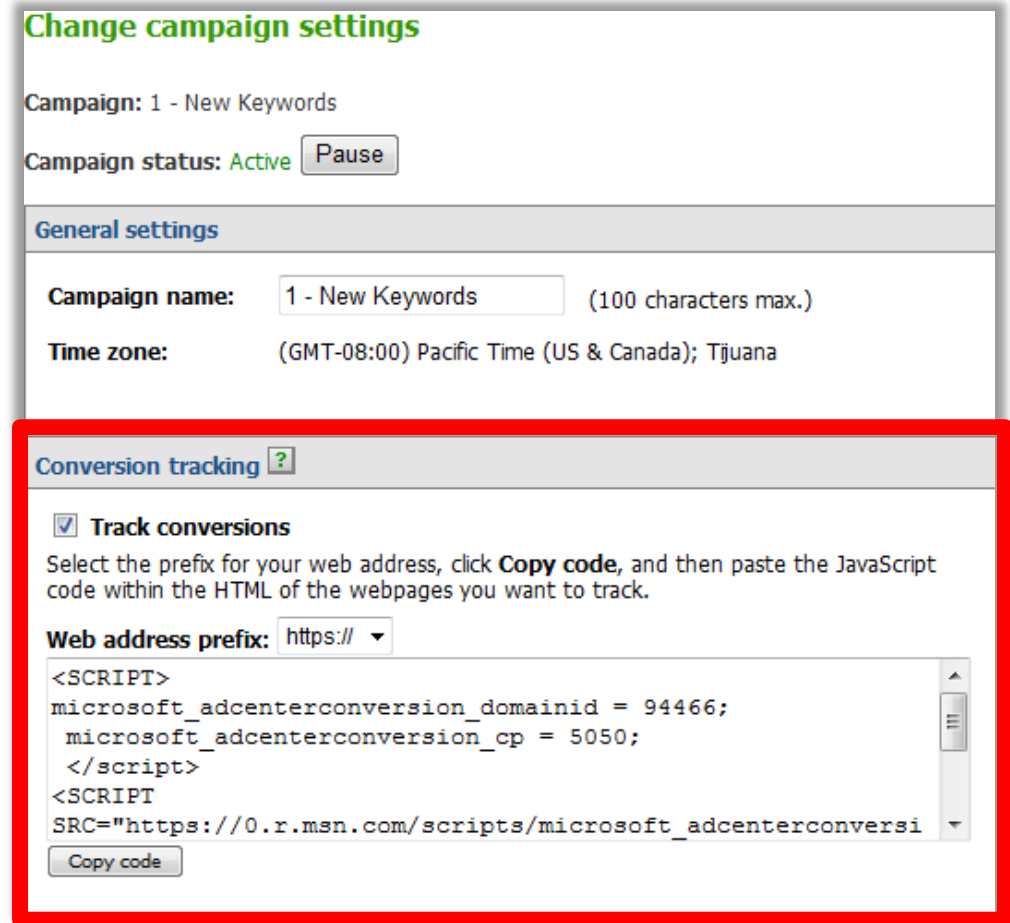
- A user clicked on an ad and then converted twice and then revisited one of their conversion pages once.
- All three conversion events are reported.

Implement Conversion Tracking Today

Implementing the Conversion Tracking Options

Follow these instructions closely and **do not** copy the entire code from the examples below, as the value for the conversion domain ID is different for each account and must be the value that you pull from the adCenter interface.

1. In Microsoft adCenter, navigate to the change campaign settings screen.
2. Ensure that conversion-tracking is enabled.
3. Select the protocol (web address prefix) that your site will be using on the page the code will go on (confirmation page). If your page is secure, leave the protocol set to *https://*. If your page is not secure, change the dropdown to *http://*. This example will use the secure version throughout.
4. Click the *Copy code* button.



Change campaign settings

Campaign: 1 - New Keywords
Campaign status: Active

General settings

Campaign name: (100 characters max.)
Time zone: (GMT-08:00) Pacific Time (US & Canada); Tijuana

Conversion tracking ?

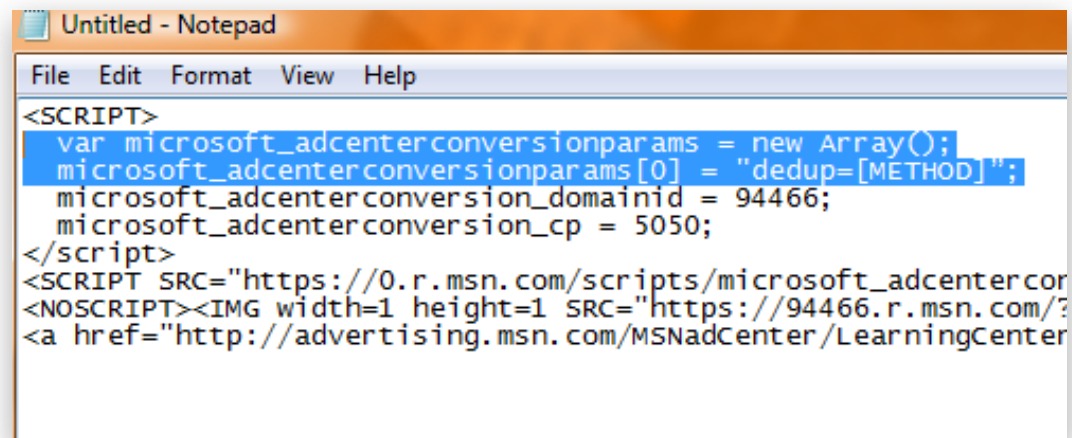
Track conversions
Select the prefix for your web address, click **Copy code**, and then paste the JavaScript code within the HTML of the webpages you want to track.

Web address prefix:

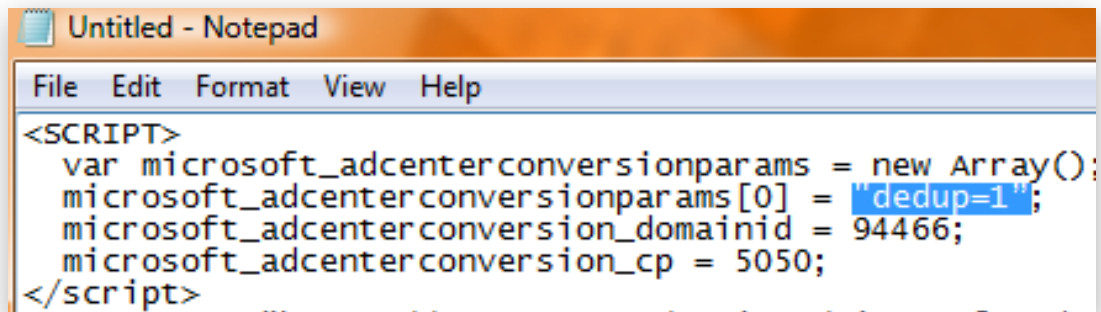
```
<SCRIPT>
microsoft_adcenterconversion_domainid = 94466;
microsoft_adcenterconversion_cp = 5050;
</script>
<SCRIPT
SRC="https://0.r.msn.com/scripts/microsoft_adcenterconversi
```

Implementing the Conversion Tracking Options

5. Paste the code into your text /web page editor.
6. Add the following JavaScript lines to the code in the place indicated in the image to the right
 - a. `var microsoft_adcenterconversionparams = new Array();`
 - b. `microsoft_adcenterconversionparams[0] = "dedup=[METHOD]";`
7. Replace "[METHOD]" with the number value that represents how you want your conversions counted. The example to the right uses per click counting.
 - a. Use "dedup=1" if you want to use unique click counting for your site.
 - b. Use "dedup=2" if you want to use unique URL counting for your site.



```
Untitled - Notepad
File Edit Format View Help
<SCRIPT>
var microsoft_adcenterconversionparams = new Array();
microsoft_adcenterconversionparams[0] = "dedup=[METHOD]";
microsoft_adcenterconversion_domainid = 94466;
microsoft_adcenterconversion_cp = 5050;
</script>
<SCRIPT SRC="https://0.r.msn.com/scripts/microsoft_adcentercor
<NOSCRIPT><IMG width=1 height=1 SRC="https://94466.r.msn.com/?
<a href="http://advertising.msn.com/MSNadCenter/LearningCenter
```



```
Untitled - Notepad
File Edit Format View Help
<SCRIPT>
var microsoft_adcenterconversionparams = new Array();
microsoft_adcenterconversionparams[0] = "dedup=1";
microsoft_adcenterconversion_domainid = 94466;
microsoft_adcenterconversion_cp = 5050;
</script>
```

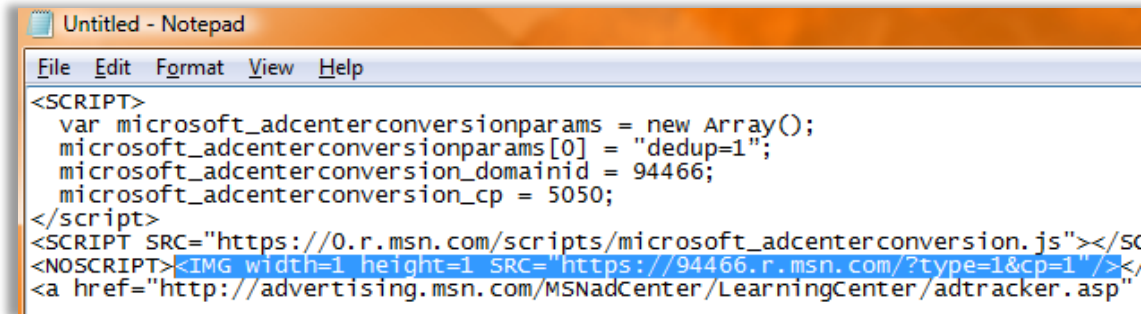
Implementing the Conversion Tracking Options

8. Edit the call to the pixel that is within the <NOSCRIPT> tag by appending “&dedup=[METHOD]” after “&cp=1”.

Note: The value that is entered for [METHOD] in this step matches the value used in step 7. These **values must match** to ensure proper counting.

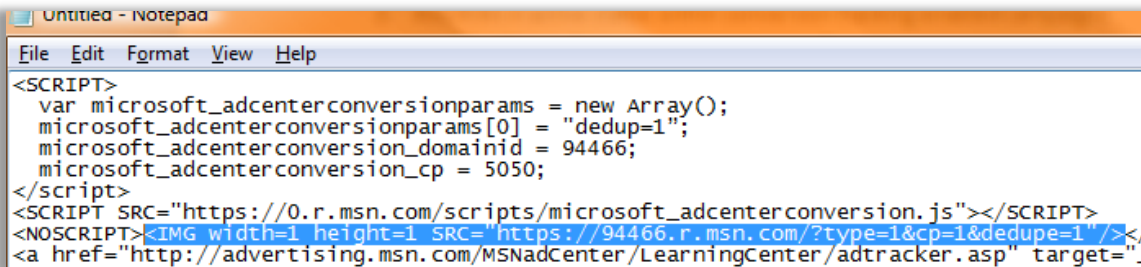
9. Copy all of the new code.
10. Replace your current conversion-tracking code with the all information just copied.

Before:



```
Untitled - Notepad
File Edit Format View Help
<SCRIPT>
var microsoft_adcenterconversionparams = new Array();
microsoft_adcenterconversionparams[0] = "dedup=1";
microsoft_adcenterconversion_domainid = 94466;
microsoft_adcenterconversion_cp = 5050;
</script>
<SCRIPT SRC="https://0.r.msn.com/scripts/microsoft_adcenterconversion.js"></SCRIPT>
<NOSCRIPT><IMG width=1 height=1 SRC="https://94466.r.msn.com/?type=1&cp=1"/></NOSCRIPT>
<a href="http://advertising.msn.com/MSNadCenter/LearningCenter/adtracker.asp"
```

After:



```
Untitled - Notepad
File Edit Format View Help
<SCRIPT>
var microsoft_adcenterconversionparams = new Array();
microsoft_adcenterconversionparams[0] = "dedup=1";
microsoft_adcenterconversion_domainid = 94466;
microsoft_adcenterconversion_cp = 5050;
</script>
<SCRIPT SRC="https://0.r.msn.com/scripts/microsoft_adcenterconversion.js"></SCRIPT>
<NOSCRIPT><IMG width=1 height=1 SRC="https://94466.r.msn.com/?type=1&cp=1&dedupe=1"/></NOSCRIPT>
<a href="http://advertising.msn.com/MSNadCenter/LearningCenter/adtracker.asp" target="
```

Thank you for learning more about Microsoft adCenter Conversion Tracking Options. For more information on conversion tracking, view adCenter Help [About Conversion Tracking](#) or our [blog post](#).