

## CLICK-TRACKING INSTALLATION

For the client tracking (click tracking), you must integrate the following JavaScript to your shop's product detail pages with the tag <head>. The product detail pages are the pages your customers see when they click on one of your products in an online marketing channel. Once you have done this, you are done with the first step and you are ready to see your clicks and click costs with Foxy Feeds.

```
<head>
  <!-- Your header Element -->

  <!-- Foxy Feeds Sales Tracking Implementation -->
  <script type="text/javascript" src="//content.cptrack.de/sales.js"></script>

</head>
```

## SALES-TRACKING INSTALLATION

In order for you to be able to analyse the sales, revenue and CPO with Foxy Feeds, you must report your sales to Foxy Feeds. There are two steps you have to take:

- Implementation of the JavaScript object (cpSale) for these sales.
- Implementation of the sales JavaScript.

**The order is very important here!** The implementation of the JavaScript object has to take place **before** the implementation of the sales JavaScript. Possible example:

```
<!-- cpSale Implementation -->
<script type="text/javascript">
  var cpSale = {
    trackingKey: „YOUR_TRACKING_KEY“,
    orderId: „2012091123“,
    orderTotal: 311.49,
    cookie: „last“,
    shoppingCart: new Array()
  };
  cpSale.shoppingCart.push({id: „123“, price: 1.99, amount: 1, margin: 0.10});
  cpSale.shoppingCart.push({id: „543“, price: 99.85, amount: 3});
</script>
<!-- Foxy Feeds Sales Tracking Implementation -->
<script type="text/javascript" src="//content.cptrack.de/sales.js"></script>
```

For a minimal configuration, you must simply provide your tracking key and your total net sale. However, for an optimal analysis we suggest that you provide the entire shopping cart. The article number (ID) in your shopping cart must correspond with the Foxy Feeds article number in the **Data Field Attribution**.

VARIABLE	TYPE	COMPULSORY FIELD	DESCRIPTION
<b>TrackingKey</b>	String	Compulsory	Find the Trackingkey for your shop in the administration section of Foxy Feeds
<b>OrderId</b>	String	Optional	Order number, assigned from your shop for this order
<b>Cookie</b>	String	Compulsory	Possible values: "first" or "last" (default). This defines whether the first or last cookie counts
<b>OrderTotal</b>	Float	Compulsory	Net total for the order
<b>ShoppingCart</b>	Array	Optional	The customer's shopping cart. It is filled with individual items
<b>ShoppingCart[i].id</b>	String	Compulsory with shoppingCart	Your article code (this must match the item number entered in your data feed)
<b>ShoppingCart[i].price</b>	Float	Compulsory with shoppingCart	Net price of the individual article
<b>ShoppingCart[i].amount</b>	Integer	Compulsory with shoppingCart	Indicates how many of this article have been bought
shoppingCart[i].margin	Float	Optional	Net margin for the article