

HyperTracker Tutorial

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No more throwing money away on ineffective marketing strategies. Hypertracker allows you to **analyze marketing strategies** and shift through ads in a matter of minutes. Therefore, you can concentrate on your money-making campaigns and discard the nonproductive campaigns.

Hypertracker is a feature-packed system that tracks statistics from the Ad through the sale. It can be implemented into any Internet marketing campaign in **less than two minutes**.

Let's get started. Begin using Hypertracker by creating a new campaign. Choose your campaign identifier then enter a campaign name, cost and target URL. If you like you can also enter a campaign description, contact information and more.

Hypertracker now lets you define a campaign as **pay-per-click**. That means the campaign cost will be computed dynamically, depending upon the number of clicks made by your customers and the cost of one click.

You can now add up to 128 target URLs that can be rotated through Hypertracker. This allows you to track the profitability of numerous pages.

Campaign information

Your ID: mrgold

Campaign ID:
E.g. YH00500. Should contain no more than 32 letters and/or digits. It is used in special URL used for tracking

Campaign name:
E.g. E-ProfIt Opt-In Broadcast (02/10/2001)

Campaign description:
E.g. Opt-in mailing to 'E-ProfIt' mailing list. Contact: advertising@e-profitlist.com. Better price if we make a long-term commitment.

Campaign cost: PPC
How much did you pay for that campaign? Use the same currency, which will be used for tracking sales (probably US dollars). If your campaign is pay-per-click, please enter the cost per click here, and select "PPC" checkbox. Eg. 499.50.

Count clicks:
You can block counting multiple clicks from the same user in a chosen period of time, or count just one click per session.

Enter target URL(s):
Here you can enter one or more target URLs, each separated by pressing Enter. For example you can prepare 3 versions of your sales letter and test the effectiveness of each of them. E.g.
<http://mysite.com>
<http://host.mysite.com/vpath/page.html>
<http://mysite.com/myscript?id=788#deac>

A sale occurs when your customer decides to buy your product and produces payment for the same. This is the most common event a customer completes at a web site. However, it is not the only event. Other events called Actions are not directly profitable to your web site but are meaningful to your business and customers. Actions are events such as newsletter subscriptions and refer a friend.

Hypertracker will count these Actions as well as Sales. A small paragraph of code from Hypertracker can be inserted into the copy on your event confirmation page. Therefore, you are able to use your own confirmation page. The Code places a transparent image on the page that will notify Hypertracker of an action or sale.

What about Duplicate Protection? Hypertracker now has the capability to block multiple sales and actions from the same person. For instance, if an individual has viewed a page then decides to refresh the page it could be counted as two clicks. The Duplicate Protection is automatically enabled when you purchase your account. However, you can disable this feature using the Your Account / Edit page.

Duplicate Protection is also available if you are using a shopping cart mechanism based on Perl, PHP or any other server-side technology.

HTML Code Generated!

To count sales or other actions, please copy the following HTML code and insert it into the page, which appears after transaction or action takes place, for example order confirmation page).

```
<IMG SRC="http://hyperTracker.com/count.php?
user=mrGold&name=ZD+Jewel+Case&sales=1&description=Case+2x8
0+pcs.$value=15.00&protection=default" BORDER="0"
HEIGHT="1" WIDTH="1" ALT="">
```

Select all

If you use shopping cart mechanism based on Perl, PHP or other server-side script language, you can change values of ht_name, ht_value and ht_description dynamically by generating the above HTML code on the fly.

[Generate HTML code for another product or action.](#)

Specified redirection URLs enable the Hypertracker engine to count clicks. A redirection URL is assigned to each campaign and looks like this:

<http://hypertracker.com/go/username/campaign/subcampaign/>

A **subcampaign** allows you to track the same campaign in sections. You can track banners and placements for each campaign. You can see how your individual sections are performing as well as how your campaign as a whole is fairing.

Your customer will be automatically redirected to the page that is specified in the campaign as a **Target URL**.

The Hypertracker.com domain does not need to be included in your redirection links if your server can run PHP or Perl scripts. Please check with your system administrator if you are not sure. You can download the appropriate script creating a redirection URL that looks like this:

<http://www.yoursite.com/ht.php?a=username&b=campaign&c=subcampaign>

In addition to the Duplicate Protection, you can now choose the type of clicks to count. Hypertracker will count them all or only specified clicks. For instance, you may only want to count one click for an individual **per session, per hour or per day**.

Here are the URL-s (web addresses), which you should use in your campaigns.

campaign name	URL to use
Banner at Cnet	http://hyperTracker.com/go/mrgold/CnetBanner/
Banner at Zipit	http://hyperTracker.com/go/mrgold/ZipitBanner/
PPC at GoTo	http://hyperTracker.com/go/mrgold/GoToPPC/

[Do you want to create new campaign?](#)

If your server can run PHP scripts (ask your administrator if you are not sure), you don't have to include "www.hypertracker.com" in your target web addresses. Just download [ht.php](#) PHP script or [ht.pl](#) Perl script and place in inside your directory tree (for example in main directory, so that it would be available at <http://www.yoursite.com/ht.php> or <http://www.yoursite.com/ht.pl>).

Now you can use the following URL-s:

campaign name	URL to use
Banner at Cnet	http://www.yoursite.com/ht.php?a=mrgold&b=CnetBanner
Banner at Zipit	http://www.yoursite.com/ht.php?a=mrgold&b=ZipitBanner
PPC at GoTo	http://www.yoursite.com/ht.php?a=mrgold&b=GoToPPC

NOTE: *ht.php* should be changed to *ht.pl* if you wish to use the Perl script instead of PHP.

Make sure you change *www.yoursite.com* to your real domain name before attempting any promotions!

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With Hypertracker you can see at a glance which campaigns are **successful** and which are **struggling**. Information shown in **GREEN** indicates a campaign that is going well. Statistics shown in **RED** indicates a campaign that is not performing well.

You can compare number of clicks, sales and actions as well as dynamic parameters such as **Return-on-Investment (ROI)**, Cost-Per-Click (CPC) and Cost-Per-Sale (CPS). You can delete, reset, or edit a campaign from this screen. You can also see additional, **detailed information and analysis** for each campaign.

Browse and analyse results

Below you can find all the campaigns you have created.
Click on one of them to analyse details.

Sort campaigns by

Campaign info	C	A	S	revenue	a. sale	cost	profit	CPA	CPS	CPC	ROI (%)	CPA (%)	CPS (%)
PPC at GoTo stats edit del reset	3127	16	8	130.00	16.25	312.70	-182.70	19.54	39.09	0.10	-58.43 %	0.51 %	0.26 %
default stats edit del reset	0	0	0	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00 %	0.00 %	0.00 %
Banner at Zipit stats edit del reset	63	3	2	35.00	17.50	0.00	35.00	0.00	0.00	0.00	0.00 %	4.76 %	3.17 %
Banner at Cnet stats edit del reset	5281	77	32	582.00	18.19	200.00	382.00	2.60	6.25	0.04	191.00 %	1.46 %	0.61 %
Total:	8471	96	42	747.00	17.79	512.70	234.30	5.34	12.21	0.06	45.70 %	1.13 %	0.50 %

Export data to spreadsheet (CSV file) - fields separated by

Hypertracker provides you with a variety of statistics for analyzing the success of each campaign. Overall statistics are presented on one easy-to-read screen called Campaign Details.

- clicks** The total number of clicks. The parameters for counting clicks can be set-up through the Double Protection feature.
- actions** The total number of actions made by visitors that clicked on the campaign banner or link.
- sales** The total number of sales made by customers that clicked on the campaign banner or link.
- sales value** The total value of the sales made by customers that clicked on the campaign banner or link.
- cost per sale** The specified campaign cost per one sale. You can easily compare this with Average Sale.
- average sale** The average value per one sale. The average is calculated by dividing the Sales Value by the Sales. If the Average Sale is lower than the Cost Per Sale chances are the campaign is not profitable.
- clicks to sales** This is the number of clicks that is required to produce one sale. It is presented as a percent.
- clicks to actions** This is the number of clicks that is required to produce one action. It is presented as a percent.
- campaign cost** The total cost of the campaign. If your campaign is a pay-per-click campaign this cost will be calculated using the number of clicks and the cost per one click.
- average sale** The average value per one sale. The average is calculated by dividing the Sales Value by the Sales. If the Average Sale is lower than the Cost Per Sale chances are the campaign is not profitable.
- profit** The Sales Value minus the Campaign Cost. If your result is a negative number your campaign is not profitable.
- cost per click** The amount you pay per click.
- ROI** Your Return on Investment is calculated by dividing your Profit by your Cost.
- cost per action** The cost of one action.

Campaign details																															
<p>NAME: Banner at Cnet [CnetBanner]</p> <p>DESCRIPTION: Banner placed on the left menu at Cnet.</p> <p>TARGET PAGE(S): http://zipstorage.com/index.html http://zipstorage.com/welcome.html</p> <p>CREATED ON: 2002-01-04 07:139:40</p> <p>Delete this campaign Edit this campaign Reset this campaign</p>	<p>OVERALL STATISTICS:</p> <table border="0" style="width: 100%;"> <tr> <td>Clicks:</td> <td style="text-align: right;">5281</td> <td>Average Sale:</td> <td style="text-align: right;">18.19</td> </tr> <tr> <td>Sales:</td> <td style="text-align: right;">32</td> <td>Campaign Cost:</td> <td style="text-align: right;">200.00</td> </tr> <tr> <td>Sales Value:</td> <td style="text-align: right;">582.00</td> <td>Profit:</td> <td style="text-align: right;">382.00</td> </tr> <tr> <td>Cost per Sale (CPS):</td> <td style="text-align: right;">6.25</td> <td>Cost per Click (CPC):</td> <td style="text-align: right;">0.04</td> </tr> <tr> <td>Clicks To Sales (C2S):</td> <td style="text-align: right;">0.61 %</td> <td>ROI:</td> <td style="text-align: right;">191.00 %</td> </tr> <tr> <td>Actions:</td> <td style="text-align: right;">77</td> <td>Cost per Action (CPA):</td> <td style="text-align: right;">2.60</td> </tr> <tr> <td>Clicks To Actions (C2A):</td> <td style="text-align: right;">1.46 %</td> <td></td> <td></td> </tr> </table>	Clicks:	5281	Average Sale:	18.19	Sales:	32	Campaign Cost:	200.00	Sales Value:	582.00	Profit:	382.00	Cost per Sale (CPS):	6.25	Cost per Click (CPC):	0.04	Clicks To Sales (C2S):	0.61 %	ROI:	191.00 %	Actions:	77	Cost per Action (CPA):	2.60	Clicks To Actions (C2A):	1.46 %			<p>URL FOR TRACKING: http://hyperTracker.com/go/mrgold/CnetBanner/ To copy it into dipboard, right click on the link above and choose "Copy Shortcut".</p>	
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Hypertracker gives you the option of analyzing your campaign by day, product, target URL, subcampaign, visitor web browser and source web site. Therefore, you can compare campaigns to determine which is **most effective** as well as how your visitors are seeing you. Hypertracker has added the Target URL feature. You can see what page or URL your customers visit first.

The campaign analysis page has been upgraded to include a **graphical representation** of the numbers to make reading the information easier. Now you can quickly scan the information and know what is happening with your campaign.

Campaign analysis

target url	clicks	actions	sales	sales value	average sales value
1. http://zipstorage.com/index.html	2641	65	29	550.00	18.97
2. http://zipstorage.com/welcome.html	2640	12	3	32.00	10.66
Total:	5281	77	32	582.00	18.19

(results generated in 0 seconds)

Export data to spreadsheet (CSV file) - fields separated by :

Analyse results by

Order results by

Include results from , 2002 to , 2002

[top of the page](#)

quick jump to:

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Brand new for this version of Hypertracker is the ability to track statistics for products within a campaign. Now you can see which products are outselling others within a particular campaign. You can also see which actions your visitors commonly make. This allows you to cut out or restructure the actions that are not drawing attention.

Best of all, no part of your sales information will ever be lost. If a customer makes a purchase or completes an action outside of the campaign buttons, Hypertracker will capture the clicks and assign them to your **default campaign**.

Campaign analysis

product	actions	sales	sales value	average sales value
1. Cyber Drive product description: LG x52	0	4	319.96	79.99
2. ZD Jewel Case	0	18	215.82	11.99
3. Universal Installation Kit	0	10	46.22	4.62
4. New Products Info	77	0	0.00	0.00
Total:	77	32	582.00	18.19

(results generated in 0 seconds)

Export data to spreadsheet (CSV file) - fields separated by :

Analyse results by

Order results by

Include results from , 2002 to , 2002

=====8=====

Detailed information for each click is stored in the Hypertracker database. You can retrieve details such as the date and time of each click as well as the IP address used, the visitor's browser and more. This information is found in "View Logged Information." This information will help you plan updates and critical messages to your customers and visitors.

Following clicks were found:

[- hide descriptions](#)

	date & time	IP address	user browser	subcampaign
1.	Jan 04th, 2002 09:47:32	217.153.14.210	Mozilla/4.0 (compatible; MSIE 5.0; Windows 98; DigExt)	
target url: http://zipstorage.com/index.html referring url: http://computers.cnet.com/hardware/0-1016.html?tag=eh				
2.	Jan 04th, 2002 09:47:31	195.116.39.234	Mozilla/5.0 (Windows; U; Win98; en-US; rv:0.9.4) Gecko/20011128 Netscape6/6.2.1	
target url: http://zipstorage.com/welcome.html referring url: http://computers.cnet.com/hardware/0-102013.html?tag=st.co.13				
3.	Jan 04th, 2002 09:47:30	220.189.117.53	Mozilla/4.0 (compatible; MSIE 5.0; Windows 98; DigExt)	
target url: http://zipstorage.com/index.html referring url: http://computers.cnet.com/hardware/0-1027-48013.html?tag=st.678013				
4.	Jan 04th, 2002 08:09:11	196.153.221.171	Mozilla/4.76 [en] (Win98; U)	
target url: http://zipstorage.com/index.html referring url: http://hypertracker.com/html_campaign.php				

(results generated in 1 seconds)

Export data to spreadsheet (CSV file) - fields separated by

View logged information about every...

- click (and order results by)
- sale (and order results by)
- action (and order results by)

Include results from , to ,

=====9=====

Just like clicks, Hypertracker records actions and stores the information in the appropriate database. You will see the date and time of each action as well as the specific action taken, the IP address used, the visitor's browser and more. This information is also found in "View Logged Information." These details may reveal that more visitors come from a particular browser. You can then tailor your action to that browser. The reverse may also be true. You may find that you need to make your actions suitable for more browsers to handle.

Following actions were found:

[- hide descriptions](#)

	date & time	action	value	IP address	user browser	subcampaign
1.	Jan 04th, 2002 10:09:04	New Products Info	0.00	217.153.14.210	Mozilla/4.0 (compatible; MSIE 5.0; Windows 98; DigExt)	
target url: http://zipstorage.com/index.html (entered on Jan 04th, 2002 09:47:32) referring url: http://zipstorage.com/index.html						
2.	Jan 04th, 2002 10:09:01	New Products Info	0.00	195.116.39.234	Mozilla/5.0 (Windows; U; Win98; en-US; rv:0.9.4) Gecko/20011128 Netscape6/6.2.1	
target url: http://zipstorage.com/index.html (entered on Jan 04th, 2002 09:47:32) referring url: http://zipstorage.com/index.html						

(results generated in 0 seconds)

Export data to spreadsheet (CSV file) - fields separated by

View logged information about every...

- click (and order results by)
- sale (and order results by)
- action (and order results by)

Include results from , to ,

=====10=====

Clicks and Actions lead to sales. Therefore, Hypertracker records the details associated with each sale in the database. You will see the date and time of each sale as well as the IP address used, the visitor's browser and more. This information is also found in "View Logged Information." You may find that specific days of the week lead to more sales. You can then target those days with new products. You may also choose to run specials during off-peak times to increase your bottom line.

Sign-up for our FREE no-obligation trial account and discover how our superb tracking system will **boost** your online profits, save you money and automate your marketing efforts.

Following sales were found:

[- hide descriptions](#)

date & time	product	value	IP address	user browser	subcampaign
1. Jan 04th, 2002 10:09:04	Cyber Drive	79.99	195.116.39.234	Mozilla/5.0 (Windows; U; Win98; en-US; rv:0.9.4) Gecko/20011128 Netscape6/6.2.1	
target url: http://zipstorage.com/index.html (entered on Jan 04th, 2002 09:47:32) referring url: http://zipstorage.com/index.html description: LG x52					
2. Jan 04th, 2002 10:09:04	ZD Jewel Case	11.99	217.153.14.210	Mozilla/4.0 (compatible; MSIE 5.0; Windows 98; DigExt)	
target url: http://zipstorage.com/index.html (entered on Jan 04th, 2002 09:47:32) referring url: http://zipstorage.com/index.html					

(results generated in 0 seconds)

Export data to spreadsheet (CSV file) - fields separated by

View logged information about every...

- click (and order results by)
- sale (and order results by)
- action (and order results by)

Include results from , to ,