

# Sub-ID management with GPP (General Purpose Tracking Parameter)

## Guide

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## Signs

 Information

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## What does GPP stand for?

GPP is short for **general purpose tracking parameters** and consists of a series of alpha numeric parameters available for publishers.

When a potential customer clicks a publisher's ad media link and GPP parameters are filled in, then the values are stored in the zanox tracking system. In case the customer generates a conversion the stored GPP values are then retrieved from the zanox tracking system and placed in the statistics for the publisher to see.

GPP is basically a container which publishers can use to place their own tracking information (e.g. Sub IDs) onto conversions. In the medium term GPP will replace the current parameter used to do this, **SIDE**.

## Parameter naming convention

GPP is comprised of 10 individual parameters which are consecutively numbered according to the following naming convention:

- zpar0, zpar1, zpar2, ..., zpar9

The parameters 'zpar0' to 'zpar4' can be freely used by publishers for any purpose.

The parameters 'zpar5' to 'zpar9' are reserved by zanox for internal use. For instance, parameter 'zpar9' is used by the zanox Application Store. Publishers can access the zanox-internal parameters via the user interface (see section "Accessing GPP via the user interface") and select the parameters they want to display in the statistical reports.

## Parameter format and size

Use one of the following formats to pass a GPP in the tracking code:

- zparx=[[value]]
- zparx=value

Replace 'x' with the number of the parameter you would like to use and replace 'value' with any alphanumeric string of characters that you wish to pass to the tracking system.

The overall volume of all used parameters must not exceed 4k. Also, please keep in mind that the number of characters you can pass in the URL may be limited. zanox therefore strongly recommends not to use more than 1028 characters for the total of GPP you are using in one request.

## Supported zanox technologies

The following applications and technologies support GPP:

- PPC (click application)
- TPV (True Post View application)
- GAP (Global Alliance Partner technology)

## Implementing GPP in the tracking code

You can implement GPP in your tracking code in the following ways:

### Example for PPC

```
http://ad.zanox.com/ppc/?1234c5678&zpar0=[[value]]&zpar1=[[value]]
```

### Example for TPV

```
http://ad.zanox.com/tpv/?1234c5678&zpar0=[[value]]
```



Go to <http://apps.zanox.com> to use the Application Store.



Please note that TPV only supports the GPP 'zpar0'.



Replace "value" with an alphanumeric character.



Please note that TPV only supports the GPP 'zpar0'.

## Support for GAP

GPP 'zpar0' can be used as parameter in GAP requests. In order to implement GPP in GAP requests please place the parameters in your ad media links as shown above and let your account manager know how you would like it to appear in your GAP pixel. An example of the beginning-end process is outlined below:

### Implementation of GPP in the tracking code

Click code:

```
http://ad.zanox.com/ppc/?1234c5678T&zpar0=[[helloGPPSubID=12345]]
```

Transaction code:

```
http://ad.zanox.com/ppx/?1234c5678&product=[[1]]&totalprice=[[12,5]]
```

### Provided publisher conversion pixel

```
http://www.ihre-domain.com/site21/?##zpar0##&conversion=##totalprice##
```

### Resulting GAP request

```
http://www.ihre-domain.com/site21/?helloGPPSubID=12345&totalprice=12,5
```

## Activating GPP

GPP does not require any activation via the user interface. Publishers may use the parameters at any time by following the instructions outlined in this guide.

## Accessing GPP via the user interface

In the zanox user interface publishers can access GPP via:

- the new publisher statistics module
- Web Services

**New Statistics (BETA)**

### Publisher statistics

Go to [New Statistics \(BETA\) / Leads Details](#) or [New Statistics \(BETA\) / Sales Details](#). Use the tab **Formatting** to individually select those GPP you want to display in your statistical reports.



For more information on the zanox GAP technology go to <http://www.zanox.com/gap>.



For migration purposes you may use both GPP and the SIDE parameter simultaneously.



Please note that this view also enables you to select the zanox-internal parameters 'zpar5' to 'zpar9'.

Select columns for **Sale Details**

<input checked="" type="checkbox"/> Sale Date and Time	<input type="checkbox"/> Click Date and Time	<input type="checkbox"/> Last Edited	<input checked="" type="checkbox"/> Conversion Time
<input type="checkbox"/> Date of Last Status Change	<input checked="" type="checkbox"/> Status	<input checked="" type="checkbox"/> Total Price (Original Currency)	<input checked="" type="checkbox"/> Total Price (Programme Currency)
<input checked="" type="checkbox"/> Programme Name	<input checked="" type="checkbox"/> Tracking Category	<input type="checkbox"/> AdServer	<input type="checkbox"/> Admedia Type
<input type="checkbox"/> Admedia Name	<input checked="" type="checkbox"/> Remarks	<input checked="" type="checkbox"/> Commission	<input checked="" type="checkbox"/> Sub Affiliate ID
<input type="checkbox"/> Commission of Sub Affiliate	<input checked="" type="checkbox"/> GPP/zpar0	<input type="checkbox"/> GPP/zpar1	<input type="checkbox"/> GPP/zpar2
<input type="checkbox"/> GPP/zpar3	<input type="checkbox"/> GPP/zpar4	<input type="checkbox"/> GPP/zpar5	<input type="checkbox"/> GPP/zpar6
<input type="checkbox"/> GPP/zpar7	<input type="checkbox"/> GPP/zpar8	<input type="checkbox"/> GPP/zpar9	

**Preview: Table header**  
(Drag to move to new position or click to change default sort order)

Sale Date and Time	Programme Name	Commission	Conversion Time	Tracking Category	Status	Remark	Sub Affiliate ID	Total Price (Original Currency)	Total Price (Programme Currency)	GPP/zpar0
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The selected parameters are displayed as individual columns in the statistics table.

Overview	Leads Details	Sales Details							
report Period 01-Aug-2009 - 31-Aug-2009 dSpace: all dServer: all program: all dMedia: all language: all			The statistics show transactions which were collected up to a specified period of time. Views: 12 98 89 17 98 88      Leads: 12 98 89 13 98 88 Clicks: 12 98 89 16 98 88      Sales: 12 98 89 13 98 88 Notice: The displayed data for today can vary from the actual values.						
Programme Name	Commission	Conversion Time	Tracking Category	Status	Remark	Sub-Affiliate ID	Total Price (Original Currency)	Total Price (Programme Currency)	GPP (zpx)
Vodafone ES	9.00 EUR	8d 2h 25min 43s		Contract	open	SamsungF400VF	69.00 EUR	69.00 EUR	[N03ESJ4M26940427-FH0eQwAZuE]
Rascoon ES	4.81 EUR	15min 35s	Sale bis 1 Tag nach Cookie-Creation	open			240.52 EUR	240.52 EUR	[N06ES21U55477380-FH0yV0B00E]
Hotelur	38.92 EUR	1h 30min 38s		open			556.04 EUR	556.04 EUR	[N000ESH14903363-FH0w6ASpE]
Vodafone ES	9.00 EUR	14d 20h 42min 40s		Contract	open	DMnut9C4drt	0.00 EUR	0.00 EUR	[N07ES3C6102763794-FH0eG0AZuE]
Vodafone ES	9.00 EUR	26d 4h 33min 59s		Contract	open	SamsungF400Foss	29.00 EUR	29.00 EUR	[N051ESJ2S114111686-FO LeQwAjkE]
Carrefour	12.03 EUR	4h 55min 8s		Tecnologia	open		300.86 EUR	300.86 EUR	[N1KES8C97606248-FFbuwHAAzE]
Vodafone ES	9.00 EUR	13min 55s		Contract	open	SamsungF400VF	29.00 EUR	29.00 EUR	[N1L8ESJ1113012126-FH0eQwAZuE]
Vodafone ES	9.00 EUR	5d 20h 7min 35s		Contract	open	Vodafonehiderosa	0.00 EUR	0.00 EUR	[N000ES3159431131-FH0eG0AZuE]
Carrefour	2.90 EUR	27d 2h 50min 48s		Tecnologia	open		72.41 EUR	72.41 EUR	[N0P0ESJ56130058204-FFbuwHAAzE]
Carrefour	2.90 EUR	27d 2h 48min 58s		Tecnologia	open		72.41 EUR	72.41 EUR	[N0P0ESJ56130058204-FFbuwHAAzE]
Carrefour	2.90 EUR	27d 2h 44min 59s		Tecnologia	open		72.41 EUR	72.41 EUR	[N0P0ESJ56130058204-FFbuwHAAzE]
Vodafone ES	9.00 EUR	17d 4h 10min 52s		Contract	open	DMnut9C4drt	70.00 EUR	70.00 EUR	[N07ES3C6102763794-FH0eG0AZuE]

## Web Services

GPP - like any other parameter - can be accessed via zanox Web Services. Check out the following links for more information on zanox Web Services.

- Technical documentation can be found in the zanox wiki: [http://wiki.zanox.com/en/Web\\_Services](http://wiki.zanox.com/en/Web_Services)
- For news and updates on the zanox Web Services have a look at our blog: <http://blog.zanox.com/en/webservices>

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