choozle

Dynamic Passback Tracking

Many marketers struggle to accurately track and demonstrate return on ad spend for their campaigns. A step beyond clicks and impressions, dynamic passback tracking allows marketers to surface revenue and other custom, site-specific data points in their reporting, opening up a wealth of opportunity for optimizations.

What's Dynamic Passback Tracking?

A dynamic passback tag gives you the ability to integrate site-specific parameters into your Choozle reporting. By default, dynamic passback tags include revenue, currency, and order ID, with the ability to add up to 10 customizable site parameters.


```
<img height="1" width="1" style="border-style:none;" alt=""
src="//choozledynamicpassbacktracking/track/evnt/?adv=000000
0&ct=0:00000000&fmt=3&v={SaleAmount}&vf={Currency}&order
id={OrderRef}&td1={Param1}&td2={Param2}"/>
```

How It Works

Commonly used for revenue reporting, dynamic passback tracking is a customized tag that collects specified dynamic parameters on a conversion page. In addition to the default data points, you can also collect other parameters such as product names, cart contents, SKUs, or categories.

To leverage dynamic passback tracking, reach out to your Strategist with the name of the advertiser account, campaign budget, flight dates, and goals, as well as your website URL. The Strategist will then generate a unique dynamic passback tag with placeholder parameters for you to swap out with your site-specific parameters.

Work with your Strategist to set up a custom scheduled conversion details report, including all specified parameters being passed back from your site.

Notes & Best Practices

- Dynamic passback tracking is part of Choozle's Supported Solutions and available with minimum spend requirement. These tactics can be implemented with the help of our account management team. Reach out to us to learn more.

- The character limit for dynamic parameters is 64 characters. Avoid using spaces in the parameters you insert, as spaces can break the tag.

- The data passed back from dynamic parameters is only available in a custom conversion details report. Work with your Strategist to create a custom reporting schedule.

- If the final conversion page is hosted on an e-commerce platform versus your website, you'll need the ability to add a custom tag on the e-commerce platform.