

CONVERSION TRACKING

Connect the dots between your links and your goals

UNLOCK INSIGHTS BEYOND THE CLICK

Click volume is just one way to track engagement level. Take it a step further by reporting on the attained success of completing a desired action to provide complete, closed-loop measurement.

How Does Conversion Tracking Work?

To add Conversion Tracking to a link, you'll simply select a checkbox while creating it. BudURL will provide a code snippet to place on the landing page where your conversion occurs. As your traffic rolls in, a new level of insight instantly emerges with conversions alongside total clicks. Reporting demonstrable value behind the click is now seamless.

Which promotional channels drive the most actual revenue?

Do more clicks equal more conversions?

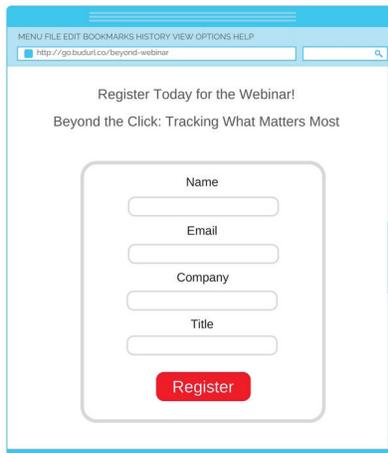
How can I verify that my budget allocations are optimized for maximum return on investment?

Which advertising messages are packing the most punch?



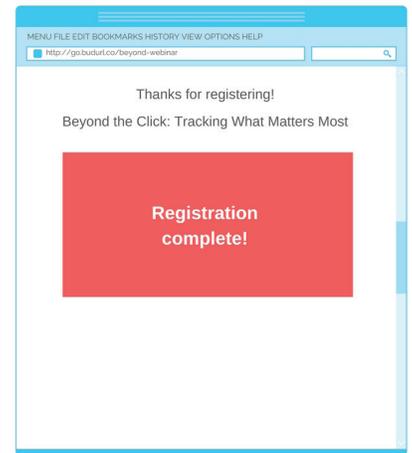
The Link

Use a new link for each channel for optimal tracking results. The link itself is unchanged with conversion tracking.



The Destination

A landing page is typically where your tracking ends. How do you know how many made it past this point, and where they came from?



The Conversion

Close the loop. The tracking code is placed here, where the desired action is considered completed.

Conversion tracking picks up when the trail goes cold. Instead of using multiple tools to piece together the puzzle, BudURL Conversion Tracking stays with the user until they cross the finish line.

Conversion Tracking Success

PAID MEDIA MONITORING

You know how many clicks your ad is getting, but which ones are driving sales? Follow the trail all the way to the purchase confirmation page and tie actual revenue to each ad channel.

APP STORE DOWNLOADS

When driving your audience to an app store, how many are actually downloading the app? Conversion tracking reports from click to successful download.

TRACK EVENT REGISTRATIONS

Multi-channel event promotions drive lots of traffic- but which one drives the most successful registrations? Focus your event budget on the best channels with conversion tracking.