

How to set up Postback Tracking for Google



Postback tracking is a method of tracking that uses Google's advertising suite. This will send all revenue back to Google analytics so you can optimise campaigns within the Google Suite.

By setting up Postback Tracking you can effectively see a campaign's ROI and spend your money on the campaigns that will make you a higher return and generate the largest LTV!

The following guide takes you through the process of setting up Postback Tracking for your Google campaigns.

How does it work?

When a user signs up via a referral link, Postback Tracking creates a unique click ID on the initial click. All conversion data associated with each unique click will be posted straight back into Google Analytics.

The benefits of Postback Tracking

- Get accurate conversion data without depending on cookies as Postback Tracking is powered by a unique click ID
- All actions, securely tracked, lowering the risk of mistracking traffic
- Ability to report in real time cash generation per campaign
- Get more accurate ROI measuring for your acquisition costs and compare with ease
- Easily verifiable data that will allow you to build confidence in your decisions and optimisation actions
- Eliminates the need to run multiple reports

Before you begin you'll need to:

Set up Google Analytics for your dating site

Many of you will have already done this for your sites but if you haven't here's how:

1. Sign in to Google Analytics.
2. Click **Admin** and navigate to **ACCOUNT | PROPERTY | VIEW** to access the desired account you want to edit.

3. Add the **global site tag** to the landing page and send the **UA tracking code** to your Partner Manager to implement into the backend.

This can be found under Tracking info >Tracking ID.

E.g. UAXXXXXXXXXX-1

The screenshot displays the Google Analytics Admin interface for a property. At the top, there are tabs for 'ADMIN' and 'USER'. Below this, a 'Property' section shows a '+ Create Property' button and a 'Tracking ID' of 'UA-138594886-40'. The 'Status' section indicates 'Receiving traffic in past 48 hours' and '17 active users right now. See details in real-time traffic reports.' A 'Send test traffic' button is also visible.

The 'Website Tracking' section is expanded, showing the 'Global Site Tag (gtag.js)' configuration. It includes a code snippet for the Global Site Tag:

```
<!-- Global site tag (gtag.js) - Google Analytics -->
<script async src="https://www.googletagmanager.com/gtag/js?id=UA-138594886-40"></script>
<script>
  window.dataLayer = window.dataLayer || [];
  function gtag(){dataLayer.push(arguments);}
  gtag('js', new Date());

  gtag('config', 'UA-138594886-40');
</script>
```

Below the code, there is a section for 'Connected Site Tags' showing '0 connected' and a dropdown arrow. The 'Google Tag Manager' section provides information on how to use Google Tag Manager and lists some considerations, such as using multiple analytics and ad performance tracking tools that require site tags, and adding tags to your website slowing down your ability to run marketing campaigns.

The 'Additional implementations' section mentions that Global Site Tag (gtag.js) and Google Tag Manager are the recommended tracking methods for new implementations, and that additional options include analytics.js and the Measurement Protocol.

Switch on Auto-tagging

Auto-tagging within your Google Ads account must be switched to **Yes**. You can find this in the left hand menu of your Google Ads account.

	CAMPAIGN SETTINGS	ACCOUNT SETTINGS
Overview		
Recommendations		
Campaigns		
Ad groups		
Ads & extensions		
Landing pages		
Keywords		
Audiences		
Demographics		
Placements		
Settings		
	Tracking	No options set
	Auto-tagging	Yes
	Message reporting	Turned off
	Call reporting	Turned off
	Inventory type <small>Video campaigns only</small>	None
	Excluded content <small>All campaigns</small>	Show ads on all content
	Excluded types and labels <small>All campaigns</small>	Show ads on all content
	Ad suggestions	Set to auto-apply 14 days after notification
	Time zone	(GMT) United Kingdom Time

You will need a Google Analytics code set up for each site

If you don't currently have Google Analytics set up for your sites, speak to your Partner Manager before you begin setting up Postback Tracking.

IF your sites are on the WLD Design Tool

Follow this step if your sites are on the WLD Design Tool and the URL is a subdomain. For example www.datingsite.com/australia .

You will need to supply your Global Site Tag to your Partner manager for them to insert before you begin. This can be found within Google Analytics (in the same place as the UA code).

I. Set up your Goals as Events

1. Once you have added your **tracking ID** to any landing page you wish to track, you'll need to create a total of 6 goals for the following events:

Registration, Initial, Re-initial, Re-bill, Refund and Chargeback

✓ **Goal set-up** [Edit](#)
Custom

✓ **Goal description** [Edit](#)
Name: *Registration1*
Goal type: *Event*

3 **Goal details**

Event conditions
Set one or more conditions. A conversion will be counted if all of the conditions you set are true when an Event is triggered. You must have at least one Event set up to create this type of Goal. [Learn more](#)

Category	Equal to ▾	registration
Action	Equal to ▾	soi
Label	Equal to ▾	Label
Value	greater than ▾	Value

Use the Event value as the Goal Value for the conversion

YES

If you don't have a value defined in the condition above that matches your Event tracking code, nothing will appear as the Goal Value.

[Verify this Goal](#) See how often this Goal would have converted based on your data from the past 7 days.

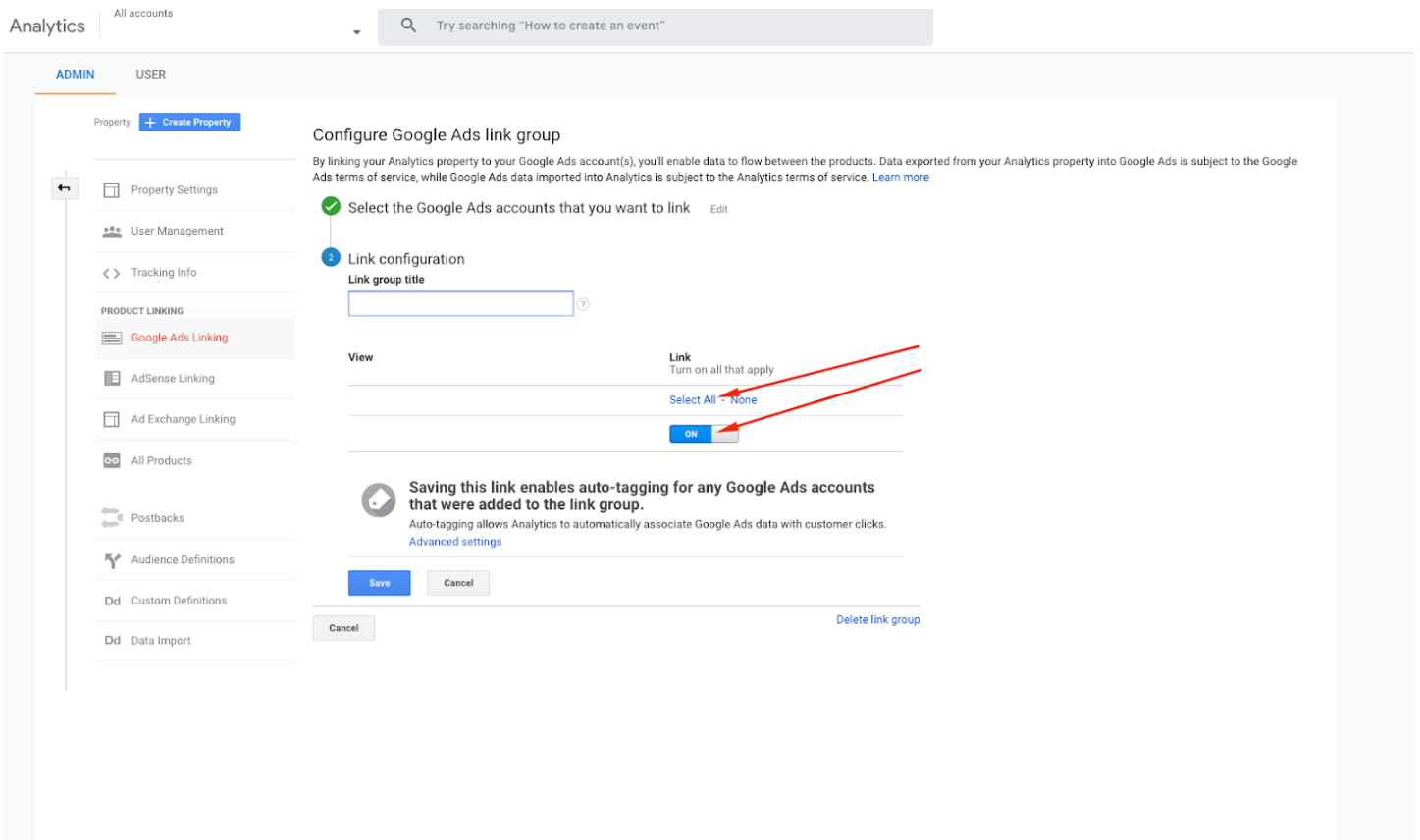
All goals must follow the below criteria:

<p>Registration</p> <p>Event Category = registration</p> <p>Event Action = soi</p>	<p>Initial</p> <p>Event Category = subscription</p> <p>Event Action = initial</p>	<p>Reinitial</p> <p>Event Category = subscription</p> <p>Event Action = reinitial</p>
<p>Refund</p> <p>Event Category = subscription</p> <p>Event Action = refund</p>	<p>Chargeback</p> <p>Event Category = subscription</p> <p>Event Action = chargeback</p>	<p>Rebill</p> <p>Event Category = subscription</p> <p>Event Action = rebill</p>

II. Link Google Ads to your Analytics account

By linking your Google Ads to your Analytics account you will enable data to flow between the products. You'll need to be signed into your Analytics account for this. Here's how to set it up:

2. Click **Admin** and go to **Property, View** and link the relevant Google Ads account.
3. Click **Select All - Web data**



III. Import Analytics goals into Google Ads

4. Sign in to your Google Ads account and click the Tools icon in the header
5. Click **Measurement > Conversions**.
6. Click **+**
7. Click **Import**, select **Google Analytics**, then click **CONTINUE**.
8. Select each goal you want to import, then click **IMPORT AND CONTINUE**.
9. Once your goals have been added you need to set **registration** and **subscription** to the following:

Include in 'Conversions' = Yes

All others will need to be set as follows:

Include in 'Conversions' = No

By setting this to **NO**, this means the data will not be classified as a conversion in Google Ads, therefore, it won't impact your bidding adjustments and will have no impact to your analytics.

Final Steps

Set up tracking URLs for each of the events

Your Partner Manager will set up the postback URL within the WLD system for you!

Below are the generic URLs which will autofill the relevant information, the URL will be made up of the following details:

v	Protocol version
t	The type of tracking call (event)
tid	The Analytics tracking ID
cid	Client (customer) ID number
cs	Source, set to "google"
cm	Medium, set to "cpc"
gclid	Google Ads ID
ec	Event category
ea	Event action
ev	Event value. This must be an integer or it will break the postback

*To note, the value will be your share (ex VAT and minus all site fees). This is the revenue you will receive rounded up to the nearest integer.

Setting up your Campaign in Google Ads

In order for your postback to be successful we need to ensure we are storing your referral details, this will still track within the portal so you will be able to compare data if necessary.

When setting your final URLs within Google Ads you need to ensure they follow this format:

https://www.domain.co.uk?utm_source=google&utm_campaign=campaignname&utm_term={keyword:unspecified}

To match your Google set up you can change the elements within the URL that are coloured light blue. You are welcome to use the partner portal to generate the Campaign URL.

All set!

Now that your tracking is set up you will start to see the goals as conversions and the value of those goals is pulled into Google Ads via Analytics. As a result, you can attribute registrations, subscriptions, rebills etc at a campaign, Ad Group and Keyword level.

For further assistance completing your Postback Tracking set up, get in touch with your Partner Manager or reach out to partnersupport@whitelabeldating.com today!