Firstlead GmbH / ADCELL

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ADCELL-Tracking: How to use SubIDs?

Why should you use SubIDs?

You can promote all ADCELL partner programs even with a SubID, for instance to measure the effectiveness of placed key words or the effectiveness of our partner programs' inclusion in your different websites.

You can attach the different SubIDs to your ADCELL tracking link with the parameter "subId".

Important:

       amount of characters: limited to a maximum of 130 characters
       allowed signs: letters, numbers, the"@" symbol, dots, underscores, blanks, the "|"
                                 symbol, asterisk (*) und tilde (~)

How to use SubID's?

At your ADCELL account you can edit your tracking source code with the button "→ Code anpassen" for each creative, to add an SubID.

To edit your source code manually please use the following parameter:

HTML Tracking Code:

```
<a href="https://t.adcell.com/p/click?promoId=46&slotId=7371" >
    Holen Sie jetzt den maximalen Ertrag aus Ihrer Webseite!
</a>
```

If you want to consign - for example - the **Sub ID "test"**, you need to change the source code as followed::

```
<a href="https://t.adcell.com/p/click?promoId=46&slotId=7371&subId=test" >
    Holen Sie jetzt den maximalen Ertrag aus Ihrer Webseite!
</a>
```

If necessary, proceed analogously by attaching the SubID in the ADCELL URLs for view tracking and for the display of advertising banners:

```
<img src="https://t.adcell.com/p/view?promoId=46&slotId=7371&subId=test"/>
```

```
<img src="https://t.adcell.com/p/image?promoId=49&slotId=7371&subId=test"/>
```

What's new?
The tracking parameters are now transferred as URL parameters. The section of the URL parameters in the URL is initiates with a question mark.

URL parameters are made up of a key and a value - including the SubID - which are replaced by an equal sign (=). With an ampersand (&) several URL parameters are combined in one URL.

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JavaScript-Tracking-Code:

```
<script type="text/javascript" src="https://t.adcell.com/js/jsadlib.js">
</script>
<script type="text/javascript">
    Adcell.user.setPartnerId("7371");
    Adcell.user.getAd({
        "wid":"46"
    });
</script>
```

If you want to consign - for example - the **Sub ID "test"**, you need to change the source code as followed:

```
<script type="text/javascript" src="https://t.adcell.com/js/jsadlib.js">
</script>
<script type="text/javascript">
    Adcell.user.setPartnerId("7371");
    Adcell.user.getAd({
        "wid":"46",
        "subid":"test"
    });
</script>
```

If you have generated a lead/sale, you can now see your Sub ID in your statistic overview.

We help you gladly if you should have questions:

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Your contact

📞 Hotline for Publisher:
+49 (0)30-6 09 83 61-0

✉ Write us an email:
<u>service@adcell.de</u>

Our team is at your disposal
for all questions!