

# Bounceless Tracking

## A fast, privacy-centric method to improve conversion

Consumer demands are becoming increasingly sophisticated, expecting not only speed when it comes to online shopping, but also to have their data dealt with in the most privacy-conscious manner. By nature, affiliate marketing is a data-light digital advertising method. It's only concerned with the publisher driving the sale, not with the consumer who's making it. Yet the conversion tracking being utilized by networks hasn't evolved. As a result, has been lumped together by browsers and privacy advocates with intrusive marketing methods that profile consumers.

### Benefits of Bounceless Tracking



#### Measures more sales

Bounceless Tracking sends the user directly to the requested page without any redirects. Removing a centralized tracking domain removes an ad network's capability to profile consumers and track across multiple sites, making it more favorable in the eyes of ad blockers and tracking prevention tools. As such, Bounceless Tracking pilot programs saw an **increase in conversion rate of 4.16%**.



#### Continuous optimization

Bounceless Tracking is only available through the Tracking Optimization Plugin in the Publisher MasterTag. In addition to making sure the best tracking method is used (Bounceless may not always be viable), the Plugin ensures linking best practices are followed. Any future changes that may affect tracking will be deployed through the Plugin so updates are automatic and publishers don't have to take action.



#### Faster user experience

Google reports that 53% of users will leave a page if forced to wait three seconds or more. Every redirect in a user journey adds latency that ultimately slows down the time it takes a consumer to get to their requested destination, and the likelihood of abandoning their purchase. Bounceless Tracking pilot programs saw the biggest improvements when tested on slower networks ex. **journey time dropped by an average of 1.1 seconds** on slow 4G/fast 3G mobile connections.

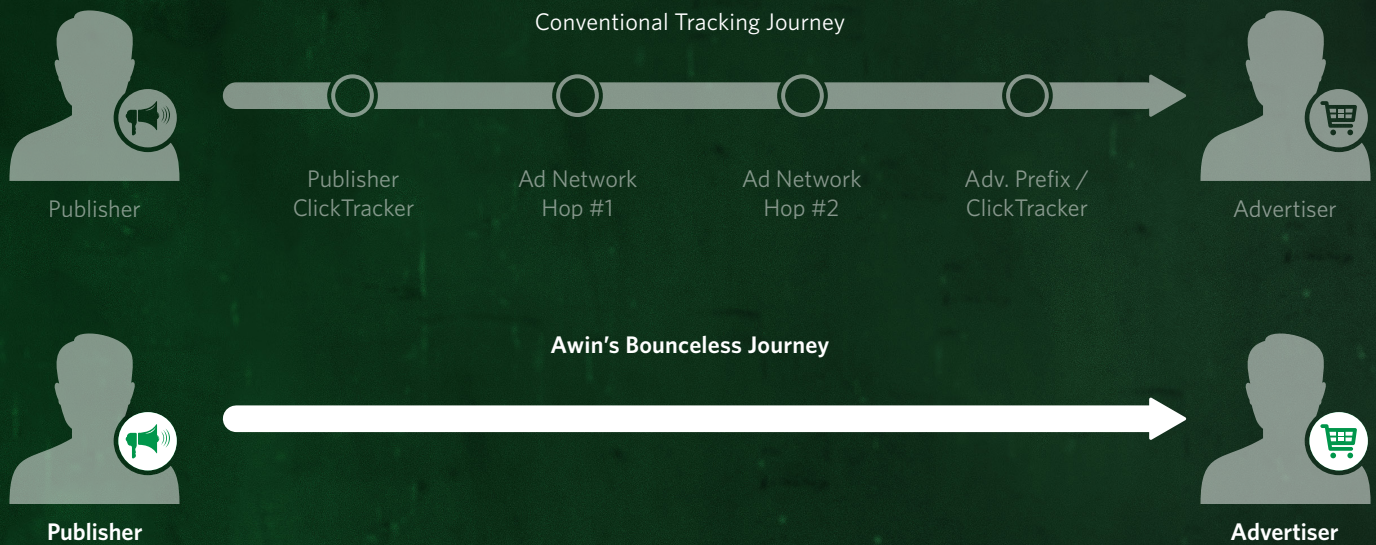


#### Data quality

The Tracking Optimization Plugin makes sure that referrer data is consistently added to a user journey. This means that advertisers and publishers have reliable and clear visibility on traffic origins, something that is restricted by tracking prevention yet is vital for both campaign management and compliance.



## A new standard for affiliate tracking



How does it work?

```
<script src="https://www.dwin2.com/pub.XXXXX.min.js"></script>
```

The prerequisites for Bounceless Tracking are that both the advertiser and publisher are using the respective Awin MasterTag technology and that the publisher has activated the Tracking Optimization Plugin. As part of our tracking policy, advertisers should be using the Advertiser MasterTag. Publishers can verify this via the Advertiser Metadata page in the UI.

The Publisher MasterTag intercepts an affiliate click event and determines the best tracking flow (bounce or Bounceless) based on the User Agent, as well as the advertiser being linked to.

### For a Bounceless Tracking journey:

- 1 A unique identifier for the click event (not for the consumer) is generated on the publisher's site
- 2 The click identifier is asynchronously sent back to Awin
- 3 The traditional navigation to the awin1.com tracking domain is blocked
- 4 The consumer is instead navigated directly to the advertiser without a tracking bounce
- 5 The click identifier is appended to the URL of the advertiser landing page
- 6 The Advertiser MasterTag reads the click identifier and sets a first-party cookie on the advertiser's domain

With this method, we achieve privacy-conscious single site A to site B attribution, without third-party cookies and the use of a centralized tracking domain, which can be used to poly-site track and build profiles of consumer browsing behavior.

Bounceless Tracking makes use of two underutilized browser technologies, the **Ping anchor attribute** and the **Beacon API**. These technologies allow for the creation of asynchronous, non-blocking requests outside of the rendering of webpages. This also allows for a better browsing experience for consumers, in contrast to traditional tracking pixels and JavaScript where slow request responses have the potential to block the painting/rendering of webpages, or simply not complete before page unloads and leads to missed sales.

### Installation

Installation is easy - Bounceless Tracking only requires installation of the Publisher MasterTag. Copy the above snippet (replacing the placeholder with your Publisher ID) before the closing `</body>` tag on each page of your website. After installation, toggle the "Tracking Optimization" Plugin in your Publisher MasterTag settings.

