



How to set up conversion tracking

FEATURE GUIDE • CONVERSION TRACKING

Step by step, with real screenshots of every screen

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STEP 1 OF 4

Open Trackers

PPCmateX

Open Trackers from the menu. A health strip shows whether conversions are arriving.

The screenshot shows the 'Trackers' management interface. At the top right, there are buttons for 'New Tracker' (1) and 'New 3rd Tracker' (2). Below these is a 'Health strip' (3) that displays conversion status for the last 7 days. It shows three categories: 'Counted' with a value of 0, 'Not counted' with a value of 0, and 'Without a value' with a value of 0. A message below the health strip states: 'Traffic is arriving but no conversions were received'. At the bottom, there is a 'Connect your tracker' (4) section with a list of supported trackers: Voluum, RedTrack, Binom, Keitaro, BeMob & more.

1 New Tracker

Creates a PPCmate tracker: a postback or a pixel.

2 New 3rd Tracker

For tools that need their own setup on our side.

3 Health strip

Counted, Not counted and Without a value, over the last 7 days. A red dot means traffic arrives but no conversions do.

4 Connect your tracker

Ready-made setups for popular trackers. See the next step.

Tip: Your landing URLs must carry {CLICK_ID}. Without it, conversions can't be matched to a click.

Open Connect your tracker and pick your tool. PPCmate fills in the postback URL and the campaign URL parameters for you.

The screenshot shows the 'Connect your tracker' interface. It features a header with the title and a list of tracking tools. Below this are three input fields, each with a numbered step indicator (1, 2, 3, 4, 5) on the left. Step 1 points to the tool selection dropdown. Step 2 points to the 'Postback URL' field, which contains a URL with a placeholder for the tracking ID. Step 3 points to the 'Campaign URL parameters' field, which contains a macro-based URL. Step 4 points to the 'Postback URL' field. Step 5 points to the 'Campaign URL parameters' field. A 'Copy' button is visible on the right of each input field.

Connect your tracker — Voluum, RedTrack, Binom, Keitaro, BeMob & more

1 Your tool

2 Postback URL — paste into Voluum's traffic-source postback settings

3 Postback URL — paste into Voluum's traffic-source postback settings

4 Campaign URL parameters — carried on every click (cost in USD via the new COST macro)

5 Setup steps

Voluum go to Traffic sources → Create and pick the ready-made PPCmate template — the campaign URL parameters below are prefilled for you.

Enable "Traffic source postback URL" and paste the postback URL below (your tracker ID is already filled in).

3. Create your Voluum campaign, copy its campaign URL and use it as the destination URL of your PPCmate campaign.

- 1 **Your tool**
Voluum, RedTrack, Binom, Keitaro, BeMob, PeerClick, FunnelFlux, Google Ads, ChatGPT Ads, or Other / Custom.
- 2 **Tracker**
Pick which PPCmate tracker the conversions count against.
- 3 **Postback URL**
Paste it into your tracker's traffic-source postback settings. Your tracker ID is already in it.
- 4 **Campaign URL parameters**
Carried on every click, including the cost in USD via the {COST} macro.
- 5 **Setup steps**
Short instructions for that tool, for example the ready-made PPCmate template in Voluum.

Tip: Use the copy buttons on the right of each box, so no character goes missing.

Click New Tracker to make your own conversion event, for example a purchase or a sign-up.

The screenshot shows the 'New Tracker' form with four numbered callouts: 1 points to the 'Name' field (containing 'Purchase'), 2 points to the 'Price (\$)' field (containing '5.00'), 3 points to the 'Tracking ID' checkbox (which is checked), and 4 points to the 'Tracker type' dropdown menu (showing 'Postback' and 'Pixel' options). The form also includes a 'Send events to' section with a toggle for 'Send events to Pixel' and a 'Save' button.

1

Name

What the conversion is, for example "Purchase".

2

Price (\$)

The default value of one conversion. A value sent in the postback takes its place.

3

Tracking ID

Keep it ticked so each conversion is matched to the click that caused it.

4

Tracker type

Postback (server to server, most reliable) or Pixel (a tag on your thank-you page).

Tip: Make one tracker per event you care about, so reports show them apart.

Send events to your tracker

Optional: turn on Send events to my tracker and PPCmate sends each click or impression to your own tool.

The screenshot shows a settings form titled "Send events to your tracker". It includes a toggle switch for "Send events to my tracker", a text field for the "Tracker URL" (containing a placeholder URL), a section for "Macros" with various event and campaign identifiers, a "Send on" section with checkboxes for "Impressions" and "Clicks", an "Example request (one click)" section, and a "Send test request" button. Numbered callouts 1 through 5 highlight the toggle, the URL field, the macros section, the "Send on" section, and the "Send test request" button respectively.

- 1 **Send events to my tracker**
Off by default.
- 2 **Tracker URL**
Your tool's URL, with macros where the values should go.
- 3 **Macros**
{EVENT}, {CLICK_ID}, {CAMPAIGN_ID}, {CREATIVE_ID}, {PRICE}, {DOMAIN}, {COUNTRY}, {DEVICE} and more.
- 4 **Send on**
Clicks (every billable click, including pop clicks) and/or Impressions (with their cost).
- 5 **Send test request**
Fires one example request so you can check it arrives.

Tip: Events go out within seconds, up to 20 per second per campaign, without the visitor's IP or user agent. Click Save when you're done.

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