

Pending Sales and Lead Validation

Pending can be applied as an add-on feature. Pending makes it possible to set up specific events such as sales, as pending for a number of days. This allows the orders to be confirmed by the advertiser before the event is qualified for commission to the publisher. As long as an event is in status pending it doesn't qualify for payment.

If you don't have a huge amount of transactions, you can directly validate them manually in our advertiser interface. If there are too many transactions, you can build an XML report file that holds all events and send it back to the TradeDoubler system. You add some parameters to the XML file that will tell TradeDoubler what to do with the event; see chapters XML Parameters below. You create the file on a regular basis, depending on your business needs. See chapter Example Pending XML Report file below.

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1. What sales or leads should I validate?

Starting from our reports

The Lead and sale breakdown report is available in the advertiser interface which can be run for “pending sales”. Having downloaded the pending transactions, you can match them with your back office, and identify valid and invalid transactions.

Starting from your back office

You can also validate sales and leads starting from your back office. If you make this choice, it means that on the confirmation page you will have to store all TradeDoubler sales and leads in your back office, and afterwards build the XML file from them.

2. XML Report File

The XML report file needs to be created periodically (we recommend daily) and has to contain all the transaction that has been made after the previous XML. The XML report file should be saved with the following name format:
pending_Organization id_Sequence number.xml

Example:

pending_1365_3.xml

Type of file= pending

The organization ID= 1365

The third XML report file sent to TradeDoubler= 3

For information on how to transfer the file, see chapter Transfer XML Report file to TradeDoubler below.

3. Example Pending XML Report File

One accepted sale transaction with two product items

```
<?xml version="1.0" encoding="UTF-8"?>
<tradeDoublerPending>
  <checksum>ffd93f16876049265fbaef4da268dd0e</checksum>
  <organizationId>234</organizationId>
  <sequenceNumber>46</sequenceNumber>
  <numberOfTransactions>1</numberOfTransactions>
  <transactions>
    <transaction>
      <eventId>65632</eventId>
      <orderNumber>131271241869789059_797773588</orderNumber>
      <status>A</status>
      <reportInfo>
        <item>
          <productNumber>B12D</productNumber>
          <productName>red shoes</productName>
          <price>100.20</price>
          <quantity>1</quantity>
        </item>
        <item>
          <productNumber>R112</productNumber>
          <productName>blue bag</productName>
          <price>120.00</price>
          <quantity>1</quantity>
        </item>
      </reportInfo>
    </transaction>
  </transactions>
</tradeDoublerPending>
```

One changed sale transaction with one product item

```
<?xml version="1.0" encoding="UTF-8"?>
<tradeDoublerPending>
  <checksum>ffd93f16876049265fbaef4da268dd0e</checksum>
  <organizationId>234</organizationId>
  <sequenceNumber>46</sequenceNumber>
  <numberOfTransactions>1</numberOfTransactions>
  <transactions>
    <transaction>
      <eventId>65632</eventId>
      <orderNumber>131271241869789059_797773588</orderNumber>
      <status>A</status>
      <orderValue>100.20</orderValue>
      <reportInfo>
        <item>
          <productNumber>B12D</productNumber>
          <productName>red shoes</productName>
          <price>100.20</price>
          <quantity>1</quantity>
        </item>
      </reportInfo>
    </transaction>
  </transactions>
</tradeDoublerPending>
```

One denied sale transaction with one item

```
<?xml version="1.0" encoding="UTF-8"?>
<tradeDoublerPending>
  <checksum>ffd93f16876049265fbaef4da268dd0e</checksum>
  <organizationId>234</organizationId>
  <sequenceNumber>46</sequenceNumber>
  <numberOfTransactions>1</numberOfTransactions>
  <transactions>
    <transaction>
      <eventId>65632</eventId>
      <orderNumber>131271241869789059_797773588</orderNumber>
      <status>D</status>
      <reasonId>11</reasonId>
    </transaction>
  </transactions>
</tradeDoublerPending>
```

One accepted sale and two lead transactions, one accepted, one denied.

```
<?xml version="1.0" encoding="UTF-8"?>
<tradeDoublerPending>
  <checksum>ffd93f16876049265fbaef4da268dd0e</checksum>
  <organizationId>234</organizationId>
  <sequenceNumber>46</sequenceNumber>
  <numberOfTransactions>3</numberOfTransactions>
  <transactions>
    <transaction>
      <eventId>65632</eventId>
      <orderNumber>131271241869789059_797773588</orderNumber>
      <status>A</status>
      <reportInfo>
        <item>
          <productNumber>B12D</productNumber>
          <productName>red shoes</productName>
          <price>100.20</price>
          <quantity>1</quantity>
        </item>
      </reportInfo>
    </transaction>
    <transaction>
      <eventId>65633</eventId>
      <orderNumber>LEAD3225548</orderNumber>
      <status>A</status>
    </transaction>
    <transaction>
      <eventId>65632</eventId>
      <orderNumber>LEAD7977735</orderNumber>
      <status>D</status>
      <reasonId>13</reasonId>
    </transaction>
  </transactions>
</tradeDoublerPending>
```

4. XML Parameters

Parameter	Specification	Mandatory
eventId	Provided by TradeDoubler, this parameter is linked to our organization and used for reporting and commission purposes. Several events can be used by one advertiser. There is often one event called "sale", another may be called "newsletter sign-up".	Mandatory
orderId	Unique for each order. Ideally, you should send us your internal reference ID for the transaction.	Mandatory
status	The status of a transaction, A=accepted, D=Denied. Note that the value A must be supplied also for changed orders.	Mandatory
currency	A three letter currency code for the currency in which the sale was made. Currency conversions are made at our end. Currency codes can be supplied by TradeDoubler.	Strongly recommended
reasonId	The reason a transaction has been changed or denied (should be left out if the transaction has status accepted). 10. Returned goods 11. Out of stock 12. Unfulfilled payment 13. Invalid lead 14. Cancelled order	Recommended
programId	The TradeDoubler program ID from which the transaction belongs.	
tduid	Your TradeDoubler unique identifier. Your store the TDUID value in a permanent cookie called TradeDoubler and also in a session variable. This parameter can be replaced with <affiliateId> and <programId>, in this order. Or <locationId> and <programId> for Ad network campaign programs.	
productName	The name of the product	
reportInfo	ReportInfo is a list of products. By implementing reportInfo, you and your publishers will get more detailed and valuable information about the sale or lead. f1 = product ID (artno) f2 = product name f3 = product price f4 = quantity ordered. Use URL encoding and concatenate the name=value pairs into one string. Use "&" to separate properties and " " to separate products. Example: f1=5555&f2=Cheap Product&f3=19.90&f4=3 f1=6666&f2=Expensive Product&f3=1000.00&f4=1	

5. Transfer XML Report file to TradeDoubler

There are different ways of sending us the XML report file:

- by email: email@batch.tradedoubler.com
- by posting it on a FTP server (TradeDoubler or personal)
- by hosting it on an HTTP server (TradeDoubler or personal)

The choice of delivery method has to be agreed upon before any files are sent so that the proper settings can be made in the TradeDoubler system.

NOTE 1. Each file has to have a sequence number. If the sequence is broken the import of the file will fail. It's important that you log in to the TradeDoubler system and check from time to time, that your files have been imported as expected.

NOTE 2. Each batch file must be below 100-mb.

Email

The file should be sent to TradeDoubler as an attachment in an email. The email address is email@batch.tradedoubler.com

FTP

The files could be posted either on your own FTP server where TradeDoubler has read and write access or posted on a TradeDoubler FTP server. In both these cases the TradeDoubler system regularly fetches the files from the server for validation and processing. TradeDoubler needs to know how often the XML files are expected to be uploaded/downloaded. The fastest import frequency is one file/ hour.

TradeDoubler FTP server:

1. Inform TradeDoubler technical support that you want to upload XML files. We need to know the IP-address where the upload request to our FTP server is initiated (for security reasons).
2. Technical support contacts TradeDoubler Second line support with your information and the IP-address.
3. Second line support creates the FTP account and updates the system with the FTP visitor account information.

Own FTP server:

TradeDoubler needs the following information: FTP host, FTP port, file path, username and password.

HTTP/HTTPS

The files could be posted either on your own web server to which TradeDoubler has read access or posted on a TradeDoubler web server. In both these cases the TradeDoubler system regularly fetches the files from the server for validation and processing. TradeDoubler needs to know how often the XML files are expected to be uploaded/downloaded. If you use your own web server, the fastest import frequency is one file/ hour

TradeDoubler Web server:

Inform your technical support that you want to post XML files using http/https.

How to post an XML-file:

```
<html>
<head> </head>
<body>
<form
action="https://www.tradedoubler.com/pan/pFileBatchUpload.action?organizationId=XXXXX
X&secretcode=YYYYYY"enctype="multipart/form-data" method="post"><p>
Batch file <input type="file" name="files"><br><input type="submit" value="Send">
<input type="reset">
</form>
</body>
</html>
```

Own Web server:

TradeDoubler needs the following information: HTTP URL, HTTP authentication type, username and password.