



Sample Codes
LyoneSS Tracking Implementation

Example Codes

JSP redirect

```
<%  
  
// Default landing page  
//  
String defaultUrl = "http://www.example.com/";  
  
// The domain under which this script is installed  
//  
  
String domain = "example.com";  
  
if (request.getParameter("tduid") != null &&  
!request.getParameter("tduid").equals(""))  
{  
    Cookie cookie = new Cookie("TRADEDOUBLER", request.getParameter("tduid"));  
    cookie.setMaxAge(60 * 60 * 24 * 365); cookie.setDomain(".") + domain);  
    cookie.setPath("/");  
    response.addCookie(cookie);  
  
    // If you do not use the built-in session functionality in JSP, modify  
    // the following expression to work with your session handling routines.  
    //  
  
    session.setAttribute("TRADEDOUBLER", request.getParameter("tduid"));  
  
}  
  
String url = null;  
String queryString = request.getQueryString();  
if (queryString != null)  
{  
    int urlIndex = -1;  
    urlIndex = queryString.indexOf("url");  
    if (urlIndex > -1)  
        url = java.net.URLDecoder.decode(queryString.substring(urlIndex + 4),  
        "UTF-8");  
}  
if (url == null || url.equals(""))  
    url = defaultUrl;  
  
response.sendRedirect(url);  
  
%>
```

JSP Trackback

```
<%@ page import="com.tradedoubler.general.md5.*" %>
<%

// the above import must be in your classpath!
// your organization ID
//
String organization = "xxxx";

// your checksum code
//

String checksumCode = "xxxx";

// Value of the sale.
// Leave as "0.00" if not applicable.
//

String orderValue = "0.00";

// Currency of the sale.
// Leave as "EUR" if not applicable.
//

String currency = "EUR";

// Event ID
//

String event = "xxxx";

// Event type:
//   true = Sale
//   false = Lead
//

boolean isSale = true;

// Encrypted connection on this page:
// true = Yes (https)
// false = No (http)
//

boolean isSecure = true;

// Here you must specify a unique identifier for the transaction.
// For a sale, this is typically the order number.
//
String orderNumber = "xxxxxxxx";

// If you do not use the built-in session functionality in JSP, modify
// the following expressions to work with your session handling routines.
//

String tduid = "";
if (session.getAttribute("TRADEDOUBLER") != null)
    tduid = (String) session.getAttribute("TRADEDOUBLER");

// OPTIONAL: You may transmit a list of items ordered in the reportInfo
// parameter. See chapter reportInfo for details.
//

String reportInfo = ""; reportInfo =
java.net.URLEncoder.encode(reportInfo, "UTF-8");

/***** IMPORTANT: *****/
/***** In most cases, you should not edit anything below this line. *****/
/***** Please consult with TradeDoubler before modifying the code. *****/
```

JavaScript Redirect

```

<script type="text/javascript">
function setCookie(name, value, expires, path, domain, secure)
{
    var today = new Date ();
    today.setTime( today.getTime() );
    if ( expires )
    {
        expires = expires * 1000 * 60 * 60 * 24;
    }
    var expires_date = new Date( today.getTime() + (expires) );
    document.cookie= name + "=" + escape(value) +
    ((expires) ? "; expires=" + expires_date.toGMTString() : "") +
    ((path) ? "; path=" + path : "") + ((domain) ? "; domain=" +
    domain : "") + ((secure) ? "; secure" : "");
}
function getVar(name)
{
    get_string = document.location.search;
    return_value = '';
    do
    {
        name_index = get_string.indexOf(name + '=');
        if(name_index != -1)
        {
            get_string = get_string.substr(name_index + name.length + 1,
get_string.length -name_index);
            end_of_value = get_string.indexOf('&');
            if(end_of_value != -1)
            {
                value = get_string.substr(0, end_of_value);
            }
            else
            {
                value = get_string;
            }
            if(return_value == '' || value == '')
            {
                return_value += value;
            }
            else
            {
                return_value += ', ' + value;
            }
        }
    }
    while(name_index != -1)
    {
        space = return_value.indexOf('+');
    }
    while (space != -1)
    {
        return_value = return_value.substr(0, space) + ' ' +
return_value.substr(space + 1, return_value.length);
        space = return_value.indexOf('+');
    }
    return(return_value);
}
function redirTo()
{
    var strReturn = "";
    var strHref = document.location.href;
    if ( strHref.indexOf("&url=") > -1 )
    {
        strReturn = strHref.substr(strHref.indexOf("&url=")+5);
    }
    else
    {
        strReturn = "http://www.example.com";
    }
}

```

```
        return strReturn;
    }

    var mytduid = getVar('tduid');
    setCookie('TRADEDOUBLER', mytduid, 365);
    window.location = redirectTo(); </script>
```

Lead TAG

```
<!--Begin TradeDoubler tag-->

function getCookie(name)
{
    var dc = document.cookie; var prefix =
    name + "="; var begin = dc.indexOf(";
    " + prefix); if (begin == -1)
        { begin = dc.indexOf(prefix); if (begin != 0) return null;
        }
    else
        {
            begin += 2;
        }
    var end = document.cookie.indexOf(";", begin);
    if (end == -1)
        {
            end = dc.length;
        }
    return unescape(dc.substring(begin + prefix.length, end));
}

var tduid = getCookie("TRADEDOUBLER");

//Change the org id to the correct one

var organization=702505;

//Change event id

var event=54860;

//The unique number sent to TradeDoubler. This number can be changed to an own,
//customized format.

var leadNumber = Math.round((new Date().getTime() * Math.random()));

//Build reportInfo, f1 = product ID, f2 = product name, f3 = product price,
// f4 =quantity ordered.

var reportInfo = "";
reportInfo =
"f1="+ProductName+"&f2="+ProductID+"&f3="+NumberOfProduct+"&f4="+ProductPrice+"|f1="+P
roductName+"&f2="+ProductID+"&f3="+NumberOfProduct+"&f4="+ProductPrice;
reportInfo = escape(reportInfo);

document.write("<img
src=\"http://tbl.tradedoubler.com/report?organization="+organization+"&event="+event+"
&leadNumber="+leadNumber+"&orderValue=1&tduid="+tduid+"&reportInfo="+reportInfo+"\"
height=1 width=1 border=0>");
</script>

<!--End TradeDoubler tag-->
```

Tracking with Flash websites Redirect

```

<script type="text/javascript">
function setCookie(name, value, expires, path, domain, secure)
{
    var today = new Date(); today.setTime( today.getTime() );
    if ( expires )
    {
        expires = expires * 1000 * 60 * 60 * 24;
    }
    var expires_date = new Date( today.getTime() + (expires) );
    document.cookie= name + "=" + escape(value) +
    ((expires) ? "; expires=" + expires_date.toGMTString() : "") +
    ((path) ? "; path=" + path : "") +
    ((domain) ? "; domain=" + domain : "") +
    ((secure) ? "; secure" : "");
}

function getVar(name)
{
    get_string = document.location.search;
    return_value = '';
    do
    {
        name_index = get_string.indexOf(name + '=');
        if(name_index != -1)
        {
            get_string = get_string.substr(name_index + name.length + 1,
get_string.length -name_index);
            end_of_value = get_string.indexOf('&');
            if(end_of_value != -1)
            {
                value = get_string.substr(0, end_of_value);
            }
            else
            {
                value = get_string;
            }
            if(return_value == '' || value == '')
            { return_value += value;
            }
            else
            {
                return_value += ', ' + value;
            }
        }
    }

    while(name_index != -1)
    {
        space = return_value.indexOf('+');
    }
    while(space != -1)
    { return_value = return_value.substr(0, space) + ' ' +
return_value.substr(space + 1, return_value.length);
        space = return_value.indexOf('+');
    }
    return(return_value);
}

function redirTo ()
{
    var strReturn = "";
    var strHref = document.location.href;
    if ( strHref.indexOf("&url=") > -1 )
    {
        strReturn = strHref.substr(strHref.indexOf("&url=")+5);
    }
    else
    {
        strReturn = "http://www.example.com";
    }
}

```

```

        return strReturn;
    }

    var mytduid = getVar('tduid');
    setCookie('TRADEDOUBLER', mytduid, 365);
    window.location = redirTo(); </script>

```

In the flash loading page:

In the <head> section:

```

<!--Begin TradeDoubler tag-->
<script language="JavaScript">
function getCookie(name)
{
    var dc = document.cookie;
    var prefix = name + "=";
    var begin = dc.indexOf("; " + prefix);
    if (begin == -1)
    {
        begin = dc.indexOf(prefix);
        if (begin != 0) return null;
    }
    else
    {
        begin += 2;
    }
    var end = document.cookie.indexOf(";", begin);
    if (end == -1)
    {
        end = dc.length;
    }
    return unescape(dc.substring(begin + prefix.length, end));
}

function TdTag ()
{
    var tduid = getCookie("TRADEDOUBLER");
    var organization=11978;
    var event=46547;
    var leadNumber = Math.round((new Date().getTime() * Math.random()));
    var
    uri="http://tbl.tradedoubler.com/report?organization="+organization+"&event="+event+"&
    leadNumber="+leadNumber+"&orderValue=1&tduid="+tduid+"&currency=EUR&checksum=&reportIn
    fo=";
    document.getElementById('tb').src = uri;
}
</script>
<!--End TradeDoubler tag-->

```

In the body section:

```



```

In your Flash movie, on the lead confirmation scene, place the following piece of action script code (This code must be loadable only one time):

```

getURL("javascript:TdTag()");

```

Perl Code Redirect

```
#!/usr/bin/perl

use strict;
use CGI;
use CGI::Carp qw(fatalsToBrowser);
use CGI::Cookie;
use URI::Escape;
my $query = new CGI;
# Default landing page
#
my $defaultUrl = "http://www.example.com/";
# The domain under which this script is installed
#
my $domain = "affiliatemarketing.de";
# internally used variables, do not change
#
my $cookie; my $tduid = "";
my $url = ""; if($query->url_param('tduid') ne "")
{
    my $cookieDomain = "." . $domain;

    $cookie = $query->cookie(-name=>'TRADEDOUBLER',
                            -value=>$query->url_param('tduid'),
                            -expires=>'1y',
                            -domain=>$cookieDomain);

    # If you do not use your own session management, you need to pass the
    # tduid throuhout all links on your page. This is needed,
    # if the user has cookies disabled.
    #
    $tduid="tduid=".$query->url_param('tduid');
}
if ($query->url_param('url') eq "")
{
    $url = $defaultUrl;
}
else
{
    # if the redirect url is always encoded use this
    #
    $url = uri_unescape($query->url_param('url'));

    # if the redirect url might not be encoded use this
    #
    $url = uri_unescape(substr($ENV{QUERY_STRING}, index($ENV{QUERY_STRING},'url') +
4)); }
# if $url already contains parameters, add the tduid by using & # else add the
tduid by using ? #
if ($url =~ /\?/ && $tduid ne "")
{
    $url = $url . "&" . $tduid;
} else
{
    $url = $url . "?" . $tduid;
}
print $query->header(-type => 'text/html',
                  -status => '302',
                  -location => $url,
                  -cookie => $cookie);
```

Perl Code Tracking

```
#!/usr/bin/perl

use strict;
use CGI;
use CGI::Carp qw(fatalsToBrowser);
use CGI::Cookie;
use URI::Escape;
use Digest::MD5 qw(md5_hex);

my $query = new CGI;

# Your organization ID
#
my $organization = "xxxx";

# Your checksum code
#
my $checksumCode = "xxxx";

# Value of the sale.
# Leave as "xxx.xx" if not applicable.
#

my $orderValue = "xxx.xx";

# Currency of the sale.
# Leave as "EUR" if not applicable.
#
my $currency = "EUR";

# Event ID
#
my $event = "xxxx";

# Event type:
# 1 = Sale
# 0 = Lead
#
my $isSale = 1;

# Encrypted connection on this page:
# 1 = Yes (https)
# 0 = No (http)
#
my $isSecure = 1;

# Here you must specify a unique identifier for the transaction.
# For a sale, this is typically the order number.
#
my $orderNumber = "xxxxxxx";

# If you passed the tduid through your system, we'll take the tduid from
# the url
#
my $tduid;
if($query->url_param('tduid') ne "")
{
    $tduid = $query->url_param('tduid');
}
# OPTIONAL: You may transmit a list of items ordered in the reportInfo
# parameter. See the reportInfo chapter for details.
#
my $reportInfo = " " ;

#***** IMPORTANT: *****
#***** In most cases, you should not edit anything below this line. *****
#***** Please consult with TradeDoubler before modifying the code. *****

$reportInfo = uri_escape($reportInfo);
```

```

my %cookies = fetch CGI: :Cookie;
if( $cookies{'TRADEDOUBLER'}->value ne "")
{
    $tduid = $cookies{'TRADEDOUBLER'}->value;
}

my $domain;
my $checkNumberName;
if ($isSale)
{
    $domain = "tbs.tradedoubler.com";
    $checkNumberName = "orderNumber";
}
else
{
    $domain = "tbl.tradedoubler.com";
    $checkNumberName = "leadNumber";
    $orderValue = "1";
}

my $checksum = "v04" . md5_hex($checksumCode . $orderNumber . $orderValue);

my $scheme;
if ($isSecure)
{
    $scheme = "https";
}
else
{
    $scheme = "http";
}

my $trackBackUrl = $scheme . "://" . $domain . "/report"
    . "?organization=" . $organization
    . "&event=" . $event
    . "&" . $checkNumberName . "=" . $orderNumber
    . "&checksum=" . $checksum
    . "&tduid=" . $tduid
    . "&reportInfo=" . $reportInfo;

if ($isSale)
{
    $trackBackUrl
        . "&orderValue=" . $orderValue
        . "&currency=" . $currency;
}

my $trackbackImage = "<img src=\"" . $trackBackUrl . "\" alt=\"" . $trackBackUrl . "\" style=\"border: none\" />";

# DEBUG OUTPUT
#
print $query->header;
print $query->start_html();
print "<!--\n" . $trackbackImage . "\n-->";
print $query->end_html;

```

PHP Code Redirect

```
<?php

// Default landing page
//
$defaultUrl = "http://www.example.com/";

// The domain under which this script is installed
//
$domain = "example.com";

if (!empty($_GET["tduid"]))
{
    $cookieDomain = "." . $domain;
    setcookie("TRADEDOUBLER", $_GET["tduid"],
        (time() + 3600 * 24 * 365), "/", $cookieDomain);

    // If you do not use the built-in session functionality in PHP, modify
    // the following expression to work with your session handling routines.
    //
    $_SESSION["TRADEDOUBLER"] = $_GET["tduid"];
}

if (empty($_GET["url"]))
    $url = $defaultUrl;
else
    $url = urldecode(substr(strstr($_SERVER["QUERY_STRING"], "url"), 4));

header("Location: " . $url);

?>
```

PHP Code Tracking

```
<?php

// Your organization ID
//
$organization = "xxxxx";

// Your checksum code
//
$checksumCode = "xxxxx";

// Value of the sale.
// Leave as "0.00" if not applicable.
//
$orderValue = "0.00";

// Currency of the sale. /
// Leave as "EUR" if not applicable.
//
$currency = "EUR";

// Event ID
//
$event = "xxxxx";

// Event type:
//   true = Sale
//   false = Lead
//
$isSale = true;

// Encrypted connection on this page:
//   true = Yes (https)
//   false = No (http)
//
$isSecure = true;

// Here you must specify a unique identifier for the transaction.
// For a sale, this is typically the order number.
//
$orderNumber = "xxxxxxxxx";

// If you do not use the built-in session functionality in PHP, modify
// the following expressions to work with your session handling routines.
//
    $tduid = ""; if
    (!empty($_SESSION["TRADEDOUBLER"]))
    $tduid = $_SESSION["TRADEDOUBLER"];

// OPTIONAL: You may transmit a list of items ordered in the reportInfo
// parameter. See the chapter reportInfo for details.
//
$reportInfo = ""; $reportInfo =
urlencode($reportInfo);

/***** IMPORTANT:                                     *****/
/***** In most cases, you should not edit anything below this line. *****/
/***** Please consult with TradeDoublerr before modifying the code. *****/
```

```

if (!empty($_COOKIE["TRADEDOUBLER"]))
    $tduid = $_COOKIE["TRADEDOUBLER"];

if ($isSale)
{
    $domain = "tbs.tradedoubler.com";
    $checkNumberName = "orderNumber";
}
else
{
    $domain = "tbl.tradedoubler.com";
    $checkNumberName = "leadNumber";
    $orderValue = "1";
}

$checksum = "v04" . md5($checksumCode . $orderNumber . $orderValue);

if ($isSecure)
    $scheme = "https";
else
    $scheme = "http";

$trackBackUrl = $scheme . "://" . $domain . "/report"
    . "?organization=" . $organization
    . "&event=" . $event
    . "&" . $checkNumberName . "=" . $orderNumber
    . "&checksum=" . $checksum
    . "&tduid=" . $tduid
    . "&reportInfo=" . $reportInfo;

if ($isSale)
{
    $trackBackUrl
        .= "&orderValue=" . $orderValue
        .= "&currency=" . $currency;
}

echo "<img src=\"\" . $trackBackUrl . \"\" alt=\"\" style=\"border: none\" />";
?>

```

VB.NET Code Redirect

```
<%@Page Language="VB"%><%  
  
' Default landing page  
,  
Dim defaultUrl As String = "http://www.example.com/"  
  
' The domain under which this script is installed  
,  
  
Dim domain As String = "example.com"  
  
If Request.QueryString("tduid") <> "" Then  
  
Dim cookieDomain As String = "." & domain  
Dim cookie As New HttpCookie("TRADEDOUBLER")  
    cookie.Value = Request.QueryString("tduid")  
    cookie.Expires = DateTime.Now.AddDays(365)  
    cookie.Domain = cookieDomain  
    cookie.Path = "/"  
    Response.Cookies.Add(cookie)  
  
' If you do not use the built-in session functionality in ASP.NET, modify  
' the following expression to work with your session handling routines.  
,  
  
    Session("TRADEDOUBLER") = Request.QueryString("tduid")  
  
End If  
  
Dim url As String  
If Request.QueryString("url") <> "" Then  
    Dim writer As New System.IO.StringWriter  
    url = Right(Request.RawUrl, _  
        (Len(Request.RawUrl) - InStr(1, Request.RawUrl, "url")) - 3)  
    Server.UrlDecode(url, writer) url = writer.ToString()  
Else  
    url = defaultUrl  
End If  
  
Response.Redirect(url)  
  
%>
```

VB.NET Code Tracking

```

<%@Page Language="VB"%><%
<%
' Your organization ID
'
Dim organization As String = "xxxx"

' Your checksum code
'
Dim checksumCode As String = "xxxx"

' Value of the sale.
' Leave as "0.00" if not applicable.
'
Dim orderValue As String = "0.00"

' Currency of the sale.
' Leave as "EUR" if not applicable.
'
Dim currency As String = "EUR"

' Event ID '
Dim eventId As String = "xxxx"

' Event type:
' True = Sale
' False = Lead
'
Dim isSale As Boolean = True

' Encrypted connection on this page:
' True = Yes (https)
' False = No (http)
'
Dim isSecure As Boolean = True

' Here you must specify a unique identifier for the transaction.
' For a sale, this is typically the order number.
'
Dim orderNumber As String = "xxxxxxxx"

' If you do not use the built-in session functionality in ASP.NET, modify
' the following expressions to work with your session handling routines.
'
Dim tduid As String If Not
Session.Item("TRADEDOUBLER") Is Nothing Then
tduid = Session.Item("TRADEDOUBLER") End If

' OPTIONAL: You may transmit a list of items ordered in the reportInfo
' parameter. See chapter reportInfo for details.
'
Dim reportInfo As String reportInfo =
Server.UrlEncode(reportInfo)

'***** IMPORTANT: *****
'***** In most cases, you should not edit anything below this line. *****
'***** Please consult with TradeDoubler before modifying the code. *****

If Not Request.Cookies("TRADEDOUBLER") Is Nothing Then
tduid = Request.Cookies("TRADEDOUBLER").Value
End If

Dim domain, checkNumberName As String
Dim scheme, trackBackUrl As String

```

```

If isSale
    domain = "tbs.tradedoubler.com"
    checkNumberName = "orderNumber"
Else
    domain = "tbl.tradedoubler.com"
    checkNumberName = "leadNumber"
    orderValue = "1"
End If

Dim checksumInput As String = checksumCode & orderNumber & orderValue
Dim md5Crypto As New System.Security.Cryptography.MD5CryptoServiceProvider()
Dim bytes As Byte () = md5Crypto.ComputeHash(New
System.Text.UTF8Encoding ().GetBytes(checksumInput))
Dim checksum As String = "v04"
For Each singleByte As Byte In bytes
    checksum &= singleByte.ToString("x2")
Next

If is Secure
    scheme ="https"
Else
    scheme ="http"
End If

trackBackUrl = scheme & "://" & domain & "/report" _
    & "?organization=" & organization _
    & "&event=" & eventId _ & "&"
    & "&checkNumberName & "=" & orderNumber _
    & "&checksum=" & checksum _
    & "&tduid=" & tduid _
    & "&reportInfo=" & reportInfo

If isSale
    trackBackUrl _
        &= "&orderValue=" & orderValue _
        & "&currency=" & currency
End If

Response.Write("<img src="" & trackBackUrl & "" alt="" style=""border: none"" />")

%>

```