



commission junction

CJ Marketplace Technical Integration Guide

Advertiser Standard Integration

Version 5.5
August 2008

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Overview

This document provides technical specifications to guide advertisers through the action integration process with the CJ Marketplace. An "action" is an event (sale or lead) on an advertiser site for which an advertiser pays a commission to a referring publisher. (You may manage actions in the *CJ Account Manager*>*Account*>*Tracking Settings* area.) This document is intended for advertisers with the following needs.

- **Setup Integration:** Integration performed by advertisers in Setup (the initial integration with the CJ Marketplace).
- **Action Re-Integration:** Integration that is performed by advertisers already live in the CJ Marketplace and wish to re-integrate their tracking.

Account Activation Overview (Setup Integration only)

The Technical Integration and Testing processes are both incorporated into Phase Three of the Advertiser Account Activation process (as outlined in the Setup help within your *CJ Account Manager*). During Phase Three, you and/or your technical staff complete the integration and testing of Commission Junction's tracking technology.

In order to proceed with this phase of account activation, it is important that you complete Phase 1: Payment and Phase 2: Advertiser Account Development, prior to beginning Phase 3.

Integration Options

The CJ Marketplace's default tracking solution utilizes an invisible image pixel. Installing this image pixel allows Commission Junction to track, report, and pay the publishers who refer you actions on a pay-per-action basis. This document includes the following integration information.

Standard Integration

A standard image pixel integration enables an advertiser to run a lead and/or sale program, defined as follows.

- **Pay-per-lead:** Commission method in which a publisher is paid when an online registration, membership, or subscription is filled out and submitted to an advertiser by a publisher-referred visitor.
- **Pay-per-sale:** Commission method in which a publisher is paid when a product or service is purchased on an advertiser's site by a publisher-referred visitor.

A standard integration pays the same commission rate regardless of which product or service was purchased, or which lead was acquired. For example, an electronics vendor pays the same commission rate for an adaptor cable and a DVD player.

Contacting Commission Junction

Commission Junction Technical Services Department is available to assist in the integration and testing of your account. For assistance, please contact Technical Services by accessing the **Contact Us** hyperlink in your *CJ Account Manager*. In the pop-up window, click the **Go** link in the Ask a Question area. Select the category from the following list of choices.

Information	Selection
Integration General Questions	<i>Action Integration>Action Q&A</i>
Integration Action Testing	<i>Action Integration>Action Testing</i>
Re-Integration	<i>Action Integration>Action Re-Integration</i>
Re-Integration General Questions	<i>Action Integration>Action Q&A</i>
Re-Integration Action Testing	<i>Action Integration>Action Testing</i>

Standard vs. Gateway Advertisers

In the Commission Junction Network we categorize Advertisers in two ways during the integration of their program: Standard or Gateway. Please refer to the definitions below.

- **Standard Advertiser:** This is a client who tracks every transaction occurring on their web domain through Commission Junction. This client also does not have any unique points of entry or Gateway entry into their Web domain in order to enable tracking for a Publisher's commission payment.
- **Gateway Advertiser:** This is a client who does not display or track every transaction occurring on their Web domain through Commission Junction; rather, this client implements a Gateway. A Gateway is defined as a unique URL string and/or name=value pairs embedded within a URL string designed to trigger Commission Junction's tracking mechanism enabled on your end.

More Information for Gateway Advertisers (Only)

If you select to be a Gateway client, you must add the Gateway URL string and/or name=value pairs needed within them to the URL destinations uploaded to the Commission Junction ad serving system to enable commission based tracking. You may complete this by using your CJ Account Manager>Manage Links area. The system will deny your URLs upload if the appropriate Gateway URL string and/or name=value pairs do not exist. These pairs are required in order for the tracking session for Commission Junction referrals to be valid.

If you do implement such functionality, you are required to identify all returning customers referred by Commission Junction if they leave your web domain and return within the minimum time frame defined within the Action Referral Period of your Program Term. This period cannot be less than 24 hours. This is part of your agreement with Commission Junction.

If you implement a Gateway on your Web domain, you are not allowed any other link types other than banner ads and text links. Restricted links types for Gateway advertiser are as follows.

- Advanced Links
- Smart Links
- Content Links
- Product Links/Catalogs

If you implement a Gateway and an advertiser is interested in allowing publishers to utilize or any of the link types in the restricted area above or link redirection, they will have to implement a Gateway which can perform what we call URL redirection.

If you would like more information regarding implementing URL redirection, contact Technical Services through the *CJ Account Manager*>**Contact Us** link. Select the following.

- Category: Action Integration
- Sub-Category: Action Q&A
- Subject: Request for URL Redirection Information
- Question: Request for URL Redirection Information

If you wish to respond to the information above, access the **Contact Us** link and click the Check Question Status **Go** button. Select your incident by clicking the **Update** button, and input your response.

Once your request is logged, our Technical Support Team contacts you within 48 hours with implementation instructions for your URL redirection integration.

Integrate the Transparent Image Pixel

Integrating the transparent image pixel is a simple process. The image pixel resides in the HTML body of your Thank You, confirmation, and/or receipt page, which displays following the valid sale and/or lead process. This page displays the final ordering information, including the amount, the tracking value and/or products sold.

Your system must pass our script two vital pieces of information:

- The subtotal amount (AMOUNT) of the sale
- The unique identifier (OID) specifically captured or generated during the order process. This value is critical to the success of your program in that it enables you to quickly validate each sale or lead tracked by the CJ Marketplace prior to paying commissions out to your publishers at the end of each month.

The remaining parameters within the image pixel are static and can be hard-coded into the URL call for the image (see the table on the next page). You may place the CJ Marketplace image pixel within any dynamic programming language including, but not limited to the following options.

- ASP (Active Server Pages)
- CGI Scripting
- JavaScript™
- Perl
- Basic HTML, DHTML, XML
- Java™
- JSP (Java Server Pages)
- PHP

Important: Use one integration pixel on a confirmation page. Using multiple integration pixels on one page interferes with performance.

Image Pixel Specifications

The example below illustrates the format of the Commission Junction tracking image pixel that should be placed within the HTML body of the order's Thank You, confirmation, and/or receipt page following the order or application process:

```

```

Note: Placeholders with brackets denote the location of required values. Brackets are for illustration purposes only, and should NOT be placed in the actual code.

Discount Tracking Using the Image Pixel (*optional*)

Discount Tracking enables you to pass a discount amount for actions which use the image pixel. The image pixel enables you to track whole order discounts using the optional DISCOUNT parameter.

The example below illustrate the format of the Commission Junction tracking image pixel, with the optional discount parameter, that should be placed within the HTML body of the order's Thank You, confirmation, and/or receipt page following the order process:

Whole Order Discount

Refer to the following example for discounts which apply to whole orders.

```

```

Image Pixel Parameters

```

```

The following table defines the parameters within the image pixel format shown above.

Note: The image pixel parameters are not case-sensitive.

AMOUNT	<p>Example: AMOUNT=16.99</p> <p>This parameter is passed in the tracking code to indicate the subtotal for orders processed. It must be in a numerical format, and may have a decimal point. No other characters, such as dollar signs (\$) or commas (,), are supported by the Commission Junction system.</p> <p>You must populate this parameter with the subtotal of the action. If an action's subtotal is always zero (e.g., a typical lead), you may hard-code a value of zero (AMOUNT=0).</p> <p>Note: The system assumes the AMOUNT= value is in the currency specified in the CURRENCY parameter. If you specify a currency other than your functional currency, the system converts the AMOUNT= value to an amount in your functional currency using a current conversion rate.</p>
CID	<p>Example: CID=2539845</p> <p>In the context of image pixel tracking, the value for this parameter must be your Enterprise ID. The Enterprise ID is an ID that enables a single integration across multiple Commission Junction products. This parameter is static and can be hard-coded into the URL call for the image.</p> <p>View the Enterprise ID in your <i>CJ Account Manager</i> > <i>Account</i> > <i>Tracking Settings</i> area after setting up one or more actions for your program. Please contact Technical Services for additional clarification.</p>
OID	<p>Example: OID=order 145683</p> <p>The OID is a unique identifier such as an Invoice # or Order ID that populates into the string dynamically. This value truncates after the 96th character, and allows your advertising program manager to cross-reference your system with Commission Junction's system to validate each sale or lead.</p> <p>Important: Please note that Commission Junction prohibits the submission of personally identifiable information—such as a full or partial email address—in the OID value.</p> <p>Note: Include only alphanumeric characters within the OID field to avoid errors. You must URL-encode any special characters or extra spaces used in this field.</p>
TYPE	<p>Example: TYPE=5634</p> <p>Parameter that displays the Action ID, a Commission Junction-assigned number that identifies an action that has occurred.</p> <p>Note: Prior to 10/15/2002, advertisers were integrated using such TYPE values as SALE and LEAD instead of Action ID numbers. All advertisers are advised to use the Action ID to take advantage of new features and increased security.</p>

DISCOUNT	<p><i>(Optional parameter)</i></p> <p>Example: DISCOUNT=12.99</p> <p>Parameter which corresponds to the AMOUNT value and enables you to apply a whole order discount to a transaction.</p>
CURRENCY	<p>Example: CURRENCY=USD</p> <p>Identifies the currency used to determine the AMOUNT value. This three-letter code is static and can be hard-coded into the URL call for the image.</p> <div style="border: 1px solid black; padding: 5px; margin: 10px 0;"> <p>Note: If you do not specify a code, product prices display in US dollars (USD). This does not occur if you submit a blank value ("CURRENCY=", with no specified value), which results in a transaction error.</p> </div> <p>Refer to Appendix A for a current list of the supported currency codes.</p>
METHOD	<p>The method in which you are sending the information to Commission Junction. Hard-code the following to represent the Image Pixel method:</p> <p>METHOD=IMG</p>
HEIGHT WIDTH	<p>Commission Junction recommends a height value of 1 and a width value of 20. If you have other needs or general questions about this functionality, please contact Technical Services for more information.</p>

Once the image pixel has been configured to dynamically place the transaction information needed by Commission Junction to process orders, place the final version of the image pixel within the HTML body of the advertiser's order confirmation page. Place the image pixel within the opening and closing body <BODY> tags with no visible line breaks. At this point, Technical Services will verify action integration to ensure the placement of the correct data.

Important Concepts

- All requests result from the user's browser (i.e., the advertiser, publisher, and tracking server only communicate with the user's browser, not with each other).
- The Commission Junction uses cookies to track advertiser actions. A cookie sets when a link is clicked. Once the action is confirmed, the Commission Junction domain reads the cookie to determine whether a commission is warranted. The cookies function to 1) enable payment of commissions to publishers when a visitor performs a commissionable action, 2) to minimize fraudulent transactions, and 3) to provide data for reporting purposes.
- Requests to a specific domain send all cookies for that domain in the header of the request.

Action Referral Requirements

The action referral period is the amount of time you allow your cookies to remain active on the user's browser. Commission Junction is able to credit a referring publisher for a configurable tracking duration period. This means that if a publisher refers a visitor to your site, a tracking cookie sets on that visitor's machine. If that same visitor decides to buy something at your site or fill out a lead form within the life span of the cookie, the referring publisher will get credit for the referral.

The standard referral period is 45 days; however, the cookie can be set from between 1 and 120 days. Please make sure your system is in compliance with your chosen referral period, as well as your action referral occurrences setting (number of times you will pay a commission to a publisher for the same cookie during its referral period). Both of these settings are set when adding or editing an action in your *CJ Account Manager*>*Program Settings*, as shown below.

The screenshot shows a web browser window titled "Add Action - Microsoft Internet Explorer". The address bar shows "Program Term: test1 > Action 1:". The main content area is titled "Action 1: Select your action" and contains the following form fields:

- Select Action:** A dropdown menu with "Lead" selected.
- Enter Commission:** Two radio buttons. The first is labeled "%", and the second is labeled "Fixed" with the number "2" entered in a text box next to it.
- Action Referral Period:** A text box containing "45" followed by "Days (45 days recommended)".
- Number of Action Occurrences:** Two radio buttons. The first is labeled "Unlimited" and is selected. The second is an empty text box.

At the bottom right of the form are three buttons: "Preview", "Cancel", and "Next >>". At the very bottom of the browser window, the following text is visible: "Copyright © 2003, Commission Junction Inc. All rights reserved. | System Time: 8-Apr-2003, 12:25 PDT".

If you implement unique publisher tracking URLs in your program, verify that you are in compliance with your referral regardless of the entry point chosen by your visitor after the click-through from the publisher site. For example: If you set up a unique destination page in your system to capture Commission Junction's parameters (AID, PID, etc.), it is important for you to ensure that if a user lands on this page and returns several days later to your primary domain (not this unique page), you identify them as a publisher-referred user. To achieve this, you may wish to set a 45-day referral period for these users when they land on your unique page. If the user later returns to any page in your domain, your system reads the cookie data and identifies the publisher-referred user. If you encounter problems in implementing this method on your system, you may wish to use the alternate method of storing session data for reference.

Integration Examples

This section contains working examples of the Commission Junction image pixel. Remember that the pixel resides on the confirmation page following a successful sale or lead. The AMOUNT and OID variables are populated after submission of the action.

HTML Example

Below is an example of the tracking code in HTML format that displays in the confirmation page after a successful sale.

```
<!-- Removal of the Commission Junction Tracking Code will result in the deactivation of your Commission Junction program and you will be fined for any downtime incurred by the removal of this code. This code is property of Commission Junction, please do not modify/remove without first contacting Commission Junction Technical Services.-->
```

ASP Example

Below is an example of ASP scripting tags that populate our tracking code once the visitor on the advertiser Web site fills out the form.

```
<%  
Username = Request.Form("Username")  
Password = Request.Form("password")  
Contact_Name = Request.Form("Contact_Name")  
Phone = Request.Form("Phone")  
Credit_Card = Request.Form("Credit_Card")  
Address = Request.Form("address")  
Hosting_Plan = Request.Form("Subtotal")  
Card_Number = Request.Form("Card_Number")  
Expiration = Request.Form("Expiration")  
Name_On_Card = Request.Form("Name_On_Card")  
%>  
Thank you, <% = Contact_Name %> for your order.</center><br></td></tr>  
<tr><td>Hosting Plan: <td><% = Subtotal %><br></td><tr>  
<tr><td><p>Username: <td><% = Username %><br></td></tr>  
<tr><td>Password: <td><% = Password %></td></tr></table><br> <p>  
<!-- BEGIN COMMISSION JUNCTION TRACKING CODE -->  
  
<!-- END COMMISSION JUNCTION TRACKING CODE -->  
</font></td>
```

Integration and Testing Assistance

The transparent image pixel must be tested once placed within the body of the confirmation page. To request a test, please contact Technical Services.

Advertisers are given one (1) hour of technical integration support time, free of charge. If your site's technical integration process extends past the point of one (1) hour, you are subject to additional fees of up to, but not limited to, \$100.00/hour.

Live Tracking Issues

The success of your program in the CJ Marketplace is dramatically affected if publishers experience tracking problems. Please make sure that you fully understand how and why Commission Junction tracking is implemented so that your program may launch with the tools and tracking necessary to succeed in a competitive market.

Some advertisers may experience intermittent delays in tracking and reporting. An example of a common tracking situation that can cause delays is provided below.

Situation

Invalid data is posting in reports for individual transactions, such as missing amounts or order identifiers.

Potential Problem

If you are experiencing difficulty in passing data to your account's reporting, it is likely that your shopping cart or lead generation system is incorrectly populating parameters related to the order or referral within the Commission Junction tracking code (AMOUNT, OID, etc.). It is critical that these parameters post within the transparent image pixel call to enable that information to pass back to the reporting within your account. It is always advisable to be sure that this is taking place by running a test transaction and confirming the results with your technical staff.

If you have any questions regarding tracking issues or the integration of your action(s), access Phase Three: Technical Integration within the online Set-up help interface or follow the instructions in the Contacting Commission Junction section of this document.

Tracking Compliance and Advertiser Responsibility

To ensure the integrity of the CJ Marketplace, Commission Junction has developed a system to monitor the transaction activity related to all publisher-referred sale- and/or lead-based actions.

This system-wide analysis allows Commission Junction to determine if the transmission of transaction data for any of our advertiser clients falls 5 times below its average payout. If this occurs, Commission Junction contacts the account's Super User. A decrease in transaction activity may be the result of any number of factors; however, a decrease may also indicate that your tracking is not enabled properly following the setup of your account.

To confirm that your tracking is working properly, work with Technical Services to verify action integration, thus ensuring the placement of the correct action-related data.

Failure to provide to Commission Junction verifiable information within five (5) business days of the request that the commission tracking for your account is fully functional is a violation your Advertiser

Service Agreement and may result in the temporary deactivation of your account or, eventually, termination of the Advertiser Service Agreement (see Section 3.3 of the Agreement).

It is Commission Junction's responsibility to inform all of our advertiser clients when we believe our analysis determined that the tracking integrity of their account has fallen below an average interval. It is our belief that every advertiser client holds an obligation to maintain a successful program and thus a successful relationship with their publisher base. Commission Junction greatly appreciates your attention to this matter.

Appendix A: Supported Sales Tracking Currencies

Commission Junction supports the following currency codes for advertiser sales tracking. The three letter code may not be provided if the prices for a given product are using the advertiser's functional currency (the default).

Code	Currency	Code	Currency	Code	Currency
AFA	Afghanistan Afghani	FRF	French Franc	ANG	NL Antillian Guilder
ALL	Albanian Lek	GMD	Gambian Dalasi	KPW	North Korean Won
DZD	Algerian Dinar	GEL	Georgian Lari	NOK	Norwegian Kroner
ADP	Andorran Peseta	DEM	German Mark	OMR	Riyal Omani
AOA	Angolan Kwanza	GHC	Ghanaian Cedi	PKR	Pakistan Rupee
AON	Angolan New Kwanza	GIP	Gibraltar Pound	PAB	Panamanian Balboa
ARS	Argentine Peso	GRD	Greek Drachma	PGK	Papua New Guinea Kina
AMD	Armenian Dram	GTQ	Guatemalan Quetzal	PYG	Paraguay Guarani
AWG	Aruban Florin	GNF	Guinea Franc	PEN	Peruvian Nuevo Sol
AUD	Australian Dollar	GYD	Guyan Dollar	PHP	Philippine Peso
ATS	Austrian Schilling	HTG	Haitian Gourde	PLN	Polish Zloty
AZM	Azerbaijan Manat	HNL	Honduras Lempira	PTE	Portuguese Escudo
AZN	Azerbaijan New Manat	HKD	Hong Kong Dollar	QAR	Qatari Riyal
BSD	Bahamian Dollar	HUF	Hungarian Forint	ROL	Romanian Leu
BHD	Bahraini Dinar	ISK	Iceland Krona	RON	Romanian New Leu
BDT	Bangladeshi Taka	INR	Indian Rupee	RUB	Russian Rouble
BBD	Barbados Dollar	IDR	Indonesian Rupiah	RWF	Rwanda Franc
BYR	Belarusian Ruble	IRR	Iranian Rial	WST	Samoan Tala
BEF	Belgian Franc	IQD	Iraqi Dinar	STD	Sao Tome/Principe Dobra
BZD	Belize Dollar	IEP	Irish Punt	SAR	Saudi Riyal
BMD	Bermudian Dollar	ILS	Israeli New Shekel	SCR	Seychelles Rupee
BTN	Bhutan Ngultrum	ITL	Italian Lira	SLL	Sierra Leone Leone
BOB	Bolivian Boliviano	JMD	Jamaican Dollar	SGD	Singapore Dollar
BAM	Bosnian Convertible Mark	JPY	Japanese Yen	SKK	Slovak Koruna
BWP	Botswana Pula	JOD	Jordanian Dinar	SIT	Slovenian Tolar
BRL	Brazilian Real	KZT	Kazakhstan Tenge	SBD	Solomon Islands Dollar
BND	Brunei Dollar	KES	Kenyan Shilling	SOS	Somali Shilling
BGN	Bulgaria New Lev	KRW	South Korean Won	ZAR	South African Rand
BIF	Burundi Franc	KWD	Kuwaiti Dinar	ESP	Spanish Peseta
KHR	Cambodia Riel	KGS	Kyrgyzstanian Som	LKR	Sri Lankan Rupee
CAD	Canadian Dollar	LAK	Lao Kip	SHP	St. Helena Pound
CVE	Cape Verde Escudo	LVL	Latvian Lats	SDD	Sudanese Dinar
KYD	Cayman Islands Dollar	LBP	Lebanese Pound	SRD	Suriname Dollar

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XOF	CFA Franc BCEAO	LSL	Lesotho Loti	SRG	Suriname Guilder
XAF	CFA Franc BEAC	LRD	Liberian Dollar	SZL	Swaziland Lilangeni
XPF	CFP Franc	LYD	Libyan Dinar	SEK	Swedish Krona
CLP	Chilean Peso	LTL	Lithuania Litas	CHF	Swiss Franc
CNY	Chinese Yuan Renminbi	LUF	Luxembourg Franc	SYP	Syrian Pound
COP	Colombian Peso	MOP	Macau Pataca	TWD	Taiwan Dollar
KMF	Comoros Franc	MKD	Macedonian Denar	TZS	Tanzanian Shilling
CDF	Congolese Franc	MGA	Malagasy Ariary	THB	Thai Baht
CRC	Costa Rican Colon	MGF	Malagasy Franc	TOP	Tongan Pa'anga
HRK	Croatian Kuna	MWK	Malawi Kwacha	TTD	Trinidad & Tobago Dollar
CUP	Cuban Peso	MYR	Malaysian Ringgit	TND	Tunisian Dinar
CYP	Cypriot Pound	MVR	Maldives Rufiyaa	TRL	Turkish Lira
CZK	Czech Koruna	MTL	Maltese Lira	TRY	Turkish New Lira
DKK	Danish Krone	MRO	Mauritanian Ouguiya	TMM	Turkmenistan Manat
DJF	Djibouti Franc	MUR	Mauritius Rupee	UAH	Ukraine Hryvnia
DOP	Dominican Republic Peso	MXN	Mexican Peso	GBP	United Kingdom Pound
NLG	Dutch Guilder	MDL	Moldovan Leu	UYU	Uruguayan Peso
XCD	East Caribbean Dollar	MNT	Mongolian Tugrik	USD	US Dollar
ECS	Ecuador Sucre	MAD	Moroccan Dirham	AED	United Arab Emir. Dirham
EGP	Egyptian Pound	MZM	Mozambique Metical	VUV	Vanuatu Vatu
SVC	El Salvador Colon	MZN	Mozambique New Metical	VEB	Venezuelan Bolivar
EEK	Estonian Kroon	MMK	Myanmar Kyat	VND	Vietnamese Dong
ETB	Ethiopian Birr	NAD	Namibia Dollar	YER	Yemen Riyal
EUR	Euro	NPR	Nepalese Rupee	ZMK	Zambian Kwacha
FJD	Fiji Dollar	NIO	Nicaragua Cordoba		
FIM	Finnish Markka	NGN	Nigerian Naira		

Glossary

A

Action: An event on an advertiser site for which an advertiser pays a commission to a publisher (such as a sale or lead).

Action ID: Commission Junction-assigned number that identifies an action and the associated commission settings.

Action Referral Period: The time period during which you credit publishers for their referrals.

AID: Tag parameter paired with the Ad ID value specific to a given link.

AMT: Tag parameter representing the amount that corresponds to each ITEM in a given action (AMT1 to ITEM1, AMT2 to ITEM2, etc.). Advanced integration only.

C

CID: In the context of image pixel tracking, the CID tag parameter is paired with the advertiser's Enterprise ID (the ID that enables a single integration across multiple Commission Junction products). Please see the Image Pixel Parameters table for details.

Cookie: A small amount of data stored on the user's browser. A cookie written by one domain can only be read by the same domain. Whenever a browser sends a request to a server at a given domain, all cookies for that domain are sent in the header of the request. A server can then write, delete, or modify cookies on a browser in the response.

D

Domain: This refers to the unique address of an Internet site. Cj.com is a domain.

E

Enterprise ID: ID that enables a single integration across multiple Commission Junction products. This value must be provided for the CID tag parameter in your tracking code.

G

Gateway Advertiser: This is a client who does not display or track every transaction occurring on their Web domain through Commission Junction; rather, this client implements a Gateway. A Gateway is defined as a unique URL string and/or name=value pairs embedded within a URL string designed to trigger Commission Junction's tracking mechanism enabled on your end.

H

HTTP: HyperText Transfer Protocol. Protocol used for requests and responses on the World Wide Web.

I

Item: Tag parameter that is paired with an advertiser-assigned Item ID representing an item (individual product/service, lead, etc.) in an advertiser's program. Advanced integration only.

Item-based Commissions: Advanced commission setting that enables advertisers to set custom commission rates for specific items (individual products/services, leads, etc.) associated with actions in their program.

M

Method: The method by which you are sending action-related information to Commission Junction (Image Pixel method, denoted by "IMG").

O

OID: The OID is a unique identifier such as an Invoice # or Order ID that populates into the string dynamically. This value is truncated after the 96th character, and should allow your advertising program manager to cross-reference your system with Commission Junction's system to validate each referred action. Please note that Commission Junction prohibits the submission of personally identifiable information-such as a full or partial email address-in the OID value.

P

Pay-per-lead: Standard commission method in which a publisher is paid when an online registration, membership, or subscription is filled out and submitted to an advertiser by a publisher-referred visitor.

Pay-per-sale: Standard commission method in which a publisher is paid when a product or service is purchased on an advertiser's site by a publisher-referred visitor.

PID: Tag parameter that is paired with the Web site ID (the identifier of the publisher Web site from which the action is referred).

Q

QTY: Tag parameter (representing quantity) that corresponds to each ITEM in the action (QTY1 to ITEM1, QTY2 to ITEM2, etc.). Advanced integration only.

R

Request: In this document, this term refers to a HTTP request to a server-the publisher site, the advertiser site, or the Commission Junction tracking server.

Response: This is the data sent back to a user's browser in response to an HTTP request. This data can be in the form of HTML code, an image, or an error message.

S

SID: Tag parameter that is paired with a Shopper ID number, often used by publishers for internal tracking purposes. For example, this could be used to determine the page on a site on which tracking took place. This variable should never contain spaces, hyphens or periods.

Standard Advertiser: This is a client who tracks every transaction occurring on their web domain through Commission Junction. This client also does not have any unique points of entry or Gateway entry into their Web domain in order to enable tracking for a Publisher's commission payment.

T

TYPE: Tag parameter that is paired with an Action ID representing an action in an advertiser's program.

U

URL: Uniform Resource Locator. The address used to locate a specific resource on the World Wide Web, such as an HTML page or an image.