iMobiTrax v1.3 User Guide

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Getting Started

Server Requirements:

- PHP 5.3
- PDO Extension installed and enabled (installed and enabled by default after PHP 5.1)
- mCrypt libraries with Blowfish cyper installed (PHP 5.3+)
- ionCube Loader
- MySQL Database

The majority of web hosts have the above items pre-configured. Sometimes you may notice that they're using an older version of PHP therefore it is necessary to upgrade to version 5.3+. Prior to choosing a web host, simply ask their sales team if they meet the above credentials. If you already have a web host, simply ask their support team if the credentials are met and if not they should install them for you free of charge. iMobiTrax will not install without all of the above items.

Selecting a Web Host:

We recommend hosting iMobiTrax on a VPS (virtual private server) or a dedicated server. Ultimately this depends on how much traffic you plan on sending. For those just getting started a basic VPS with the above credentials should be enough.

iMobiTrax has selected Beyond Hosting (http://www.beyondhosting.net) as its trusted web hosting partner. Their starter/hybrid VPS solution has been pre-configured with the necessary server requirements out of the box. You can obtain more details at the following link:

http://beyondhosting.net/Virtual-Private-Servers/Linux-VPS-Hosting/

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Installation Instructions:

Step 1: Create a database in MySQL

Step 2: Create a database username and assign “ALL PRIVILEDGES” on the initial creation.

Step 3: Unzip the file and upload into a folder on your server. You can name the folder whatever you want.

Step 4: Edit the **mt_config_sample.php** file with the appropriate info (database name, username, password..etc). Upload it to your **/account/** folder and re-name it to **mt_config.php**

Step 5: Go to http://YOURDOMAIN.COM/YOUR-FOLDER-NAME/account/install.php
or
http://yourdomain.com/account/install.php
or
http://subdomain.yourdomain.com/account/install.php
(You can install in a subdomain, on the root, or in a folder)

Step 6: Enter your login credentials and create your admin account.

Step 7: Delete **account/install.php** and **account/mt_dbinstall.php** from your server

Step 8: That’s it!

Notes:

- iMobiTrax must be installed on the domain you have your landing pages installed on. If you direct link only, it doesn’t matter what domain you install on. The domain name must be defined in your initial order. You can change your domain name in our user interface: http://www.imobitrax.com/users/member/index
- Offer 1 and Offer 2 are not rotators, but separate links to use on a landing page.
- The PHP include for the landing page & path tracking may need to be adjusted depending on where the landing pages are on to the tracker. It should work as is, let our support team know if you have any issues.

Installation Video: http://www.youtube.com/watch?v=cFBJfktYNYQ&feature=plcp

If you would like us to install iMobiTrax for you, please order a professional installation via our user interface (http://www.imobitrax.com/users/signup) or during your initial order.

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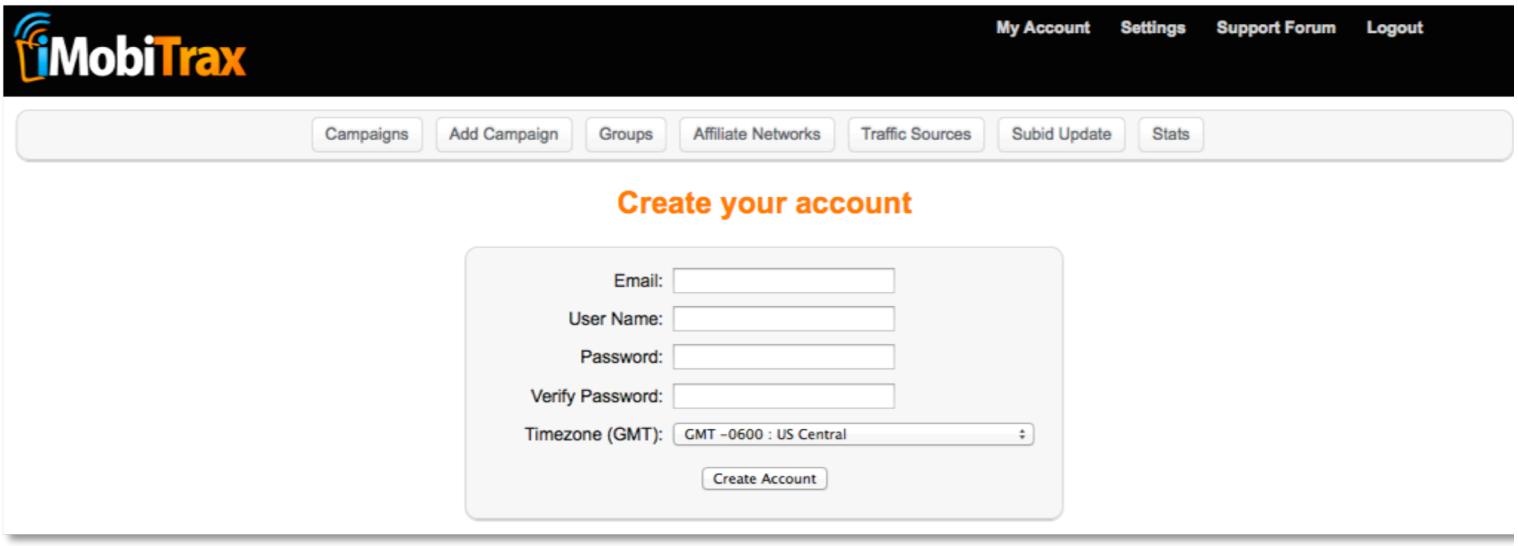
Creating Your Administration Account



During the final step of the installation process you will be asked to create your administration account. It is very important that you enter a valid email address, as this will be used to recover your login credentials. Your username and password should both be unique and contain a combination of strong characters (numbers and letters). Please note that both of these fields are case sensitive so ensure you write these down in a safe place.

The default time zone should be set to where you are located. This will allow you to view important reporting once you begin traffic distribution. The default is set to GMT -0600 which is Central Time.

Once you fill out the Email, Username, and Password fields click Create Account. Following this, you should immediately remove **account/install.php** and **account/mt_dbinstall.php** from your server. Failure to do so will result in an unsecure installation.

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Preparing Your Installation

Once you have completed the installation process and have successfully removed the install files from your server you will need to finish setting up a few important metrics that will allow for campaign creation and accurate reporting.

Adding A Traffic Source:

iMobiTrax has the unique ability to track mobile campaigns on any traffic source. To add a new traffic source simply enter the name of the source and click the Add Traffic Source button.

By default iMobiTrax will track the following metrics: Referring URL, IP Address, Device Operating System, Manufacturer, Device Model, and Carrier (ISP). Many traffic sources such as Lead Bolt will allow you to insert custom tokens such as site id, category id, and more. You can manually insert these items by adding custom tokens.

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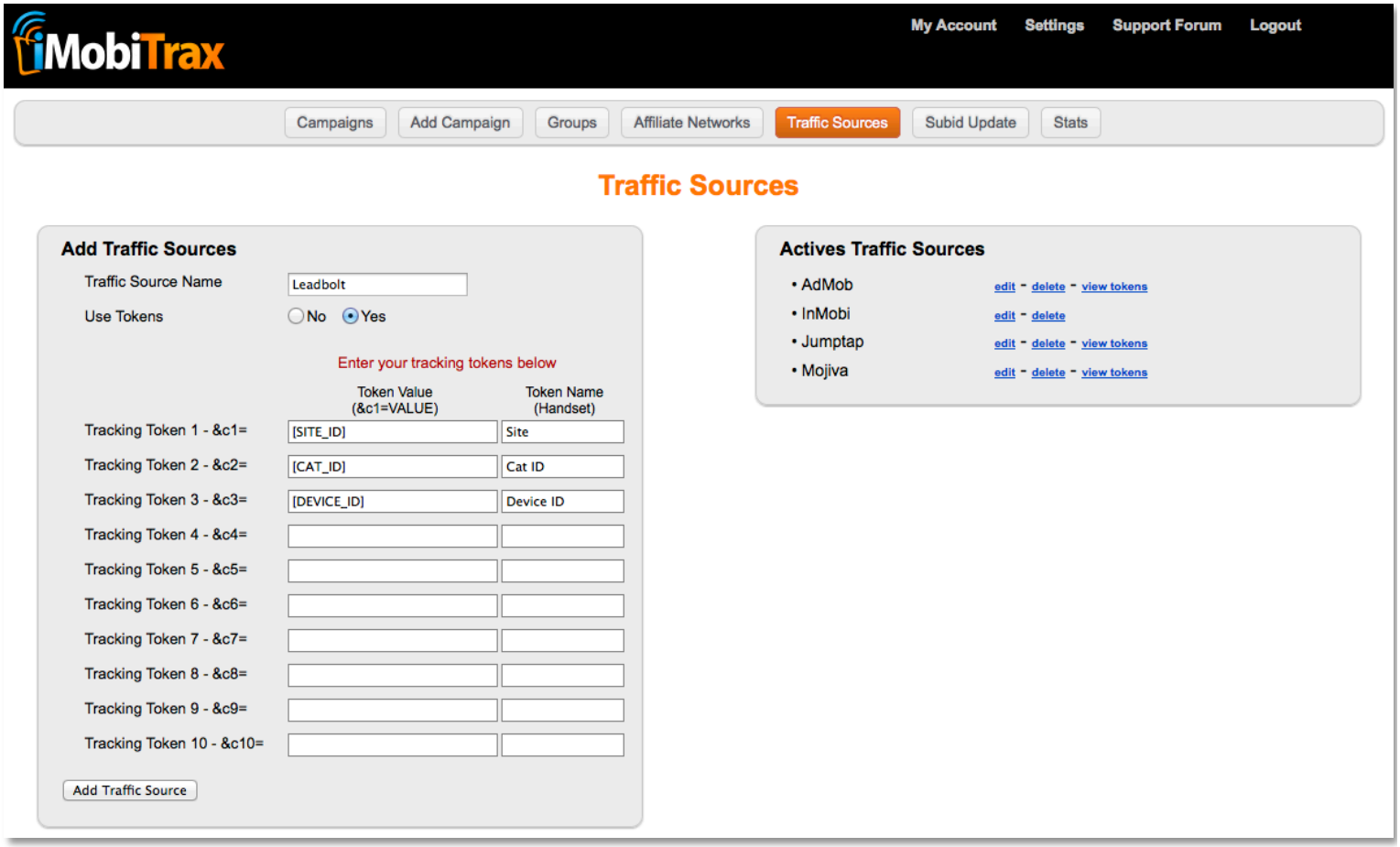
Tokens:



The above figure displays how custom tokens should be inserted when creating a new traffic source. These can also be added following the initial creation of the source. Simply enter the **Token Value** provided by the advertising network and a **Token Name** that will allow you to identify the data in the reporting. For example, *[SITE_ID]* at Leadbolt will provide you with a unique ID for a certain website and the corresponding text would read *Site* which can easily be read in your reports.

How To Setup A Traffic Source Video: http://www.youtube.com/watch?v=8YAwiTo2OTk&feature=plcp

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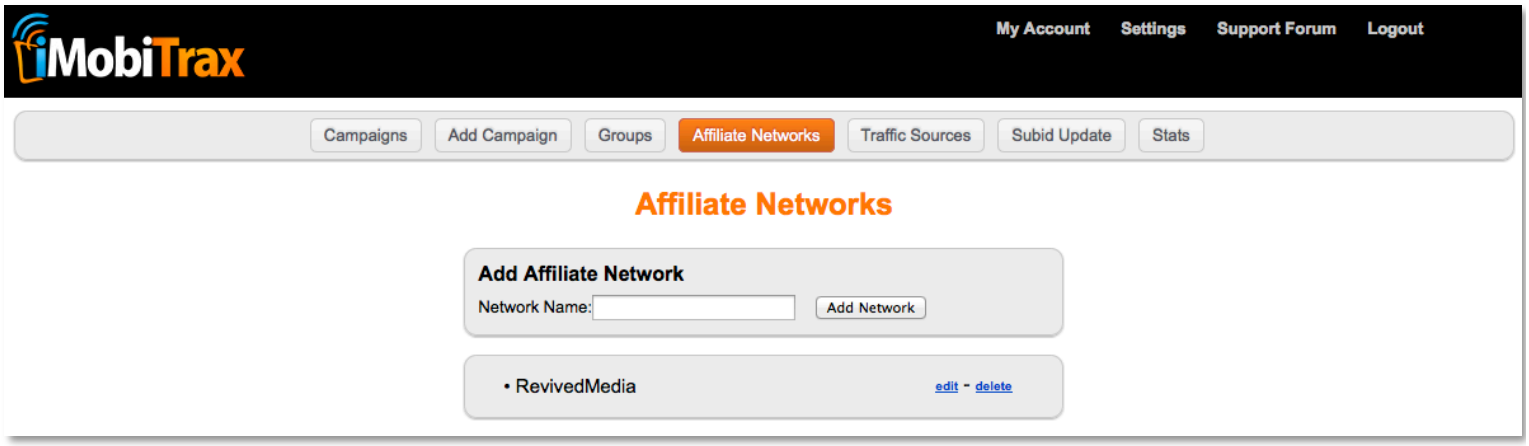
Adding an Affiliate Network:



iMobiTrax is designed to be used with any Affiliate Network that contains mobile/WAP optimized offers. For the reporting features you will need to setup each affiliate network you plan on using inside the Affiliate Networks tab. Simply enter the **Network Name** and click the **Add Network** button.

How To Add An Affiliate Network Video: http://www.youtube.com/watch?v=PiloPc-4sqI&feature=plcp

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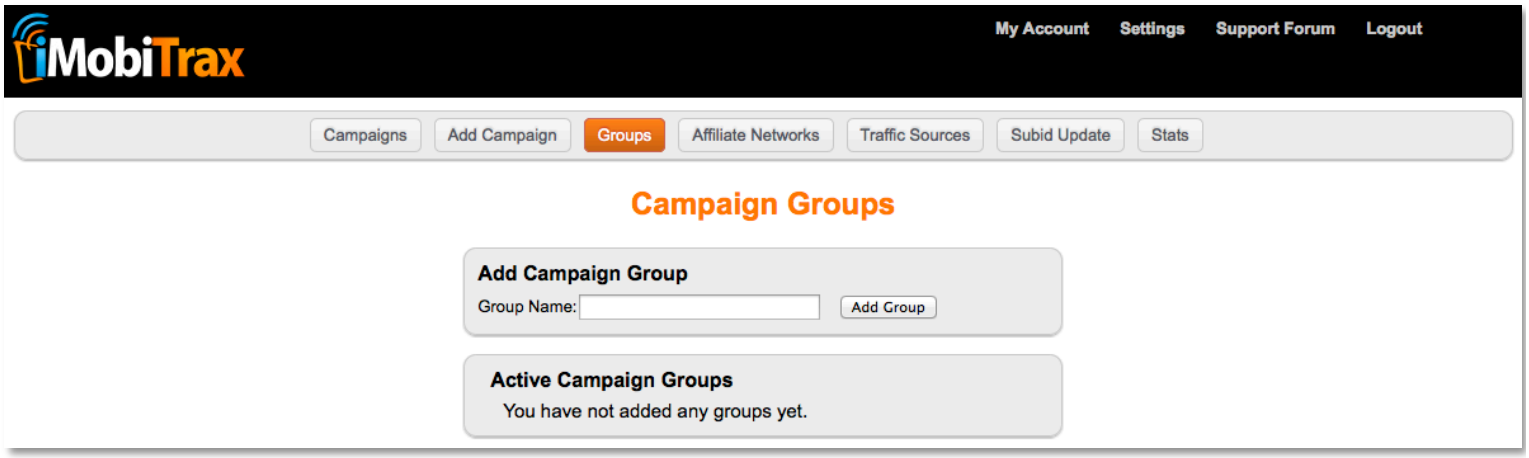
Adding Groups:



Campaign Groups allows you to assign a unique value to group your campaigns that will allow for ease of reporting. For example, you may decide to name a Group of campaigns a niche such as *Dating*, *Auto Insurance,* or *Ringtones*. These should be unique and will only be seen in the reporting statistics area. There is no wrong or right way to name a group it all depends on personal preference. You may decide to group your campaigns by the name of the person setting up campaigns.

How To Setup Campaign Groups Video: http://www.youtube.com/watch?v=rhP2BJ1J6NQ&feature=plcp

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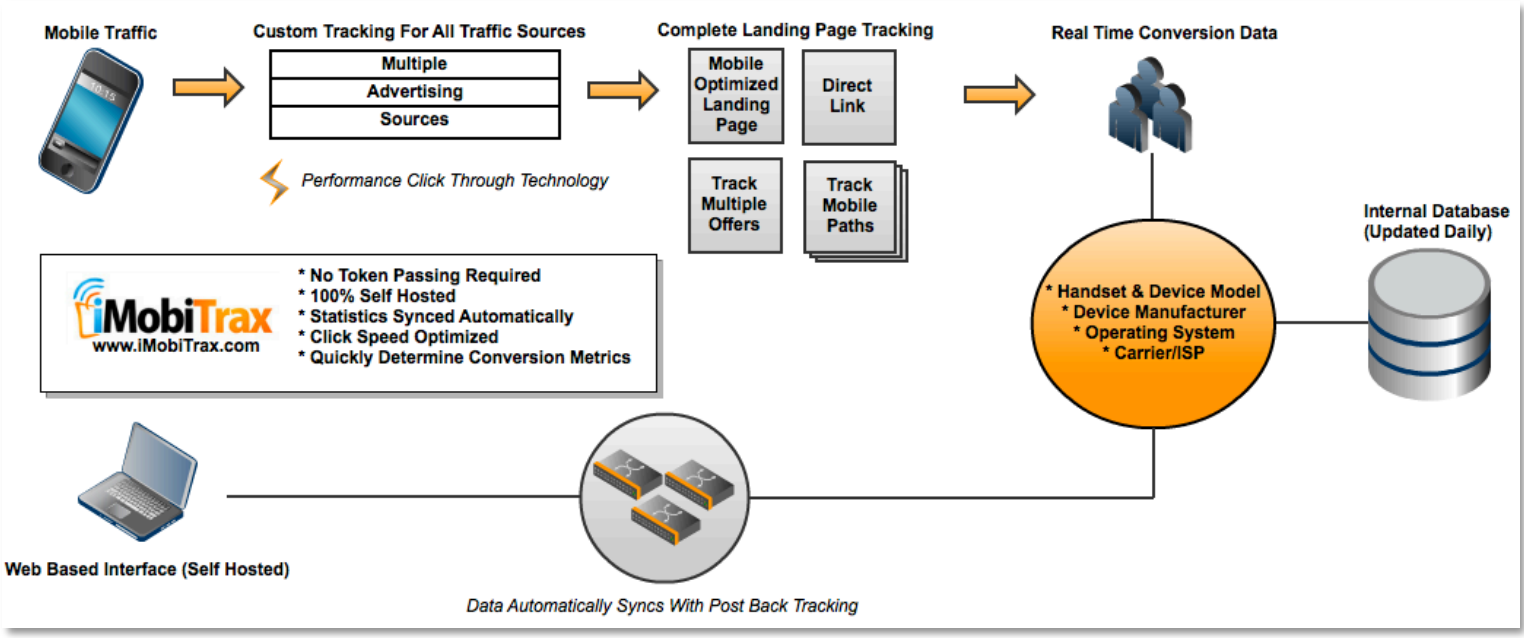
Creating A Campaign

Following all of the above steps you are ready to begin creating campaigns and implementing iMobiTrax into your mobile marketing traffic. You will notice that iMobiTrax works with three different types of campaigns: Direct Link, Landing Page, and Path.



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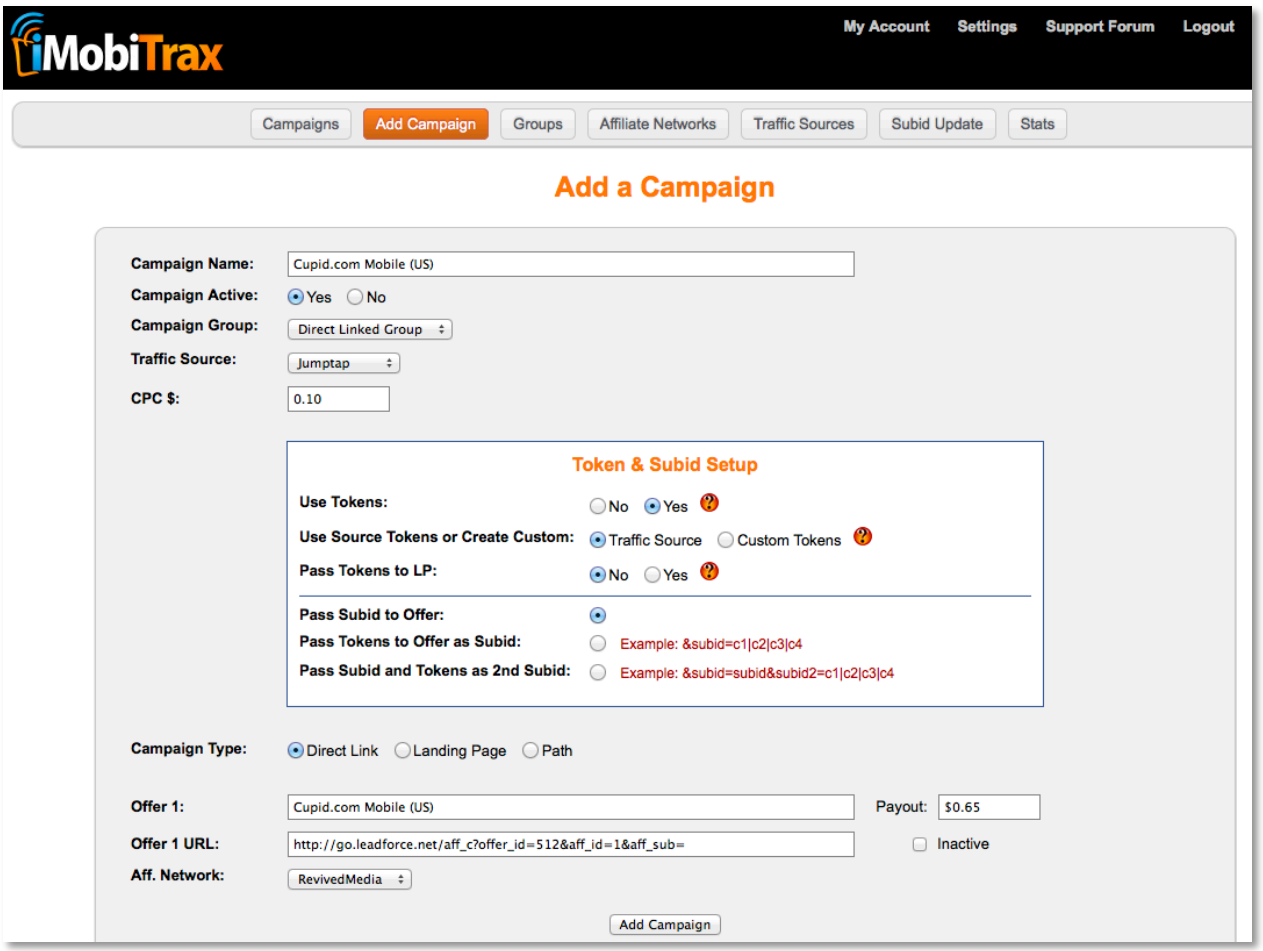
Creating A Direct Link Campaign:

Direct Link campaigns are fairly self-explanatory. Basically you're going to be sending your mobile traffic directly to an offer from an Affiliate Network defined in the steps above. Before you get started have your unique affiliate URL with the SUBID 1 value appended to the end (ie: http://go.leadforce.net/aff_c?offer_id=512&aff_id=1&aff_sub=XXX)



To setup a direct link campaign simply enter a unique name for the campaign (ie: Cupid.com Mobile (US)), set it to active, assign it a Campaign Group (optional), define the Traffic Source (ie: Jumptap), and set the maximum amount you will pay per click (ie: $0.10).

If you defined custom tokens when setting up your traffic source you can simply select YES under USE TOKENS. You then have the option to use them or add additional custom tokens (for instance a static creative name). Since you are direct linking there is no need to Pass Tokens to LP (landing page).

You can then define additional items to be passed in your SUBID. By default this is set to pass the Subid to Offer and most-of-time doesn't need to be changed.

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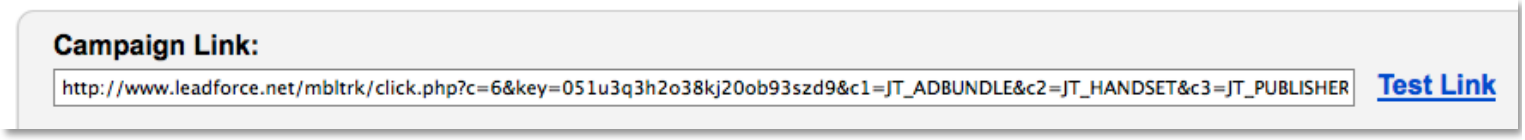
Your Campaign Type should then be selected as Direct Link. Offer 1 is simply the offer name from your Affiliate Network (ie: Cupid.com Mobile (US)). You then need to define the amount you are paid for a successful conversion (ie: $0.65). Offer 1 URL should be your unique affiliate link with the unique SUBID value appended to the end of the link. There should be no spaces following the equal sign (ie: &aff_sub=). Do no select the offer to inactive and the select the Affiliate Network you are running the campaign through.

Once you click the Add Campaign button your campaign will be created and you will receive a unique URL that can be used at your traffic source:



It is important to use the Test Link to ensure your campaign is functioning properly. This is the link you will use at your traffic source and will be sending live traffic too. You have now completed setting up your direct link campaign.

Find instructions on setting up your post-back URL on page XX.

How To Setup A Direct Linked Campaign Video:
http://www.youtube.com/watch?v=51Yx4JLCcLY&feature=plcp

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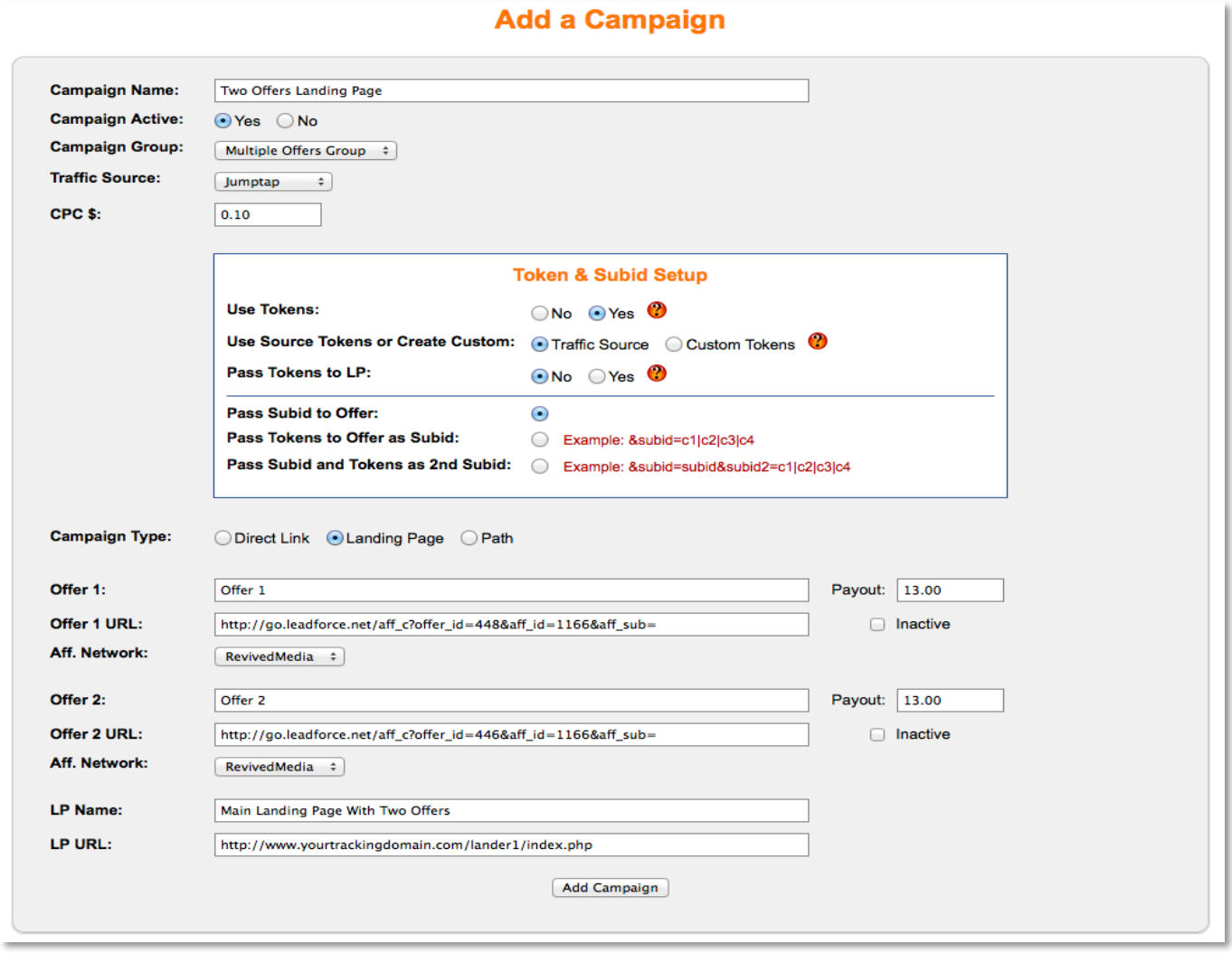
Creating A Landing Page Campaign:

iMobiTrax has the ability to track your campaigns that use a landing page to your offer(s). You have the option to run one or two offers per landing page. Simply enter your unique Campaign Name, select it to active, choose your unique group, select the traffic source, and enter the maximum cost per click. You can then select to use the extra Tokens from the traffic source and also have the option to pass custom tokens to your landing page. This is good if you're trying to pass data that can be pre-populated such as an email address, name, or phone number.

By default the Subid is to be passed to each respective offer. Rarely should this be changed however you do have the option to pass your tokens in the sub ID or you can pass your custom tokens through a second Subid. Since you're using a landing page you should select Landing Page under Campaign Type. This will present you with two offer fields. If you're just linking out to one offer simply lead the second field-set blank. Beside each offer assign the payout you will receive for a successful conversion and define the Affiliate Network. Your landing page should have a unique name. This is for your reporting reference. The landing page URL should link to your page and must have a .php extension. Once all of these criteria are met, click the Add Campaign button at the bottom:



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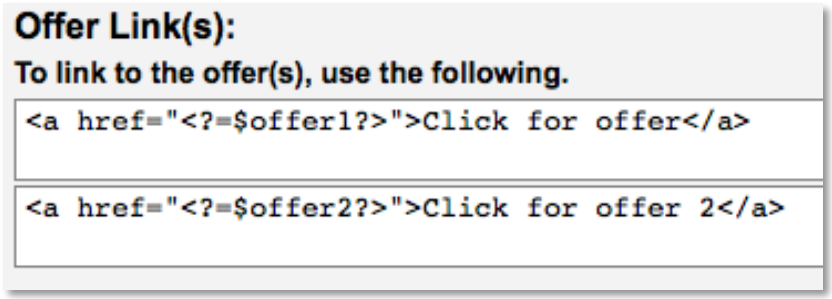
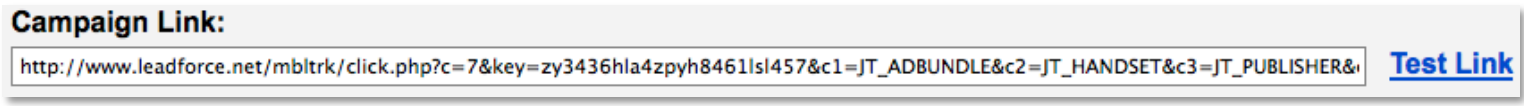
Insert The Tracking Include Code On Your Landing Page (Must be .php)
Once your Landing Page Campaign has been created you have to insert some simple PHP code to your page for everything to function. At the top of your landing page, before the <html> tag, you will add the code that looks similar to this (please remember this is unique to your installation):

Insert Your Offer Links On Your Landing Page
While editing your landing page and adding the Tracking Include file, you need to edit your outbound link(s) to your offer. This is simply done by having your link(s) formed as the following:



Once you have the Tracking Include and the Offer Link(s) inserted, save and upload your landing page then test it using the test link. Please note your landing page will not function correctly unless the traffic comes through your unique Campaign Link:



If everything works correctly (you may also wish to test using your mobile device) your campaign is almost ready for traffic distribution. The final step is to setup your post-back conversion tracking which will be explained on page 17.

Video On How To Setup A Campaign With A Landing Page With 2 Offers:
http://www.youtube.com/watch?v=YK8aPFToLqA&feature=plcp

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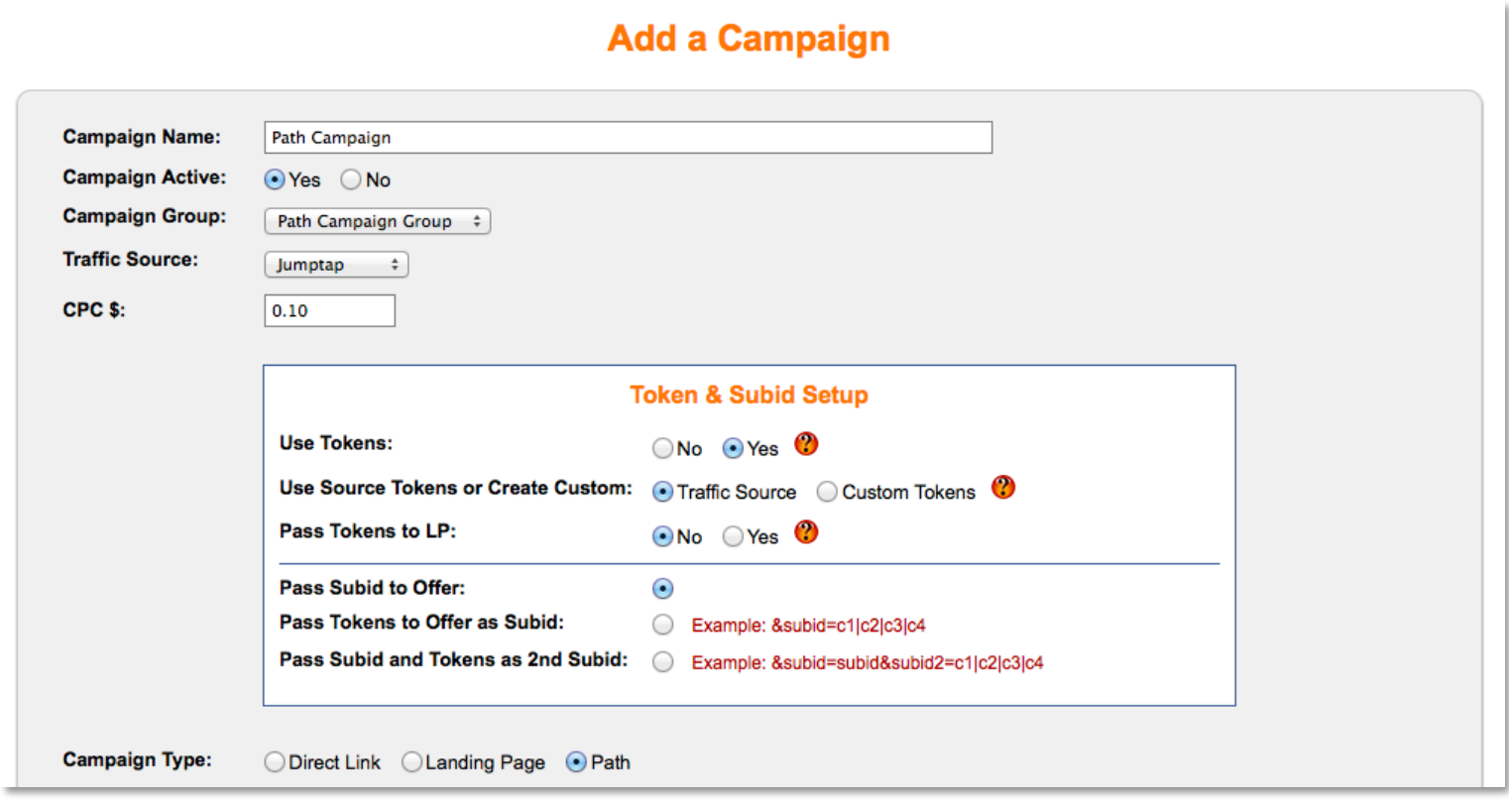
Creating A Path Campaign:

Paths have proven to be an effective monetization method for mobile traffic. With iMobiTrax you have the ability to track your paths to see exactly what pages yield the best click through rates, where your traffic is dropping off, and how well certain pages convert. We also make it very simple to setup and implement.

Setting up a Path Campaign is almost exactly the same as setting up a campaign with a Landing Page, however it is designed for a user to go through multiple landing pages before reaching an offer. You begin by first naming the campaign, assigning it to a unique group and a traffic source, then adding in your maximum cost per click. You then have the option to pass the tokens as you have in the previous two examples. You are also able to pass custom tokens to your landing pages to add for even more personalization:



The difference with a path campaign is you have more than one landing page and sometimes more than one offer. All of this is defined after you select Path as your Campaign Type:

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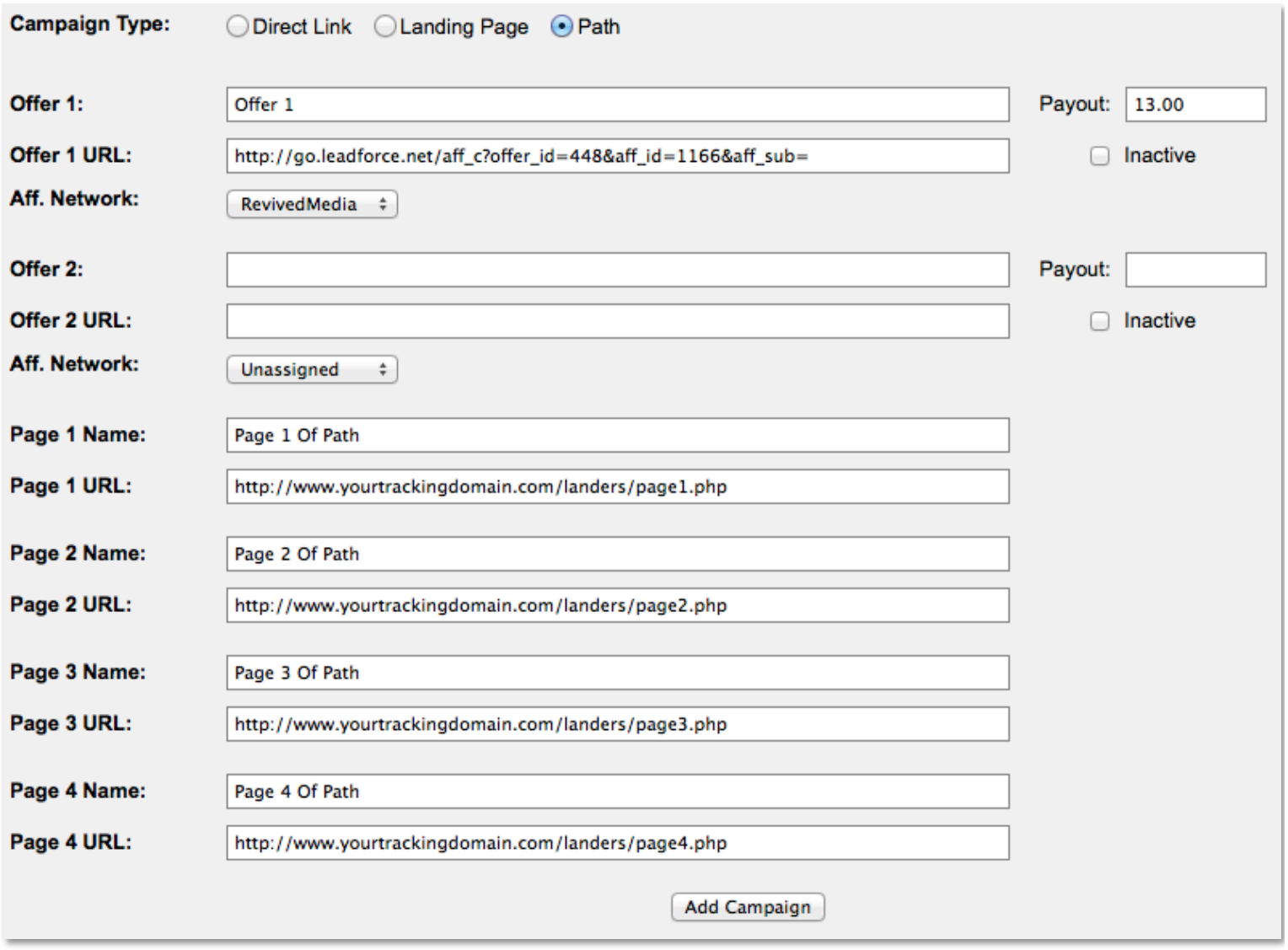
You then proceed to enter the URL of the offer(s), the URL from your affiliate network, the payout you receive, as well as the name of the Affiliate Network. You will then enter a unique name of each landing page and define the URL to the page (must be .php):



Your path can be up to four pages long but doesn't necessarily have to be. Some of our paths are two pages, some are three, and others are four. This all depends on how many pages you wish the visitor to see prior going to your affiliate offer.

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When your path campaign is creative you are almost done setting things up. The next step is to add the path include file to the top of EACH landing page in the path (extension must be .php). The code will be unique to your installation but will look something like this:

Place this include above the HTML on EACH PAGE in the path.

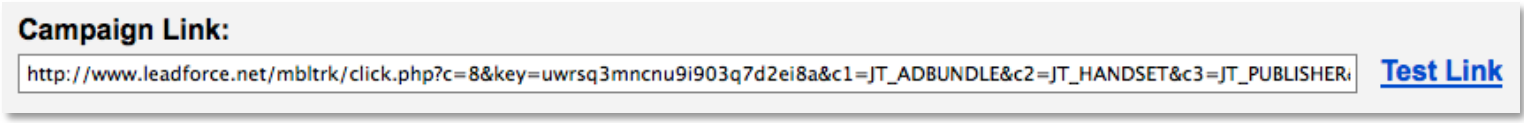
```
<?php include ('/home/lead/public_html/mbltrk/path_track.php'); ?>
```

You will then need to include a link on each page to advance the visitor through the path. These links should look like this:

To Advance to the Next Page in the Path, Use:

```
<a href="<?=$nextPage?>">Next page</a>
```

Once all of your path landing pages have the correct Tracking Includes (the top path code and "next" page link) you can save and upload to your web server. You are then ready to test your campaign using the test link provided in the post-creation page:



The final step to setting up your path campaign is inserting the post back tracking on your affiliate offer(s) that is explained on the next page.

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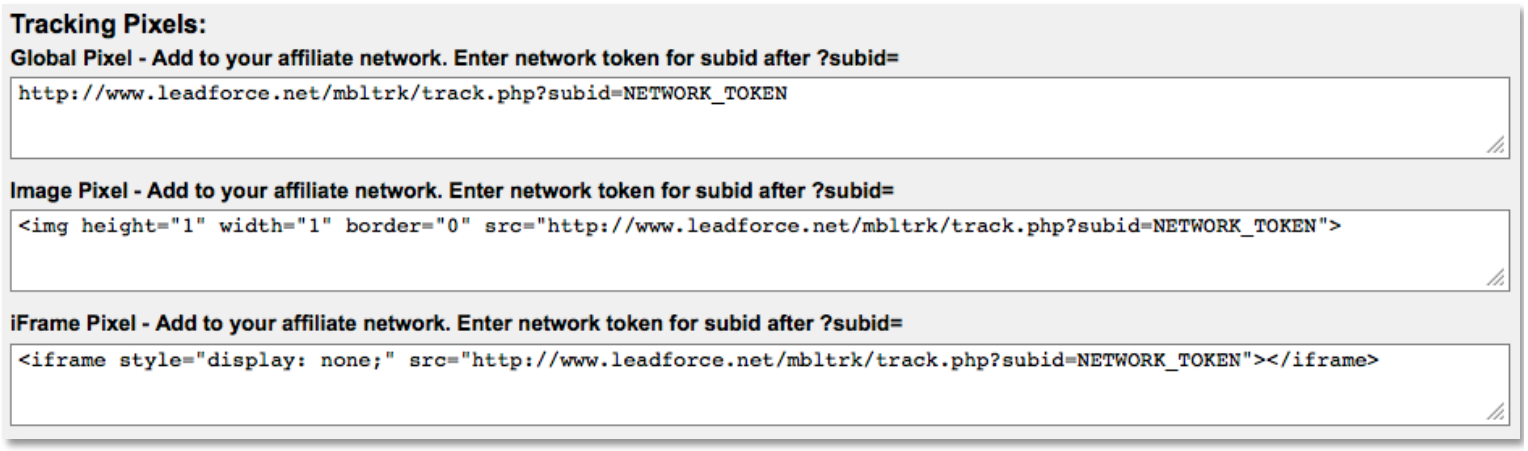
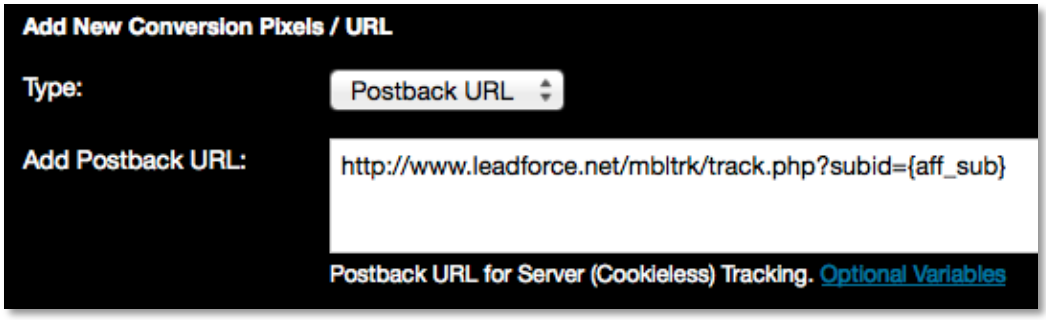
How To Setup Post-Back Tracking:

iMobiTrax will update your stats is real time instantly revealing converting metrics. For successful conversions to be tracked back to your server you need to ensure a post back URL is placed on your affiliate offers. Most affiliate networks (such as Revived Media) allow you to manually place these URL's that simply call the SUBID and report back to the server that a successful conversion has taken place.

When you finish creating any type of the above campaigns you will be shown multiple different conversion post backs/pixels. They will look something like this:



You will need to place these on the confirmation page where a successful conversion has taken place. Inside Revived Media, your conversion post back URL will look like this:



5\

The post-back URL MUST call the variable that passes the Subid for iMobiTrax. Most of the time this is done through the Subid 1 variable. This will differ from network-to-network and must be defined at the end of your post-back URL.

Video On How To Setup Post-back URL Tracking:
http://www.youtube.com/watch?v=-7VzDfp9ctQ&feature=plcp

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Managing Campaigns

When your campaigns are created and running you have several options when it comes to managing them. We've implemented many items to save you time when it comes to editing, deleting, cloning, or resetting campaign data.

Editing

From time-to-time you may find it necessary to edit your campaigns. You're able to update your maximum cost per click price, add/edit custom tokens, set offers to inactive or edit offers, and change up your landing pages. Following each edit you must ensure to click the Update Campaign button. The good thing about iMobiTrax is that if you want to change out a landing page URL or offer URL you don't have to go back to edit the landing page. Since the links utilize dynamic code, simply enter the information into the campaign area, click update, and you're good to go.

Deleting

If you find it necessary to delete a campaign please remember that this action cannot be undone. You will lose any data associated with the campaign. This should mainly be used for campaigns that are incorrectly setup or that you are no longer running.

Cloning

You may decide that you want to create a campaign very similar to one you're already running but don't want to go through the entire creation process. By using the Clone link on the dashboard you're simply able to copy the campaign as is. By default the new campaign inherits the old campaign's name and *CLONE* is added beside it. Please remember that you will have a new unique campaign link to use for traffic distribution.

Video On How To Clone A Campaign: http://www.youtube.com/watch?v=6vbBt-B0bzI&feature=plcp

Reset

Reset clears all click and conversion data from any existing campaign. You may find this necessary if you've conducted internal clicks to test that all of your pages are working correctly. Please note that once a campaign's data is reset it cannot be undone.

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Reporting

The power behind iMobiTrax is our reporting interface that allows you to instantly identify important conversion metrics such as Device Operating System, Manufacture, Device Mode, Carrier (ISP), Referring URLs, IP Addresses, and Custom Tokens. We also offer the ability to view conversion by day of the week or time of the day. All of these reporting metrics can be grouped to narrow down exactly where the return on investment exists.

Device Operating System

View all of your click/conversion data by the device operating system. Quickly identify the exact version of the operating system your traffic is using and which versions convert the best with your particular campaign. *This data is compiled via our internal database that is updated weekly.*

Manufacturer

The manufacturer of the device that clicked your advertisement is instantly shown. Discover the devices that are converting and click through your campaigns and the ones that do not perform. Instantly viewing this metric allows you to return to your advertising network with a plan of action on how to scale and optimize to make the most out of your campaign. *This data is compiled via our internal database that is updated weekly.*

Device Model

Even though you know the manufacturer of the device, many handsets have different screen sizes that have a direct effect on your conversion rates. Instantly discover the devices that are converting for your campaign and eliminate the ones at your traffic source that are not converting. *This data is compiled via our internal database that is updated weekly.*

Carrier (ISP)

Many of the carriers such as AT&T, Verizon, Sprint, etc. convert differently with mobile traffic. Instantly discover the exact carrier/ISP that is converting for your campaign and eliminate others (such as Wifi traffic) that is draining your marketing budget. If you're running a campaign that requires a user to take immediate action (such as a call) this is a very important metric.

Custom Tokens

Inside the reporting interface you're able to view the custom tokens you setup during the campaign creation process. Quickly sort and organize campaigns to see the custom items you have declared to find hidden ROIs and areas that can be eliminated allowing for maximum optimization.

Week/Day Parting

Mobile campaigns perform differently depending on the hour of the day or the day of the week. To help you optimize and scale, iMobiTrax offers the ability to see the exact time and day of the week that conversions yield the highest return on investment. Eliminate the hours/days of the week that do not yield a positive return and scale during the hours/days that perform the best.

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Referring URLs

Instantly see where your mobile traffic is coming from. While some mobile devices do not pass a referring URL, some will show you exactly where your visitors are coming from. This allows you to go back to your advertising network and collaborate with them on the sites that perform the best for your campaigns.

IP Addresses

Worried about mobile click fraud? Instantly view how many times a certain IP address has clicked your campaign and determine if they are real or fake. This will allow you to eliminate a lot of the click-fraud faced throughout the entire mobile marketing industry.

Grouping Reporting Data

One of our favorite reports to run is Group Data by: Device OS, Manufacturer, then by Device Model. This allows you to view an easy-to-read break down of your campaign and quickly identify where your clicks and conversions are taking place. You can also group by any of the above reporting metrics creating reports to view for optimization.

Video Resources:

Using Reporting To Discover 1591.7% ROI:
http://www.youtube.com/watch?v=vCUt-9VRQ7g&feature=plcp

How To Use Carrier Data To Optimize:
http://www.youtube.com/watch?v=larpCMjDHuo&feature=plcp

How To Use Operating System Data To Optimize:
http://www.youtube.com/watch?v=4mzV6jsg890&feature=plcp

How To Use Device Manufacturer To Optimize:
http://www.youtube.com/watch?v=S_WIej7ygKc&feature=plcp

How To Use Device Model Data To Optimize:
http://www.youtube.com/watch?v=SmltVq8LciA&feature=plcp

How To Group Data To Optimize:
http://www.youtube.com/watch?v=bCwFe7gRKo8&feature=plcp

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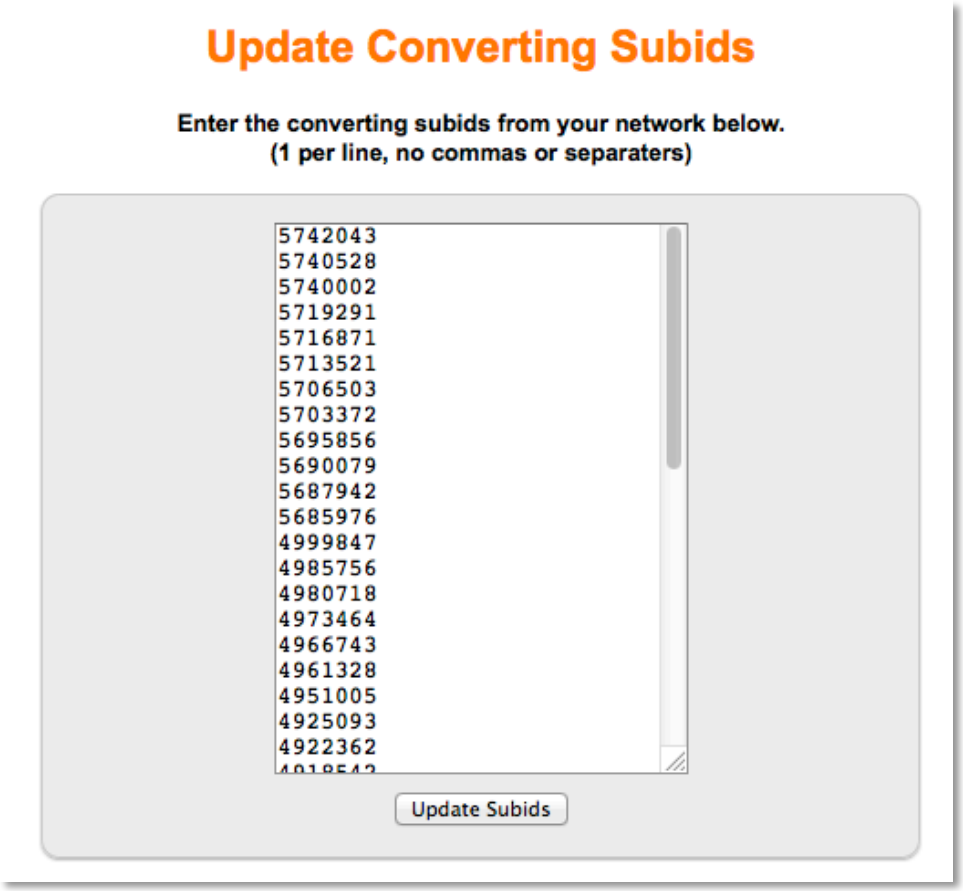
Updating Subids

If you setup your campaigns as described above inside iMobiTrax your campaign conversions will be successfully posted back to your database automatically. However we understand that this isn't always 100% accurate. To ensure you have all of your converting data we allow you to manually import your converting SubIDs via the admin interface. Please note once a unique SubID has been uploaded it will NOT be counted twice even if it is uploaded again. Your unique SubIDs will be a series of numbers. To upload them, simply download them from your affiliate network, copy the numbers, paste them into the text-field box and click Update Subids:



Video On How To Update Your Subids: http://www.youtube.com/watch?v=1QzOBh-r7ko&feature=plcp

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Settings

The iMobiTrax administration area includes a couple different settings to make things easier for you as an end-user. They include editing your account info, changing your administration password, performing a database cleanup, and exporting user agents.

Account Info

During the installation of the script you define a username that CANNOT be changed. However you can update your email address that is used to recover a lost password. You're also able to update the Timezone defined during the initial installation process.

Change Password

Your password should be updated on a monthly basis. By clicking Settings at the top you're able to enter your new password, verify it, and along with your current password update it to a new secure password that will ensure your campaigns are safe from prying eyes.

Database Cleanup

The database cleanup function will delete all click data. Everything including conversions WILL BE removed from your reporting. This should be used VERY carefully and only during extreme situations. Your campaign setup data will remain in your installation but you will lose all click/converting data.

User Agents

If you notice any **MISSING** data inside your reporting you can simply export your user agents, send them to our support team, and we'll include them in an upcoming update. You however must have an active subscription to iMobiTrax. Since our device database is compiled manually you can rest assured that your campaign data will be accurate and updated in a timely manner. All exported data should be emailed to support@imobitrax.com and you should include you iMobiTrax.com Username in the email subject line.

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Database Updates

iMobiTrax software contains two different databases that are updated on a weekly/monthly basis. As long as you continue an active subscription with us, we will provide you with these updates. You maybe aware that new handsets/devices are coming out daily and carriers/Internet Service Providers also change regularly. To ensure you have the most up-to-date conversion tracking metrics it is highly recommend that you keep these files updated in your installation.

Troubleshooting

iMobiTrax is supported through our helpdesk that is staffed 24 hours a day, 7 days a week, 365 days a year. As long as you maintain a current subscription you have access to this support area where you can submit a ticket and have a response from one of our professional team members. You can access the support helpdesk via the following URL:

http://www.imobitrax.com/users/helpdesk/index/p/index/index

We also have a Support Forum where you can discuss your issues with other iMobiTrax users and our professional team members. This also comes along with your active monthly subscription. You can access the support forum at the following URL:

http://www.imobitrax.com/forum/

Disclaimer

Please note the above examples were used for your reference only as a demonstration on how the iMobiTrax software can function. iMobiTrax software is used as is and we do not assume any legal consequences that could incur with the ill-use of our software.

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