

## CHECKOUT TRACKER DOCUMENTATION for BESTSHOPPING.COM

This document explains how to correctly implement the sales tracker by bestshopping.com on your web site. The Bestshopping Tracker collects information about an Order made by a specific user. The User will be identified by a Cookie.

This Tracker requires a web site to have a cookie code in the Url landing page and the img url code in the “thank you page”.

The communication between bestshopping.com and your ecommerce will be done in 2 phases.

### 1st PHASE - BESTSHOPPING.COM SENDS A USER TO YOUR ECOMMERCE

When a user from bestshopping.com chooses a product to buy, the user will be redirected to your ecommerce landing page as indicated in your data feed. This web page will contain a Javascript code that will store a cookie with the transaction ID.

The value of the data to store in the cookie is contained in the GET URL used by bestshopping.com to send the user to the product landing page on your ecommerce and it contains the following information:

```
http://url_e_commerce.com/product_landing_page.htm?tid_bs=<string>
```

with the following parameters:

Variable Name	Variable Description
tid_bs	Value sent to your ecommerce web site that identifies a transaction from bestshopping.com to your ecommerce.

This cookie will be set to 30 days of expiration. The logic behind the cookie is the “last cookie wins” one, by which a sale is to be considered cronologically generated by the latest cookie generated in case of more affiliation providers.

To ease the installation of this cookie, in case you do not want to produce your own code, a ready-made Javascript file is available to be immediately included in your web page. You can store the Javascript in your server to accelerate its loading for the users accessing your web site, or link directly our own url.

The inclusion of the Javascript file to save the cookie is done with the following html line:

```
<script type="text/javascript"  
src="http://tracker.bestshopping.com/bestshopping.js"></script>
```

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You can move the script tag from your <head> section to the end of the page, before </body> in case you do not want to host directly our file. This will avoid problems in case the network is slow.

The inclusion of this file and the generation of the cookie is mandatory in order to have the tracker work correctly. If you produce your own code to save the cookie, be sure it does it correctly.

## 2nd PHASE – THE SAME USER MAKES A PURCHASE ON YOUR ECOMMERCE

To send to Bestshopping.com the purchase information made on your ecommerce by that user, the Thank You page (the page that confirms the purchase to the user) must include a call to bestshopping.com done using an `<img src>` with the following syntax.

```
http://tracker.bestshopping.com/save_checkout.php?
tid_bs=<special>tr=<string>&sc=<float>{&id[0...n]=<string>&pr[0...n]=<float>
&qt[0...n]=<int>}
```

with the following parameters.

Variable Name	Variable Description
Transaction ID made on the 1 <sup>st</sup> phase	
<code>tid_bs</code>	The same data that was originally sent to your ecommerce by bestshopping.com and stored in the cookie
ordder data	
<code>tr</code>	Order id (alphanumeric of 45 chars max)
<code>sc</code>	Shipping costs (float)
Items data (with " <i>n</i> " a progressive integer number for each item)	
<code>id[n]</code>	Array with the Ids of the products (alphanumeric of max 45 chars). <b>It's the same ID found in the data feed sent to bestshopping from the merchant.</b> Be sure you're sending the same ID in the feed otherwise the tracking will fail.
<code>pr[n]</code>	array with the 1 unit price of the product (real number), including VAT (i.e. Gross price)
<code>qt[n]</code>	Quantity of the product ( <i>integer &gt; 0</i> )

In the source directory attached to this documentation the following source codes can be found. PHP (source\_php.zip), ASP (source\_asp.zip) and ASP.NET v2.0 (source\_asp.net2.0.zip) with a sample and the related library to generate a correct encrypted string.

All parameters are packed with a CRC32 and crypted with a static key by a simple XOR. The key and the crypt code are included in all examples.

This is the example of a correct url that will be printed for a transaction.

```
http://tracker.bestshopping.com?save_checkout.php?
tid_bs=0000109916802701822609712406521109619923612017814121618102712702407
10041782431851720330051641020891541370131902151442021030340261070260882331
98097079&tr=5a0357055a575456510653&sc=01575153090301045d1f5c0c&id[0]=00550
0535f56035155025d0c0d&pr[0]=0750005e0951010055024b050a&qt[0]=5a0206055c535
55555
```

Due to limitations of the length that can be used to send GET urls, especially for Internet Explorer 6.x and 7.x, the source code included already generates a multiple img urls string in case the length exceeds the IE limits.

**CAUTION:**

For Paypal or Credit Card payments the shopping cart must be sent us before the user makes the payment.

For these payment modes, the user is forced to leave the merchant's site in order to finalize the payment, in most cases the user will not come back on the merchant's site making us loose the sale.

In case the user does not pay the order, the merchant has always 30 days time for removing the order in the Bestshopping.com Control Panel.

**Sandbox Enviroment**

In case the code needs to be written from scratch, an extreme attention is due to the crypt generator and string printer due to this limitations. It is possible to test the print-out of a img url call by issuing the GET to the SANDBOX of Bestshopping.com, a special web page that will NOT store any transaction and the only goal is to print the value received.

Be sure not to go live with a SANDBOX enviroment, however.

To activate a SANDBOX call, replace the “save\_checkout.php” with the string “save\_checkout\_ **sandbox**.php”.

**Last Cookie Wins Policy**

It is commonly accepted among affiliation that when a new client is brought to a web site, the “last cookie set” wins. So if you run multiple affiliation, you need to send the transaction back to Bestshopping only when the cookie from Bestshopping is the “last” created temporarily speaking.

**CAUTION:**

If you use pay-per-click affiliations, make sure you delete the bestshopping's “tid\_bs” cookie once a user arrives on your landing page. This will ensure that you don't pay both a cpc cost to a third party and a commission to bestshopping.

**SSL Calls**

You can print the IMG URL with “https” reference instead of “http” if you need.

To accomplish it, open the library file you're using and replace the value **IMAGE\_URL** from “[http://tracker.bestshopping.com/save\\_checkout.php](http://tracker.bestshopping.com/save_checkout.php)” to “[https://tracker.bestshopping.com/save\\_checkout.php](https://tracker.bestshopping.com/save_checkout.php)”

In PHP, file “image\_bestshopping\_php5.class.php”:

```
15: define('IMAGE_URL', 'https://tracker.bestshopping.com/save\_checkout.php');
```

in ASP.net2.0, file “OB\_image\_bestshopping.vb”:

```
11: Public Const IMAGE_URL As String = "https://tracker.bestshopping.com/save\_checkout.php"
```

in Perl, file “image\_bestshopping.class.pl”:

```
22: $IMAGE_URL = 'https://tracker.bestshopping.com/save\_checkout.php';
```